

**MainStreet Commission Meeting Minutes
January 19, 2011**

Members Present

Michael Clark, Chairman
Richard Vuillaume
Tom Kane
Rick Butkus
Jack Cochonour
Becky Nichols

Staff Present

Donna Framke, Marketing Director
Judy Bruning, Admin. Asst. to the Mayor
Amy Chmura, Special Events Coordinator
Nancy Byrne, Secretary

Also Present

David Seaman, Liaison Trustee
Kim Scalise, Chamber of Commerce
Dawn Donnellan, OPAMA

Chairman Michael Clark called the January 19, 2011 MainStreet Commission meeting to order at 6:30 p.m. There was a motion made by Tom Kane, seconded by Jack Cochonour, to approve the agenda for tonight's meeting. Vote by voice call: Chairman Clark declared the motion carried.

There was a motion made by Becky Nichols, seconded by Rich Vuillaume, to approve the minutes of the November 17, 2010 MSC meeting. Vote by voice call: Chairman Clark declared the motion carried.

Chairman Report – Mike Clark welcomed everyone for the New Year. He stated that Ellen is doing wonderful and thanked everyone for their support. He welcomed Trustee David Seaman as the new liaison to the MainStreet Commission. Mike stated that he is excited about accomplishing a great deal in 2011 and wants the commission to focus on some of the goals and issues facing them on Oak Park Avenue and to prioritize where we want to go and what the biggest issues are on the street. The challenges are the Cook County taxes and the new Illinois tax. He indicated that Cook County Board President, Tony Preckwinkle, will be visiting Tinley Park in early February and that he would like to be in attendance in order to voice the concerns of the MSC about the challenges on Oak Park Avenue. He noted that Class 2 is available and wants to investigate other tax incentives that businesses can use to help spur development on Oak Park Avenue.

Trustee Seaman stated that niche and destination businesses could survive and that we should try to identify those. These businesses would need a good business plan.

Rich voiced his concern that a marketing plan is needed for Oak Park Avenue along with a person who will work on getting the types of businesses that the commission wants and the ability to work with the inventory of space that is available.

Mike asked what would be the best approach. Trustee Seaman stated that we should start with what we have today and consider options and alternatives. He suggested getting a consultant to advise us and then use new and/or existing staffing resources.

Becky thinks we should advertise Oak Park Avenue in the newspaper. The question was asked - "Who are we trying to advertise to – the customer or the entrepreneur?" Becky wants to advertise to other communities as well.

Rick asked if we can help promote new businesses like Diana's Kitchen. Mike said we should find out why businesses do not choose downtown Tinley.

Trustee Seaman indicated that we will concentrate on a professionally prepared marketing plan to be done by a firm that is familiar with other small downtowns. We will incorporate this into our budget request.

Tinley Park Storefront Project Update – Donna asked Nancy to follow up with Rebecca Palumbo for a timeline on where they are with the project and to e-mail it to the commissioners.

Retail Grant Program Update – Nancy distributed the Retail Grant Program draft and the memorandum to Trustee Bettenhausen. Donna provided Trustee Seaman with some background information on the Retail Grant Program. He indicated that we should incorporate this when we talk to the marketing professional. He noted that the budget meeting is March 24th and suggested that the commission ask for the Economic Development/Marketing staff to provide five to ten hours per week on this marketing project. Donna will research marketing consultants for downtown.

Events Update – Amy Chmura passed out an outline of proposed dates for 2011 summer events in downtown Tinley Park. She proposed the same number of concerts and movies as last year. The commission told Amy to proceed with slotting the bands. She also updated the group on two proposed events.

The National Council of Corvette Clubs is hosting their 52nd Annual Corvette Convention at the Convention Center in Tinley Park in June, 2011. They will be bringing at least 1000 car owners and their families. This group would like to hold a street party/corvette parade and car show in downtown Tinley Park as part of this event on Sunday, June 19th. Music in the Plaza would be moved to a Sunday for this weekend only. Donna asked for volunteers willing to serve on a subcommittee for this event.

Amy noted that they were approached by the American Legion who wanted a patriotic themed event for September 11th. A Patriot Day Parade and Festival on September 11th has been proposed which would include a parade, music and activities for the entire

family in honor of the tenth anniversary of 9/11. This would also include recognizing first responders.

The Block Party is planned for July 17th.

Budget Discussion – Rich said that the biggest item to include would be the Marketing Study.

There was a motion made by Tom Kane, seconded by Becky Nichols, to adjourn the meeting. Vote by voice call: Chairman Clark declared the motion carried and adjourned the meeting at 8:15 p.m.

*Reminder
Next MSC Meeting
Wednesday, February 16, 2011
6:15 p.m.
Kallsen Conference Center*

Upcoming Events:

- Irish Parade – Sun., March 13th
- Discover Tinley April 2 - 10 a.m. - 3 p.m. at Tinley Park Convention Center
- Brew & Vine Festival – Sat., April 9th