

MainStreet Commission Meeting Minutes
July 29, 2015

Members Present

Michael Clark, Chairman
Jim Fuentes
Beth Fahey
Dennis Suglich
Dr. Robert Theis

Staff Present

Donna Framke, Marketing Director
Amy Connolly, Planning Director
Nancy Byrne, Commission Secretary

Also Present

Bob Haustein, Chamber of Commerce

Chairman Clark called the July 29, 2015 MainStreet Commission meeting to order at 6:10 p.m. There was a motion made by Jim Fuentes, seconded by Bob Theis, 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 Beth Fahey, to approve the minutes from the June 17, 2015 MSC meeting. Vote by voice call: Chairman Clark declared the motion carried.

Discuss Potential Blade Sign Incentive Program – Chairman Clark said that a meeting was held last week about a sign incentive program which seems interesting and it seems to have the potential to get people excited in downtown. Amy Connolly reviewed the outline of the MainStreet Sign Incentive Program which would provide 50 percent of the cost of new signage for a total of \$5,000. The Board has approved \$55,000 for this fiscal year. She suggested a review process to develop sign guidelines and ensure that any incented sign conforms to the guidelines. She suggested joint approval of any guidelines between the Sign Review Committee, Plan Commission and Village Board.

Amy went on to discuss eligibility and conditions of approval, the application process and approval procedures. The entire process should take three to five weeks. Discussion ensued about the type and number of signs that would qualify. Amy reviewed the Proposed Sign Guideline Objectives as follows:

1. Enhance the exterior condition of businesses in the downtown and improve the visual landscape as viewed from the sidewalks/street.
2. Encourage human scale signage that is supportive of the Legacy Plan goal to “create a place where pedestrians come first”.
3. Achieve a greater number of three-dimensional, symbolic and projecting signs that exhibit appropriate scale and proportion to the site and building.
4. Support downtown's unique and historic architectural quality through the coordination of sign design, color and high quality materials.
5. Increase the visibility of storefronts at the pedestrian level.
6. Improve the messaging within signage to assist in tourism efforts.
7. Advance consistency of signage in the downtown by removing signs that are non-confirming to the current signage regulations and incentivizing signage that conforms to signage ordinances.

Mike asked if the commissioners agreed with the seven objectives as outlined. Discussion followed about the character and feel of the downtown. Amy reminded the group that the Brooks report encouraged the use of blade signs as they are very readable and support tourism. Jim stated that he would like the Village Board to expedite sign approval and that the program should be “merchant friendly”. He asked Amy to bring samples and photos of signs.

Amy reviewed upcoming proposed changes to the Legacy Code with the commissioners.

Amy also displayed photos of Bailey's new sign and asked for feedback. The commissioners agreed that the sign was acceptable.

Discuss Potential Downtown Tinley Beautification Program – If the commission is amenable, Amy offered the know-how of the Planning Department to help with flower planting and architectural and landscape architect expertise. This program would be established in wintertime. They would try to help 5-8 businesses, without charge, with outdoor flower display and exterior improvements. Mike agreed that this would be helpful and suggested sending out this information in January and taking the first five businesses that respond. Mike asked if the commissioners agreed with this Beautification Program starting in January and they all agreed.

Discuss Branding - Donna indicated that we do not have the required staffing available to undertake the branding initiative in-house. She will be reaching out to branding companies to look for options to get the project rolling. One stipulation of the IBOT grant is that we cannot pay more than \$20,000 to one vendor, and would, therefore, have to parcel out each component of the process. Our goal would be to define and own what we want Downtown Tinley to be. Jim Fuentes thinks Downtown Tinley is “a little bit country and a little bit rock and roll.” Donna remarked that Downtown Tinley is one component of the brand for the entire town. Donna asked if the commission thinks that we are proceeding down the right road. Beth agreed that we definitely need branding and that it is a very big project, and that the Village staff does not have the resources. Dennis would like to see Downtown Tinley branded as having a “neighborhood feel” where everyone knows everyone. Walkability should be featured and a small community feel, and we should build the brand for those who live here. Mike sees small specialty shops such as spice and coffee shops, etc. Beth commented that all successful downtowns kind of look the same and have a cohesive feel. Donna stated that she will reach out to other communities that have done this and will keep everyone updated.

Discuss September 9th Downtown Tinley Meeting Speaker – It was recommended that Amy speak at the next meeting. Amy suggested talking about walkable signage and Roger Brooks' sign ideas. She will show clips from his video about signage and also talk about the Beautification Program. The meeting will be at the VFW at 11:30 a.m. on Wednesday, September 9th.

Special Events Update – Donna reviewed the Cruise Nights, Music in the Plaza and Block Party attendance. She is looking for commissioners to help select next year's bands. The group discussed attracting visitors from the First Midwest Bank Amphitheatre concerts. Mike wants to focus on getting them here before the shows. Nancy noted that the group should start thinking about a theme for the 2016 benches as a decision will need to be made at the September or October meeting.

Project Updates – The Tinley Park Apothecary has applied to open a business in the old Teina's Touch space by the Chamber of Commerce. They are working on a Class 8 tax reduction.

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

<p style="text-align: center;"><i>Reminder</i> <i>Next MSC Meeting</i> <i>September 16, 2015</i> <i>6:00 p.m.</i> <i>Fulton Conference Room</i></p>

Upcoming Events:

- *Farmers Market - Every Sat. through Oct. 10th*
- *PAWS Pet Parade - September 20th*
- *Boo Bash - October 25th*
- *Holiday Market - December 4-6*

Convention Center Upcoming Events

- 10/2-10/4 Chicagoland Unconventional Bicycle Expo
- 10/10-10/11 North American Reptile Breeders
- 10/21 Catalyst Career Fair
- 11/5 National Career Fairs
- 11/7 Champion Spirit Group Cheer for the Cure
- 11/14 Mobility Expo 2015
- 11/5 National Career Fairs
- 11/7 Champion Spirit Group-Cheer for the Cure
- 11/14 Mobility Expo 2015
- 11/15 Champion Spirit Holiday Classic
- 12/8 Chicago Southland Chamber Holiday Sports Luncheon
- 12/15 Catalyst Career Fair

Other Noteworthy Upcoming Events

- 9/11-9/13 Wizard of Oz Festival at Odyssey Fun Farm