

**MainStreet Commission Meeting Minutes**  
**August 17, 2011**

**Members Present**

Michael Clark, Chairman  
Richard Vuillaume  
Tom Kane  
Rick Butkus

**Staff Present**

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

**Also Present**

David Seaman, Liaison Trustee  
Bob Haustein, Chamber of Commerce

Chairman Michael Clark called the August 17, 2011 MainStreet Commission meeting to order at 6:35 p.m. There was a motion made by Rick Butkus, seconded by Tom Kane, to approve the agenda for tonight's meeting. Vote by voice call: Chairman Clark declared the motion carried.

There was a motion made by Rich Vuillaume, seconded by Rick Butkus, to approve the minutes of the April 20, 20121 MSC meeting. Vote by voice call: Chairman Clark declared the motion carried.

There was a motion made by Tom Kane, seconded by Rick Butkus, to approve the minutes of the June 22, 2011 MSC meeting. Vote by voice call: Chairman Clark declared the motion carried.

There was a motion made by Rich Vuillaume, seconded by Tom Kane, to approve the minutes of the August 4, 2011 MSC meeting. Vote by voice call: Chairman Clark declared the motion carried.

**Chairman Report** – Chairman Clark welcomed Sue Pall to the meeting to answer questions pertinent to the Block Party.

**Block Party Recap** – Sue Pall itemized the steps involved with the coordination of details for the Block Party. She also distributed a list of where the event is advertised. She noted that the bands also advertise on their web sites. She presented the flyer that was distributed and indicated that it is also available on the Village web site. Sue asked if anyone had any questions. Donna and Sue stated that the tents were replaced this year. Sue will order new banners for next year.

A discussion was held about the inflatables. Sue indicated that open air rides are preferable due to the intense heat. Younger children are able to use the giant slide. Rich suggested that some of the rides be switched up so that the event does not get stagnant.

Mike stated that we had 16 business booths this year and 12 the prior year. Some comments were received that people at the booths seemed to be very aggressive and it seemed more like a Discover

Tinley. Sue said that the businesses are told that they can only promote – they cannot sell. Donna noted that Cathy Maloney feels it should be open to the businesses and that they should be able to sell. Donna suggested that the commission discuss this prior to next year's event.

Rich stated that he knows the great amount of work involved in planning the Block Party. He is not in favor of any selling and controlling the businesses has been a problem. Regarding advertising, Rich felt the best advertising is banners throughout town, posters in the businesses and the sandwich signs along the street that go up the week before.

Donna asked what the group would like to do about MainStreet Commission and business participation. Mike stated that early meetings in March and April were a good idea. He would like to do that again or include the Block Party meetings at a MainStreet Commission meeting.

Judy suggested that the businesses on the street do more with their properties for the Block Party, i.e., decorating, etc. Mike stated that maybe we could send a letter to the businesses asking for their participation. Mike thinks we should be shooting off the T-shirts at the breaks. It was also suggested that the Chamber and OPAMA should contact the businesses regarding shooting off shirts advertising their businesses.

Rich says that it is too big of an event for only one or two people. OPAMA and the Chamber could help with this.

Mike said that we will start talking about next year's Block Party in March or April.

Sue reported that the Holiday Market will be held on December 2, 3 and 4 and she went over the details. A letter will go out to crafters in early September. She is awaiting quotes on the tent and rental equipment.

**Patriot Day Event Update** – Donna reported on the Patriot Day event which will be held on September 11<sup>th</sup>. She stated that the Village received a request for participation from both veteran's posts and the first responders in the village. She went over the time schedule of events. Tom offered to donate the posters for the Patriot Day celebration. Bob Haustein offered to include the Mayor's letter about Patriot Day on the Chamber website.

**Benches on the Avenue Update** – Nancy reminded the group about the Bench Artist Award Ceremony at Zabrocki Plaza on August 20<sup>th</sup>. A discussion was held about the voting process for the 2012 season. She distributed 2012 theme suggestions for the consideration of the commissioners. The theme will be discussed further at the September meeting.

**Findzall Update** – Trustee Seaman noted that Findzall will be providing a draft marketing strategy shortly and he requested input from the MainStreet Commission. Cathy Maloney is meeting with the Mayor on Thursday. Mike Clark indicated that he would like to reschedule the September meeting as he will be out of town the week of the 18<sup>th</sup>. Nancy will attempt to reschedule the meeting for September 7<sup>th</sup>.

**Project Updates** – The former Bogarts property and the old public library were discussed.

**Trustee Update** – Trustee Seaman led a discussion in regard to the MSC and HPC. He asked for input from the commissioners. Mike Clark noted that there may be a difference between the focus of the HPC and the MSC. Rich would prefer that the MSC choose their own commissioners. Trustee Seaman noted that the Mayor should be making reappointments in September. He suggested that after that time, the HPC members could maybe be used on an as-needed basis to look at projects with the MSC.

There was a motion made by Rich Vuillaume, seconded by Tom Kane, to adjourn the meeting. Vote by voice call: Chairman Clark declared the motion carried and adjourned the meeting at 7:45 p.m.

***Reminder***  
***Next MSC Meeting***  
***Wednesday, September 7, 2011***  
***6:15 P.M.***  
***Kallsen Conference Center***

***Upcoming Events:***

- Benches on the Avenue – May 13<sup>th</sup> - October 2<sup>nd</sup>
- Farmers Market – June 4<sup>th</sup> - September 24<sup>th</sup> – 7 a.m.-Noon
- Patriot Day – Sun., September 11<sup>th</sup> – 7 a.m.-4 p.m. – Downtown Tinley Park