

**MainStreet Commission Meeting Minutes  
June 19, 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  
Cathy Maloney, Findzall

Chairman Clark called the June 19, 2013 MainStreet Commission meeting to order at 6:30 p.m. There was a motion made by Jim Fuentes, 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 Jim Fuentes, seconded by Marissa Caruso, to approve the minutes of the April 17, 2013 MSC meeting. Vote by voice call: Chairman Clark declared the motion carried.

**Trustee Report & Cook County Class 8 Amendment Update** – Trustee David Seaman reported that the Cook County Class 8 Amendment was postponed again. It will be on the Cook County July agenda. Lindy's & Gertie's had been considering the old Chick's building but it will not work for them. Trustee Seaman feels that we should be flexible with the Legacy Plan and that Elmore Plaza could be dressed up. He would appreciate input from the MainStreet Commission on this matter. There are good al fresco dining opportunities in that immediate area. Jim Fuentes volunteered to talk with Joe Esposito who may be interested in improving the plaza with a possible façade.

Trustee Seaman talked about the empty video store and the issues surrounding that property. El Coco Mio still plans to occupy the former Bogart's property. Hollstein's is expanding into Sam & Jake's space. We are starting to see some interest from private developers for South Street. He also indicated that the Class 8 for Duvan Drive has been approved.

**Downtown Tinley Park Update** – Chairman Clark reported that he, Cathy and Donna met today and laid out Downtown Tinley goals for Fiscal Year 2014. He wants to hear from the commissioners on how we are going to attain the following goals:

1. Increase the number of Experience Downtown Tinley email subscribers from 2000 to 3000.
2. Increase the number of businesses attending Downtown Tinley meetings by 50%.
3. Increase merchant participation in Downtown Tinley marketing efforts.

Jim suggested using Block Captains. He noted that Al brought the dermatologist and a couple of other people to a meeting. He is proactive at his center. We need to have people who have relationships and who will be assertive in their particular areas on the street to step up and make it a priority. Mike stated that we already have him, Jim and Al. Jim stated that you have got to get other people involved. He suggested Joe Esposito

and Cathy; Marissa is near Central Middle School and Beth Fahey is near Rubino's. The new Chamber person may also be a good resource.

Jim stated that he hired seven high school and college students for minimum wage. Can we get them to go up and down the street to do this for us and to get them involved in downtown Tinley?

Beth asked what the attendance was for Cinco de Mayo and Mike replied that it was about 30 people. Mike stated that Ellen could use some help at the Farmers Market collecting names. Beth observed that many businesses are 10-15 years behind on marketing and they are stuck in their ways.

Rick suggested sending out emails more frequently with fewer words. Cathy reported that the open rate on the emails is 40+%. Beth noted that weird subject lines are very effective and may draw attention to the email.

Mike feels that the Experience Downtown Tinley newsletter needs to be shortened considerably and sent out more frequently.

Cathy stated that we are putting the same promotions in the Experience Downtown Tinley newsletter as what Mike puts on his website so it is difficult to track where they used the promotion from. She also indicated that this area does not have a big Twitter following. Our open rate shows that people do want to see our events and what's going on. Donna noted that it's the same businesses participating all the time on Facebook. Cathy is "liking" the pages she likes and then she shares them which creates a more proactive Facebook page.

Jim noted that we need an office in downtown to have exposure there. He asked if we could rotate a person in the Chamber office so people could stop there and ask questions about downtown. Cathy agrees that it makes sense to go into the businesses. Trustee Seaman says it is engaging the Chamber in some way. Mike says let's focus on the merchants. Cathy said the give-away's brought more people into the last downtown Tinley Park meeting. Beth suggested doing a 30 minute U-Tube of the meeting.

Marissa added that everything is about the content at the meeting. Some of the content is very introductory and we end up repeating things we have done before. Beth's presentation was very good. She felt we should do a special interest topic.

Beth said we should find business owners who do something very well and have them talk for 45 minutes on what they do. She has talked about Open Book Management, Social Media and Pricing for Profit. Marissa will be doing a presentation on public speaking for the August downtown Tinley meeting. Jim added that we should get a CPA, attorney and insurance agent to come to talk at the meetings. Cathy stated that voicemail greetings are a very important topic.

Cathy noted that the meeting attendance rate is actually very good. There are 200 businesses in downtown. Mike wants to continue this discussion at the August MSC meeting as the July meeting will be cancelled.

**Block Party Update** – Donna updated the group on the plans for the Block Party, Cruise Nights and Music in the Plaza. Jim offered to fill the emcee position at any upcoming concerts either by himself or with a staff member.

**Benches on the Avenue** – Nancy reported that 7500 walking tour brochures have been printed and are being distributed throughout town. It is also available on the Village and Downtown Tinley websites. She noted that the artist award winners will be determined by a panel of judges this year and asked for any suggestions for judges from the commissioners. Beth offered to provide a judge from Creative Cakes. The awards will be presented by the mayor and Mike Clark at the concert on August 24<sup>th</sup>. She reported that most

of the artists were at their benches for Meet the Artists Night and the street had quite a bit of activity. The benches at each end of the street had fewer visitors. Nancy also indicated that planter boxes have been built and installed on the creek side railings and were planted with the help of the Garden Club.

There was a motion made by Rick Butkus, seconded by Jim Fuentes, to adjourn the meeting. Vote by voice call: Chairman Clark declared the motion carried and adjourned the meeting at 7:55 p.m.

***Reminder***  
***Next MSC Meeting***  
***Wednesday, August 21, 2013***  
***6:15 p.m.***  
***Kallsen Conference Center***

***Upcoming Events:***

- Bench Artist Awards Night – Sat., August 24<sup>th</sup>, 8:15 p.m., Zabrocki Plaza
- Benches on the Avenue “Fairy Tale Festival” Public Art Project–through Oct. 1<sup>st</sup> in Downtown Tinley
- Farmers Market – Every Saturday through October 12<sup>th</sup>, Zabrocki Plaza
- Cruise Nights – Every Tuesday through August 27<sup>th</sup> along Oak Park Avenue
- Music in the Plaza – August 24<sup>th</sup>, September 7<sup>th</sup> – Zabrocki Plaza