

MainStreet Commission Meeting Minutes
April 17, 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

David Seaman, Liaison Trustee
Bob Haustein, Chamber of Commerce
Cathy Maloney, Findzall

Chairman Clark called the April 17, 2013 MainStreet Commission meeting to order at 6:40 p.m. There was a motion made by Rick Butkus, seconded by Marissa Caruso, to approve the agenda for tonight's meeting. Vote by voice call: Chairman Clark declared the motion carried.

There was a motion made by Rick Butkus, seconded by Beth Fahey, to approve the minutes of the March 20, 2013 MSC meeting. Vote by voice call: Chairman Clark declared the motion carried.

Chairman's Report – Chairman Clark reported that Bailey's Restaurant & Bar has purchased the former Howe Plumbing property and they have submitted plans to expand their patio and parking lot. The project will be reviewed by the Plan Commission on April 18th because it is combined under one single PIN. They are adding 44 parking spaces. It is less than a 50% build-out, and therefore, is grandfathered in under the Legacy Code.

Downtown Tinley Park Update – Cathy Maloney reported that the analytics were included in the report this month. In March they sent out two Downtown Tinley Park email campaigns. (The second one was the coupon book.) There was a 40% open rate on the email marketing campaign. The coupon book had a 52% open rate. She contacted the involved businesses to see what kind of response they received. The most response was gotten by those who were already doing a lot of marketing on their own. Some people had no response at all. Imagine That, Ed & Joe's, Classy Flowers and Heather Haus had some response. She thinks it was an effective campaign and we should consider doing it again because it placed the information in front of people.

Beth said Creative Cakes got no response but people may have used it for on-line ordering and they can't track that. Cathy said Facebook was great last month for the Irish Parade. There was a big spike in visits to the website. More than 3900 each week due to the Irish Parade and it has dropped since then. Jim Fuentes got 200-300 hits on his website. Mike put his music on there.

Mike asked the group if we should do the electronic coupon every month or occasionally. Everyone said now and then. Rick said that because the coupon book was something new, he looked at all of the coupons offered. Trustee Seaman stated that the subject line of the email drives it. Rick thought the format was great.

Donna reported that at the last meeting, they talked about doing meetings ten months of the year and an additional two social events – Cinco de Mayo and Christmas. Everyone was asked to make reminder phone calls to the business list about the Cinco de Mayo celebration on May 6th from 5-7 p.m. Donna asked everyone at the MainStreet meetings to be ambassadors for Downtown Tinley.

Events Update – Donna reported that the street will be closing at 4:30 p.m. for *Cruise Nights* each Tuesday. There will be no selling allowed by vendors. A *Farmers Market* update was given. There are still vendor and sponsorship opportunities available for Music in the Plaza. Donna outlined the events planned in conjunction with each of the concerts. She indicated that they are working on some new sponsorship opportunities for the Block Party. Bettenhausen Automotive will be the presenting sponsor.

Benches on the Avenue - Nancy reported that the artists are due to return the finished benches to the warehouse on May 1st. They will be placed on the street on Thursday, May 9th and the Cub Scouts will plant the flowers in the planter boxes after school that day. The Artist/Sponsor reception will be held on Friday, May 10th at Luby's Restaurant from 5:30-7:30 p.m. Over 60 people are expected to attend and she encouraged the commissioners to attend if they are available.

Class 8 Amendment Update – Trustee Seaman indicated that this will come before the Cook County Board Finance Committee in May. If it makes it through there, it goes to the full Cook County Board. It has a sunset clause and will only last for three or four years. It will reduce the vacant time period from 24 months to 12 months.

Cruise Night Coupon Book – The group discussed printing a coupon book for Cruise Nights with a late summer expiration date and directing people to the Downtown Tinley website.

Project Updates – Trustee Seaman updated the group on current downtown projects. Oak Park Avenue from 175th to 183rd will be widened to include bike lanes. Bid letting is scheduled to occur April 26th for the LaGrange Road widening from 131st – 179th Streets.

There was a motion made by Beth Fahey, seconded by Jim Fuentes, to adjourn the meeting. Vote by voice call: Chairman Clark declared the motion carried and adjourned the meeting at 8:05 p.m.

***Reminder
Next MSC Meeting
Wednesday, June 19, 2013
6:15 p.m.
Kallsen Conference Room***

Upcoming Events:

- Benches on the Avenue “Fairy Tale Festival” – Thurs, May 9th-October 1st, Along Oak Park Ave.
- Farmers Market – Every Saturday June 1-October 12th, Zabrocki Plaza
- Cruise Nights – Every Tuesday June 4-Aug. 27th along Oak Park Avenue
- Music in the Plaza-June 15 & 29, July 13 & 27, Aug. 10 & 24, Sept. 7 – Zabrocki Plaza
- Caribbean Beach Block Party – Sun., July 21st – Downtown Tinley Park
- National Night Out – Aug. 6th – Zabrocki Plaza