

MainStreet Commission Meeting Minutes
February 16, 2011

Members Present

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

Guests Present

Cathy & Mark Maloney, Findzall

Staff Present

Donna Framke, Marketing Director
Judy Bruning, Admin. Asst. to the Mayor
Nancy Byrne, Secretary

Also Present

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

Chairman Michael Clark called the February 16, 2011 MainStreet Commission meeting to order at 6:25 p.m. There was a motion made by Becky Nichols, 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 Tom Kane, seconded by Rick Butkus, to approve the minutes of the January 19, 2011 MSC meeting. Vote by voice call: Chairman Clark declared the motion carried.

Chairman Report – Mike stated that he, Donna and Nancy met last week with Cathy Maloney from Findzall Community Marketing. He introduced Cathy and Mark Maloney.

Marketing Downtown Tinley Park – The representatives from Findzall utilized a Power Point presentation to summarize how they provide communities with business attraction, retention and marketing strategies. They also detailed the research, strategy and implementation of a plan. They concentrate on marketing the downtown business district and independent businesses, measuring leads and working together with other community organizations.

Cathy stated the importance of businesses using social media. She talked about establishing a Community Page where a group can join together and post on the same page. Findzall would help set it up and train other people to be the administrators of that page.

Mike indicated that business retention is very important and that efforts should be made to teach current businesses to market their businesses.

Jack liked the idea of having another website for "Shop Tinley Park". A business entrepreneur may go to the site and see what is missing in Tinley Park and decide to franchise a business in town.

Cathy stated that they have worked with Elmhurst, Wheaton, Oak Park, Mount Prospect, Lincoln Park/Clark Street, Morton Grove, Berwyn and the 159th St. Corridor Plan.

Chairman Clark thanked Cathy & Mark Maloney for their presentation. Upon their departure, the commissioners discussed their proposal and were in favor of moving ahead.

Trustee Seaman stated that we need to look at the resources we have available, and that we need a proposal and a deliverable from Findzall.

Donna noted that the interest from the trust was supposed to spin off and sustain the commission, but there is no interest right now. The bench program, summer events and block party are all budgeted through this commission.

Donna said she will work with Findzall and ask them to put together a proposal. Trustee Seaman indicated that March 24th is the all-day budget meeting. He said the Board will ask what the other organizations, i.e., OPAMA and the Chamber of Commerce will contribute to this effort.

Bench Sketch Review – The commissioners reviewed the sketches that were submitted for the 2011 benches and voted on which designs to include in the public art project. Donna talked about holding a raffle for one or two of the unsponsored benches at the end of the season. The commissioners agreed. Tickets would be sold at Discover Tinley, the Block Party and the Holiday Market.

Budget Discussion – A discussion was held regarding the budget.

Cruise Night Discussion – The commissioners discussed holding a Cruise Night on a Tuesday night and parking the cars on one side of Oak Park Avenue rather than in the METRA lot. Donna will talk to the VFW about using volunteers to man the event and to sell food and beer.

Trustee Update – Trustee Seaman give an update on current projects.

There was a motion made by Rich Vuillaume, seconded by Jack Cochonour, to adjourn the meeting. Vote by voice call: Chairman Clark declared the motion carried and adjourned the meeting at 8:20 p.m.

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

Upcoming Events:

- Irish Parade – Sun., March 13th – 2:00 p.m.
- Discover Tinley – Sat., April 2nd – 10a.m.-3 p.m. - Convention Center
- Brew & Vine Fest – Sat., April 9th – 4-10 p.m. - Convention Center
- Annual Business Breakfast – Wed., May 4th – 7:30 a.m.- Convention Center