

MainStreet Commission Meeting Minutes
June 17, 2015

Members Present

Michael Clark, Chairman
Kim Scalise
Jim Fuentes
Beth Fahey

Staff Present

Donna Framke, Marketing Director
Nancy Byrne, Commission Secretary

Also Present

David Seaman, Acting Mayor/Liaison Trustee
Bob Haustein, Chamber of Commerce

Chairman Clark called the June 17, 2015 MainStreet Commission meeting to order at 6:45 p.m. There was a motion made by Jim Fuentes, seconded by Beth Fahey, to approve the agenda for tonight's meeting as written. Vote by voice call: Chairman Clark declared the motion carried.

There was a motion made by Jim Fuentes, seconded by Kim Scalise, to approve the minutes from the April 15, 2015 MSC meeting. Vote by voice call: Chairman Clark declared the motion carried. There was a motion made by Jim Fuentes, seconded by Beth Fahey, to approve the minutes from the May 26, 2015 MSC meeting. Vote by voice call: Chairman Clark declared the motion carried.

Trustee Update – Acting Mayor Seaman updated the commissioners on current projects. He discussed the Public Hearing held last week for the Mental Health Center TIF. He mentioned the new expedited Metra train from Tinley Park to downtown on the weekends and the need for an express train on weekdays.

Special Event Updates – Donna updated the commissioners on Cruise Nights, Music in the Plaza and the Block Party. She mentioned the USGA Amateur Championship to be held here in August 2015, the Wizard of Oz Festival in September 2015, and the Lumberjack competition planned at the Convention Center in July 2016.

Downtown Tinley Update –

- *Beautification* – Mike reported that the Planning Department has offered the downtown businesses their assistance with design review (façade ideas), signage review, and flower pot/other décor arrangement to create attractive entrances. Mike suggested reaching out to five downtown businesses to assess their interest and then ask them to share what they learned with other businesses. Beth has a contact with the Chicago Flower & Garden show who she will be meeting with tomorrow. Nancy suggested an award for businesses which have significantly beautified their properties. Donna displayed the design for the 2015 Downtown Tinley t-shirt.
- *Downtown Tinley Meeting – September 9th*
Donna suggested breaking down some of the information from the Tourism Report at the next Downtown Tinley meeting. Mike stated that the MainStreet Commission should focus on the items from the report that pertain to the downtown. Several videos are available from Roger Brooks which should be prioritized for viewing.

Review Tourism Assessment – Donna distributed a Priorities List compiled from the Tourism Report. She reported that three groups have been formed to address the findings of the report.

1. Internal staff group to focus on and prioritize public projects
2. The tourism group will be made up of hotels and other hospitality-related business
3. MainStreet Commission to focus on items affecting the downtown, i.e., blade signs, critical mass, beautification, clean-up, identification of downtown.

Trustee Seaman indicated that the Village may consider a matching sign program. Donna stated that the commission could develop a match grant and we could also discuss the businesses we want to locate in downtown.

Donna asked the group if we have done enough to share our vision. Trustee Seaman stated that we must determine our vision in order to develop the brand. Donna asked if a branding study should be done. Trustee Seaman suggested researching towns with a good brand, i.e., LaGrange, Downers Grove, Libertyville, Naperville, Galena, New Glarus, Wisconsin. Donna indicated that we need to brand what we want to be. We also need input from stakeholders.

As a part of the Roger Brooks Tourism Assessment, we have access to the video library. Beth suggested we watch the videos on our own and come back and talk about them at the meetings. Donna will reach out to other towns with successful branding efforts and pull screen shots and email them to the commissioners on towns that attempted to adopt brands. A discussion ensued about branding downtown. Beth stated that if you send out a survey to Tinley Park residents asking them what Downtown Tinley means to them, you will find different words that you can start to incorporate into a brand. Kim stated that you need to convey to people what downtown is. Nancy will send the video list and password to everyone. Mike asked everyone to please watch Videos 1, 2 and 3 before the July meeting.

The commissioners were reminded about the Walkability Webinar on June 23rd at 1 p.m. at the Village Hall. The July meeting is normally cancelled or the date changed due to the Chamber golf outing; therefore, Mike asked Nancy to poll the commissioners about holding the meeting on another date in July. She will send an email to the commissioners.

There was a motion made by Jim Fuentes, seconded by Kim Scalise, to adjourn the meeting. Vote by voice call: Chairman Clark declared the motion carried and adjourned the meeting at 8:30 p.m.

***Reminder
Next MSC Meeting
July 29, 2015
6:30 p.m.
Fulton Conference Room***

Upcoming Events:

- *Cruise Nights – Every Tues. through August 25th*
- *Farmers Market – Every Sat. through Oct. 10th*
- *Music in the Plaza – July 11, 25, Aug. 8, 22, 29th*
- *Caribbean Block Party – Sun., July 19th*
- *National Night Out – Tues., Aug. 4th*

Convention Center Upcoming Events

- 8/4 National Career Fairs
- 8/22 Back on the Bus-A Back to School Expo
- 8/22 350 Brewing Fest

- 8/25 Catalyst Career Group
- 9/10-9/12 Ill. Numismatics Annual Coin & Currency Show
- 9/12 Born to Praise MIME4LIFE Ntl. Gospel Mime Conference
- 10/2-10/4 Chicagoland Unconventional Bicycle Expo
- 10/10-10/11 North American Reptile Breeders

Other Noteworthy Upcoming Events

- 8/17-8/23 2015 USGA Amateur Championship at Olympia Fields C.C.
- 9/11-9/13 Wizard of Oz Festival at Odyssey Fun Farm