

Main Street Commission Meeting Minutes
April 16, 2014

Members Present

Michael Clark, Chairman
Rick Butkus
Kim Scalise
Jim Fuentes
Beth Fahey
Dr. Amanda Young

Staff Present

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

Also Present

David Seaman, Trustee Liaison
Cathy Maloney (via conference call)

Chairman Clark called the April 16, 2014 MainStreet Commission meeting to order at 6:30 p.m. There was a motion made by Rick Butkus, 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 Amanda Young, to approve the minutes of the March 19, 2014 MSC meeting. Vote by voice call: Chairman Clark declared the motion carried.

Downtown Tinley Update – Donna reported that staff will be taking on the marketing support of downtown Tinley and doing it internally. The Experience Downtown Tinley newsletter is currently sent once per month and it may be sent twice in the future. She outlined the list of tasks and the hours necessary and stated that the hours are conservative and that the Marketing Department could take this on. She asked for feedback from the commissioners. Donna feels that we can coordinate the business attraction efforts with Economic Development.

Jim commented that the Village is doing an awesome job and we can always bring someone in to handle the technology. Rick stated that we still need one person that people can go to (a lead person). Donna stated that she will be the go-to girl.

Mike is concerned about the coordination between Economic Development and Marketing and he does not know if this will solve the problem. Whose names will be on the signs? Will it be Ivan or Donna? Donna will coordinate with Ivan in regard to the leads coming in. Marketing for downtown is different from marketing for the entire village. Trustee Seaman said you could use different phone numbers and answer the phone differently. There was disappointment that Findzall didn't bring any businesses into the downtown. Donna passed out a report from Cathy on Downtown Tinley Business Attraction – Open a Business Invitations 2014. Mike expressed that Cathy facilitated the meetings well. Donna said we would have to go out and buy speakers for the downtown meetings.

At this time, Cathy Maloney was called for a conference call. She reported on business attraction efforts and businesses that she has contacted. She stated that she meets with the business at the location and follows up via phone. She walks them around the downtown and introduces them to other business owners. At the next merchant meeting she would encourage the businesses to say good things and give a positive impression about downtown Tinley. Cathy feels that Ivan knows the rental rates,

taxes, incentives and the properties. She has good communication with Ivan. She is getting the prospects and then they work together to get the business into a space. Cathy reported on the number of Facebook and email followers and visitors to the website and directory.

Trustee Seaman suggested sending a letter out to all the breweries, wineries and restaurants that attended the Brew & Vine Festival inviting them to open a business in downtown Tinley.

Trustee Update – Trustee Seaman gave a report on the South Street project and other downtown projects and a capital projects update.

Events Update – Donna reported on Discover Tinley. They collected 107 names. The raffle basket was a big success and she thanked all the sponsors who donated. Sue did a great job making it. She estimated 600 people at the Bunny Hop.

We have ordered 42 live hanging flower baskets for downtown Tinley from Ted's Greenhouse. The planter boxes over the creek will be planted in the near future as well.

The Farmers Market is running as an independent group and will pay for Public Works time. It will run from 8 a.m.-1:00. She also gave a report on Cruise Nights. We have 6 of the 7 sponsors necessary for Music in the Plaza concerts. She reported on the enhancements planned for the concerts.

Bettenhausen Dodge is the presenting sponsor for the Block Party. Donna reported on other details of the Block Party. A survey will be sent out asking the businesses what they intend to do on the day of the Block Party.

The Special Events permit has been revised and will be on the website May 1st. We will be passing along Public Works costs at a cost of \$35 per hour from now on for events. We already charge for traffic control and security. Donna passed around a draft of the postcard and special event tent cards. We want to use this look on the t-shirts too.

Donna mentioned that it is the 10th anniversary of the library and they have requested to put up 12 banners in the downtown train station north lot.

Benches on the Avenue Update – Nancy reported that the benches are due back April 29th and they will be placed on the street May 8th. The Cub Scouts and Garden Club will help plant the flowers after school on the 8th and a pizza party will be provided. The reception will be held May 9th at El Coco Mio. Rick confirmed that he will donate the photography for the brochure.

There was a motion made by Jim Fuentes, 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, May 21, 2014
6:15 p.m.
Fulton Conference Room

Upcoming Events:

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