

**MainStreet Commission Meeting Minutes
February 19, 2014**

Members Present

Michael Clark, Chairman
Rick Butkus
Kim Scalise
Jim Fuentes
Marissa Caruso
Beth Fahey
Amanda Young

Staff Present

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

Also Present

Cathy Maloney, Findzall

Chairman Clark called the February 19, 2014 meeting to order at 6:00 p.m. There was a motion made by Marissa Caruso, seconded by Beth Fahey, to approve the agenda for tonight's meeting. Vote by voice call: Chairman Clark declared the motion carried.

There was a motion made by Kim Scalise, seconded by Beth Fahey, to approve the minutes of the January 15, 2014 MSC meeting with the following correction: The date of the Irish Parade should be March 9th, rather than March 16th. Vote by voice call: Chairman Clark declared the motion carried.

Benches on the Avenue Sketch Selection – The group reviewed the artist submittals and indicated the designs they preferred for the 2014 benches.

Chairman Report – Chairman Clark thanked Aurelio's Pizza for providing the food for this evening's meeting.

Downtown Tinley Update – Cathy Maloney reported on the businesses she has contacted in her business attraction efforts. She also asked if the commissioners had any suggestions for businesses to contact. Suggestions included a gluten-free restaurant and a brewery. Jim asked if we are able to offer incentives to attract businesses downtown. Mike indicated that a review of the Façade Program is taking place along with research into retail and sign grants. Kim suggested that Cathy contact the breweries that will be participating in the Brew & Vine event.

Donna asked for ideas for future training sessions for the Downtown Tinley meetings. Marissa suggested "Tools for Measuring Marketing Success". Mike suggested "Key Points to Include in an Ad". Kim suggested a motivational speaker to talk about how to market for today's world. Suggestions were Jared Payton, Gary Fencik's son and Rick Santelli. Marissa suggested a discussion on how to prepare for upcoming events and how to prepare a booth and/or marketing materials. Beth suggested spending more time on the meeting topic and proposed opening the meeting room at 11:30 for networking and lunch and starting the meeting at noon.

Events Update – Donna discussed upcoming events including the Irish Parade and mentioned that we are looking for judges.

There was a motion made by Kim Scalise, seconded by Beth Fahey, to adjourn the meeting. Vote by voice call: Chairman Clark declared the motion carried and adjourned the meeting at 7:40 p.m.

Reminder
Next MSC Meeting
Wednesday, March 19, 2014
6:15 p.m.
Fulton Conference Room

Upcoming Events:

Bunny Hop – April 13

Benches on the Avenue – May 8-Oct. 1 (Meet the Artists Night – June 14th)

Cruise Nights – Tuesday's from June 3-Aug. 26

Farmers Market – Saturday's from June 7-Oct. 11

Music in the Plaza – June 14 & 28, July 12 & 26, Aug. 9 & 23, Sept. 6

Caribbean Block Party – July 20

Boo Bash – Oct. 26

Holiday Market – Dec. 5-7