

MainStreet Commission Meeting Minutes November 19, 2014

Members Present

Mike Clark, Chairman
Rick Butkus
Kim Scalise
Jim Fuentes
Amanda Young

Staff Present

Donna Framke, Marketing Director
Nancy Byrne, Secretary

Chairman Clark called the November 19, 2014 MainStreet Commission meeting to order at 6:30 p.m. There was a motion made by Jim Fuentes, seconded by Kim Scalise, 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 Rick Butkus, to approve the minutes of the September 17, 2014 MainStreet Commission Meeting. Vote by voice call: Chairman Clark declared the motion carried.

Chairman Report – Chairman Clark welcomed Dennis Suglich who was recently appointed as a new MainStreet commissioner. Dennis is the owner of Cuzin's Restaurant. Mike expressed his appreciation to Dennis for committing to serve as a commissioner.

Holiday Market Update – Donna gave a detailed report on the preparations for the Holiday Market.

January Downtown Tinley Meeting Review – Donna reminded everyone that the Downtown Tinley meetings will be held quarterly. The January topic will be "Planning your Marketing Activities & Budget". A yearly calendar was distributed with details and dates for all upcoming events, Downtown Tinley meetings and newsletter information. The calendar will be enlarged and laminated and distributed at the January meeting. Marissa Caruso will do a 15 minute presentation on "Positioning your Business Properly during Events". It was suggested to add the Brew & Vine and other Tinley events to the calendar. Dennis asked for an electronic copy.

2015 Music & Events Schedule – Donna distributed a listing of the 2015 Schedule of Events including six concerts (the September weekend after Labor Day was being held for the "Wizard of Oz" festival which has since pulled out). Mike would like to have seven concerts again. The group discussed the selection process for bands. Dennis stated that you have to go with the bands people want to see and suggested having a local band open for the main band for 30-40 minutes prior. Mike requested extending the concerts until 10:30 p.m. with the opening band playing from 6:30-7:30. Donna will check into this. Mike said the bands were cut from seven to six in 2009 and then we went back up to seven. Mike wants to get them back up to eight concerts.

2015 Commission Budget Discussion – Donna asked what type of things the commissioners wish to request in next year's commission budget for marketing Downtown Tinley as a

destination point. One of the businesses on Oak Park Avenue has suggested paying for a billboard on I-80. Mike noted that per the Mayor's request, we should increase the number of hanging flower baskets from north of 167th to 183rd Street. Dennis stated that the Downtown Tinley décor, etc. does not extend as far as Cuzin's and Baileys. Bob asked about getting a bench by Baileys.

Dennis suggested having a sign put up by the hotels and convention center directing visitors to Downtown Tinley. The Village received funding from IBOT to market to visitors from outside a 50-mile radius and we believe it would be worthwhile to market Downtown Tinley to these prospective visitors. Mike stated that we need more interaction between Downtown Tinley and the convention center/hotels. Promotional ideas included: A pre-concert party in Cuzin's parking lot with US99; radio campaign; advertisement on the back of the Brew & Vine tickets; and a professional kiosk at the Convention Center. If purchasing a trolley would cost \$300,000, we'd be better off paying a trolley company to run during the Downtown events. Could we hire (or co-hire someone with the convention center) - a concierge for visitors to the major events who would hand out information?

Recap of budget items for consideration: Flower baskets; extend benches to 177th Street; Downtown Tinley marketing; a presence at the conventions; directional signage outside of Convention Center; kiosk.

Project Updates – Donna reported that a Public Hearing will be held on Thursday in regard to the Oak Park Avenue Townhomes and asked for a MSC commissioner to attend. Dennis Suglich offered to attend. The south end of the Complete Streets project will proceed after the weather improves. Famous Liquors is planning to open in the old 7-11 store. Jim is not in favor of more liquor stores. The commissioners agreed that it is a prime corner in a residential area and a liquor store is not a good reflection on the entry into Downtown Tinley. Mike said that the trustees need to hear the MSC's thoughts on this.

There was a motion made by Jim Fuentes, seconded by Rick Butkus, to adjourn the meeting. Vote by voice call: Chairman Ward declared the motion carried and adjourned the meeting at 8:15 p.m.

<p><i>Reminder</i> <i>Next MSC Meeting</i> <i>January 21, 2015</i> <i>6:00 p.m.</i> <i>Fulton Conference Room</i></p>

Upcoming Events:

- *Irish Parade – March 8th*
- *Bunny Hop – March 29th*
- *Downtown Tinley Meeting – April 8th*
- *Discover Tinley – April 11th*

Convention Center:

- *2/6-2/8/15 Tinley Park Golf Expo*
- *2/24/15 National Career Fairs*
- *2/26-2/28/15 Greater Chicago Coin & Currency Show*