

**MainStreet Commission Meeting Minutes
January 16, 2013**

Members Present

Michael Clark, Chairman
Jack Cochonour
Kim Scalise
Jim Fuentes
Marissa Caruso
Beth Fahey
Dr. Amanda Young

Staff Present

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

Guests Present

Cathy Maloney, Findzall
Dennis Sullivan, Chicago Tribune

Chairman Clark called the January 16, 2013 MainStreet Commission meeting to order at 6:30 p.m. There was a motion made by Jack Cochonour, seconded by Jim Fuentes, to approve the agenda for tonight's meeting. Vote by voice call: Chairman Clark declared the motion carried.

There was a motion made by Jack Cochonour, seconded by Jim Fuentes, to approve the minutes of the November 1, 2012 MSC meeting. Vote by voice call: Chairman Clark declared the motion carried.

Welcome & Introduction of New Commissioners – Mike welcomed the three new commissioners – Marissa Caruso, Beth Fahey and Dr. Amanda Young. Marissa works with her family business, Central Collision in branding and community relations. They have been in business for 32 years and have recently opened a Tinley Park location. She is skilled in new trends with social media. Beth Fahey is the co-owner of Creative Cakes and serves on the boards of several retail bakers organizations. Her strengths are in marketing and social media. Amanda Young has been a veterinarian at the Avenue Animal Hospital for 18 months. She works with Dr. Wahl. She is from Nebraska and is eager to get involved with Tinley Park.

Goals and Objectives for FY2014 – Donna stated that we need to discuss plans for the next fiscal year. Mike and Donna met to discuss the event calendar and attempts to get the businesses engaged in the rebranding of the downtown. He suggested holding alternating afternoon and evening times for the downtown meetings. The numbers at the noon meeting were a little higher than normal. Donna said this may be an option for those who cannot make the morning meeting. Mike wants to create a survey to determine the best meeting times.

Cathy stated that she has had eight responses from businesses to add information to the email marketing campaign this month. Mike stated that his business was very busy on the days of the Boo Bash and the Holiday Market.

We should include Downtown Tinley marketing at Discover Tinley and the Brew & Vine. We also need name collection at these events.

At the next downtown meeting Mike suggested grouping 6-7 people at a table and then choosing one of the businesses in each group to use as a test case. We should develop a list of questions and then have the group develop a marketing idea for the business. Beth suggested having an expert in one area be the facilitator for each group and send a survey afterwards to see how it worked. Additional ideas were suggested by the group as well to get the businesses involved.

Cathy felt it was most important that all the businesses first get on the baseline, i.e., a Google Place Page. She indicated that there are still a great deal of basics that have not been covered.

Survey of Downtown Businesses - The group discussed the following for possible survey questions:

1. Meeting times and days
2. Expectations – subjects of interest – What the businesses want to learn about
3. Was their business open during the events over the past several months?
4. What is the biggest benefit of being a downtown Tinley Park business?
5. What is the biggest gripe about being a downtown Tinley Park business?
6. Beth suggested having someone from the County come in to talk about taxes
7. Offer a reward (coupon sheet - from the businesses) for doing the survey

Downtown Events –

- *Irish Parade* - Donna reported that the Irish Parade is March 10th at 2 p.m. Vicki is working on getting a band.
- *Easter Bunny Event* - Sunday, March 24th. Vicki is working on the details and information for the website.
- *Spring Banners* - Staff is in the process of working out a layout for the spring banners.
- *Benches on the Avenue* – Nancy reported that a mailing was sent out to over 300 artists the first week of November. We have been contacted by 14 new artists with design ideas. The deadline for sketch submittal is February 1st. The sketches will be voted on by the MainStreet Commission at the February 20th meeting. A 1,000 piece sponsor mailing was sent out on January 4th. We have received 13 sponsorships in ten days so far.
- *Meet the Artists Night* –Donna and Nancy met with Julie Dekker and Beth Kopf and discussed ideas for this event including whether a Friday or Saturday night would be better. The crowd is already there on Saturday for Music in the Plaza. The artists had a good turn-out on Saturday last year and it was the most popular day for them. Nancy will survey the artists after they are selected.
- *Music in the Plaza* – The concert dates were reviewed and Mike suggested doing a 50's night and band for the first Cruise Night. He asked everyone to let Vicki know as soon as possible if they have any band suggestions. Jim wants to see a Labor Day Parade.

- *Windows Project* – Mike indicated that we should consider decorating the window of the former video store with a spring décor. The Village requires that only 25% of the window be covered and other businesses cannot be advertised on the premises. Beautification is allowed, however. Donna advised that the artist should put together a layout and submit it to us and also determine that he is licensed and insured. Trustee Seaman recommended checking into using perforated décor. Mike will ask Ellen to contact the artist for a meeting.

Trustee Report – Trustee Seaman reported that a Thai restaurant is looking at the former Casto’s Restaurant building. The South Street developers are working through some issues. There has been some talk about the North Street project having some life but it would have a very different look from what it was originally. The Village is getting closer with Cook County to shortening the 24 month period on the Class 8 incentive.

Mike noted that Cathy will be starting her business attraction efforts in the next couple of weeks. She will be looking at locally owned independent businesses.

Mike stated that the commission is saying farewell to Jack Cochonour and Tom Kane - two of its long-time commissioners. Tom was unable to attend tonight’s meeting, but a cake and card were presented to Jack from the MainStreet Commission. They wished Tom and Jack well and thanked them for their many years of dedicated service to the MainStreet Commission and the Village of Tinley Park. They will be greatly missed.

There was a motion made by Jim Fuentes, seconded by Jack Cochonour, to adjourn the meeting. Vote by voice call: Chairman Clark declared the motion carried and adjourned the meeting at 8:30 p.m.

Reminder
Next MSC Meeting
Wednesday, February 20, 2013
6:00 p.m.
Kallsen Conference Center (Rm. C & D)

Upcoming Events:

- St. Patrick’s Day Parade – Sun., March 10th @ 2 p.m., Downtown Tinley Park
- Easter Bunny Event – Sun., March 24th, Downtown Tinley Park
- Benches on the Avenue – “Fairy Tale Festival” - Thurs., May 9th – October 1st