

**MainStreet Commission Meeting Minutes
September 25, 2013**

Members Present

Mike Clark, Chairman
Kim Scalise
Jim Fuentes
Beth Fahey
Amanda Young

Staff Present

Donna Framke, Marketing Director
Nancy Byrne, Secretary

Also Present

Cathy Maloney, Findzall
Bob Haustein, Chamber Rep.

Chairman Clark called the September 25, 2013 MainStreet Commission meeting to order at 6:35 p.m. There was a motion made by Kim Scalise, seconded by Amanda Young, to approve the agenda for tonight's meeting. Vote by voice call: Chairman Clark declared the motion carried.

There was a motion made by Amanda Young, seconded by Beth Fahey, to approve the minutes of the August 21, 2013 MSC meeting. Vote by voice call: Chairman Clark declared the motion carried.

Downtown Tinley Park Update – Chairman Clark distributed a copy of the Downtown Tinley Facebook Policy drafted by Cathy Maloney. Mike noted that presently anyone can be an administrator and that some posts do not relate to Downtown Tinley. This policy will also regulate sharing. Mike indicated that the policy needs to be adopted by a vote of the MSC and must also be approved by the Village attorney. Excessive posts would be defined as more than twice per week on the same topic. Mike indicated that five commissioners should become administrators. Cathy will manage the vast majority of it, but it is useful to have a group of administrators. Sharing randomly will be left up to Cathy Maloney. Merchants will contact the subcommittee via email at info@downtowntinley.com if they want something posted or to make a request to share something.

Jim Fuentes made a motion, seconded by Amanda Young, to accept the downtown Tinley Park Facebook Policy subject to review by the Village attorney. Vote by voice call: Chairman Clark declared the motion carried.

Jim asked for a listing of all downtown events which could be used to attract developers into downtown. It was noted that all the events can be found on the downtown Tinley website. Donna mentioned that she spoke to Ivan about holding a realtor event. They determined that it might be useful to have a discussion with Ivan at a MainStreet Commission meeting. A date will be set to meet with Ivan in the near future.

The Social Media Subcommittee will consist of: Marissa Caruso, Beth Fahey, Mike Clark, Donna Framke and Cathy Maloney.

Cathy reported that the sidewalk sale was good for some people and not for others. The Attic Door had the best showing and would love to do more events like this. An indoor sidewalk sale/clearance sale in January was proposed. Mike said maybe we should segment the list and promote this to the retail type businesses. Cathy said we should focus more on promoting it ahead of time in the future. Cathy noted that the Downtown Tinley Park email campaign open rate was 39%. It was previously in the mid-40's.

Mike acknowledged that the new format for the Experience Downtown Tinley email is nicer looking but it is still too long. He wants it to be shorter and to only include a portion of the vendors in each email.

The commissioners suggested several options. Mike asked if we should look at different templates. Cathy said she is open to it if someone wants to send her something to consider. Cathy also reported on the various click-through rates.

Bob asked what we are doing to promote the downtown website. Cathy listed the ways it has been promoted and noted that we have had 2,800 visits to the directory on the website.

Beth suggested having every downtown business put a blurb on their Facebook page directing people to the downtowntinley.com site and include a share button. Donna will come up with something along with an image of the Downtown Tinley logo.

Beth also suggested a gift card exchange program between businesses. Donna suggested doing it at the November downtown Tinley meeting. Beth also suggested a “Red Envelope program”.

2014 Bench Theme Discussion – Themes for the 2014 benches were discussed and the commissioners voted on a “Games/Board Games/Children’s Games” theme which will be called “Let the Games Begin”.

Discuss Establishment of Special Event Subcommittees – Donna asked for volunteers to serve on the Music in the Plaza Band Subcommittee to go out and evaluate bands for the concerts. Jim, Amanda and Bob Haustein volunteered. Volunteers are also needed for a Cruise Night Subcommittee to evaluate beer sales and to develop a sponsorship structure. Kim Scalise volunteered.

Special Events Update – Donna gave an update on the Boo Bash and thanked Ellen Clark for chairing this event. Clint from Odyssey is donating a trolley to go between downtown and the Odyssey Fun Farm during this event.

Project Updates – Donna updated the group on recent downtown project news.

Mike asked the members about holding a business after hours event for Downtown Tinley Park on a date other than the second Wednesday of the month. There will be no December meeting. Beth Fahey offered to hold the event in November at Creative Cakes

There was a motion made by Kim Scalise, seconded by Amanda Young, to adjourn the meeting. Vote by voice call: Chairman Clark declared the motion carried and adjourned the meeting at 8:40 p.m.

<p style="text-align: center;"><i>Reminder</i> <i>Next MSC Meeting</i> <i>Wednesday, October 16, 2013</i> <i>6:15 p.m.</i> <i>Kallsen Conference Center</i></p>
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Upcoming Events:

- Boo Bash – Sun., October 27th, 12-3 p.m. – Downtown Tinley Park
- Trick or Treat Hours – 3:30-7 p.m.
- Holiday Market – December 6-8th – Downtown Tinley Park