

Marketing & Business Development Committee Minutes

Thursday, September 10th, 2026 9:00-10:00 AM

Virtual Meeting – Zoom

In attendance: Marcy Huttas (Co-Chair), Elaine Coorens (Voting Member), Amanda Kezios (Voting Member)

Guests: Barry Gore (Resident)

Staff: Alice Howe (Program Director), Luke Scaletta (Community Engagement Coordinator), Lindsay Siebert (Membership Sales)

Public Comment

Barry Gore spoke about his intention to develop a book of photography taken in Bucktown, and requested the Committee's opinion on the marketability of the book. EC offered to advise BG on the development of the book.

Motions

Motion 1: The Marketing & Business Development Committee recommends to approve funding not to exceed **\$19,000** from line item **1.06 (Holiday Decorations)** to fund Illuminight's installation of new white LED lights in the trees located at Polish Triangle (1204 N Milwaukee Ave) (26-0907)

Discussion: AH clarified that the lights would be static and would not conflict with the toilet installation in Polish Triangle

*EC recommends. AK seconds. All in favor. **Recommendation passes.***

Motion 2: The Marketing & Business Development Committee recommends to approve funding not to exceed **\$8,000** from line item **2.06 (Public Art)** to fund the 2026 Holiday Window Decoration Rebate for business storefronts located within WPB SSA #33 boundaries (26-0908)

Discussion: LS described new promotional efforts to get the word out about the rebate, and the artists that staff is in contact with to help promote the rebate to their leads. Also clarified that the program would run for longer, through the fall and end of 2026.

*EC recommends. AK seconds. All in favor. **Recommendation passes.***

Motion 3: The Marketing & Business Development Committee recommends to approve funding not to exceed **\$3,000** from line item **1.02 (Special Events)** to fund stipends for acrobats and performers at Meet Me on Milwaukee on September 27th and October 25th (26-0909)

*EC recommends. AK seconds. All in favor. **Recommendation passes.***

Motion 4: The Marketing & Business Development Committee recommends to approve funding not to exceed **\$8,000** from line item **1.06 (Holiday Decorations)** to fund the planting and lighting of a holiday tree in Wicker Park (1425 N Damen Ave) by Christy Webber Landscapes (26-0910)

Discussion: AH clarified that the holiday tree will be planted by Christy Webber this year, meaning the SSA will not have to pay annually for this program. Committee requested a plaque commemorating the tree and mentioning the SSA's donation.

*EC recommends. AK seconds. All in favor. **Recommendation passes.***

Motion 5: The Marketing & Business Development Committee recommends to approve funding not to exceed **\$30,000** from line item **1.06 (Holiday Decorations)** for the installation and removal of the neighborhood snowflake displays by Illuminight. (26-0911)

Discussion: AH reminded committee that the price for this expense has not changed in years, hence the continued collaboration with Illuminight.

*EC recommends. AK seconds. All in favor. **Recommendation passes.***

Motion 6: The Marketing & Business Development Committee recommends to approve funding not to exceed **\$12,000** from line item **4.06 (Strategic Planning)** for a year-long contract with Placer.ai to be split evenly with the Wicker Park Bucktown Chamber of Commerce to gather neighborhood analytics (26-0912).

Discussion: AH requested that some budget be moved from line item 2.00 to 4.00 to afford the extra marketing efforts that have been taken in anticipation of Reconstitution.

*EC recommends. AK seconds. All in favor. **Recommendation passes.***

Motion 7: The Marketing & Business Development Committee recommends to approve funding not to exceed **\$8,400** from line item 1.09 (**PR/Media Relations**) to fund a contract extension for Carol Fox & Associates from 9/30/26-1/31/27, split with the Wicker Park Bucktown Chamber of Commerce, to provide public relations services for Wicker Park Bucktown (26-0913)

Discussion: Committee agreed to both fulfill the proposed contract extension to utilize CF&A services through the end of 2026, as well as renew their contract for a full year in 2027.

*EC recommends. AK seconds. All in favor. **Recommendation passes.***

Motion 8: The Marketing & Business Development Committee recommends to approve funding not to exceed **\$25,956** from line item **1.09 (PR/Media Relations)** in 2027 to fund PR services from Carol Fox & Associates, to be split with the Wicker Park Bucktown Chamber of Commerce, to provide PR services for Wicker Park Bucktown in 2027. (26-0914)

*EC recommends. AK seconds. All in favor. **Recommendation passes.***

Updates

1. Videographer RFP

- i. AH and LS shared recent filming opportunities with Film in a Bag, including Wicker Park Fest, Meet Me on Milwaukee and more. The Committee is still seeking footage of Cleanslate, First Fridays, rat birth control, and the Holiday Tree Lighting.

2. Wayfinding

- i. AH assured Committee that there would be updates after a meeting with CDOT later in the day.

3. Holiday Tree Lighting

- i. AH updated Committee on planning efforts for the event with WPBCC, WPAC, and Chicago Parks.

4. Metzger Court Redesign

- i. AH confirmed that the project is awaiting approval and guidance from CDOT before proceeding, but that the 1st Ward office is in full support of the construction project.

5. Reconstitution Efforts

- i. Lindsay Siebert updated the Committee on tabling efforts and forum planning for SSA Reconstitution efforts, including representation at the Wicker Park Farmers Market, Meet Me on Milwaukee, and First Fridays.

Next meeting – October 1st