

**MainStreet Commission Meeting Minutes
February 20, 2013**

Members Present

Michael Clark, Chairman
Rick Butkus
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

Also Present

Bob Haustein, Chamber of Commerce
Cathy Maloney, Findzall

Guests Present

Dennis Sullivan, Chicago Tribune/TribLocal

Chairman Clark called the February 20, 2013 MainStreet Commission meeting to order at 6:00 p.m. There was a motion made by Rick Butkus, 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 Jim Fuentes, seconded by Beth Fahey, to approve the minutes of the January 16, 2013 MSC meeting. Vote by voice call: Chairman Clark declared the motion carried.

Benches on the Avenue Sketch Selection – The commissioners reviewed the sketches that were received for the 2013 public art project and indicated their preferences. After the artists are contacted, they will pick up their benches the first week of March and return them by May 1st. Nancy reported that two sponsorships are still available.

Downtown Tinley Park Update – Cathy Maloney reported that she has had two business attraction meetings. They will be focusing on a few items including the façade program. She has previously promoted an incentive and a retail grant for the retail tenants that come into a community. Elmhurst grants up to \$10,000 and both Wheaton and Oak Park offer a grant.

Mike stated that we will need to get some direction from our liaison and staff on structuring a percentage of the façade funds to go to the tenant as part of the build-out. Or we could present the façade program to the building owner and maybe he could pass on a percentage to the tenant. The façade program is a one time shot. Cathy stated that it does increase the number of new business leads, but that is not the biggest problem in downtown Tinley Park. It is the taxes. All of our marketing efforts help promote the businesses. Donna asked if the Business Attraction Subcommittee intended to make a recommendation. She said it might be worthwhile for them to make a recommendation to the MainStreet Commission.

The Business Attraction Group also discussed getting a group together to highlight the types of businesses we want in downtown. Cathy will pull the list from the Legacy Plan. If anyone is interested in being part of the Business Attraction brainstorming meeting let Cathy know. Mike asked Nancy to find the MSC Wish List of businesses that was previously created.

Mike distributed a "Good News Report" compiled by the Economic Development Department which outlines the number of downtown vacancies, number of new businesses, unemployment rates and project updates.

The group looked at a draft of the Spring Banner and gave their okay.

Events Update – Donna distributed an events update and filled the group in on the details. At the Easter event, everyone who comes wearing an Easter hat will get an all-ride bracelet for Odyssey Fun World. Mike asked if we could do a special cruise night on September 7th. Donna indicated that a “Grease” performance was discussed.

Downtown Tinley Survey Results – The survey results were distributed and Mike reviewed the responses. 52 percent of the respondents indicated that the noon time slot would be more convenient for the Downtown Tinley meetings. Mike polled the commissioners and it was decided that the second Wednesday of the month at noon would be the most preferable time. Donna noted that some articles should be done about the businesses we worked with at last month’s marketing meeting.

Downtown Tinley Park Representation at Discover Tinley - Mike indicated that Downtown Tinley is attempting to get one continuous block of space at Discover Tinley. The goal is to entice people to sign up for the Experience Downtown Tinley newsletter. A coupon book was discussed that you would get for signing up. Mike will look into getting the coupons copied. Mike noted that we need a display and a video for the booth. A 3’x8’ banner was discussed and a badge reading “Proud Downtown Tinley Business”. The group discussed sending e-blasts to remind businesses of upcoming events. Donna will look into it. Donna stated that we will send out an email to all downtown businesses asking if they want to participate in a value coupon book and Experience Downtown Tinley badges. The group also discussed whether Downtown Tinley will be participating in the Brew & Vine Festival.

Plan to Develop Main Street Commission Goals & Objectives – Mike reported that we are attempting to set goals and objectives with a vision of what downtown Tinley could be. Donna stated that it may be time to step back and take some time to evaluate what we think downtown Tinley could be. Maybe we could have some developers (some from outside of Tinley) weigh in since they aren’t as close to the situation. Jim suggested a retreat to brainstorm ideas. Cathy knows of a broker/developer working in Hinsdale and Oak Brook who does strip centers, etc. who would be a good choice. Mike noted that we should identify and prioritize some of the vacant buildings and meet with the building owners to see what their challenges are in marketing their properties. The Class 2 and Class 8 incentives were explained. Donna indicated that the Business Attraction Committee noted that taxes are one of the biggest issues and it would be good to compare what people are paying for rent in other downtown communities. The group discussed ways to spur development in Downtown Tinley.

There was a motion made by Rick Butkus, seconded by Amanda Young, 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 20, 2013
6:15 p.m.
Fulton Conference Room***

Upcoming Events:

- Bunny Hop – Sun., March 24th, Downtown Tinley Park
- Benches on the Avenue, “Fairy Tale Festival” - Thurs., May 9-October 1