

**MainStreet Commission Meeting Minutes
September 28, 2011**

Members Present

Michael Clark, Chairman
Richard Vuillaume
Tom Kane
Rick Butkus
Jack Cochonour
Becky Nichols
Kim Scalise

Staff Present

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

Also Present

Dawn Donnellan, OPAMA
Bob Haustein, Chamber of Commerce

Chairman Michael Clark called the September 28, 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 with the addition of 1) Cruise Night Wrap-Up Report, and 2) a request from the Mayor's Panel on Wellness in regard to the 2012 theme for the Benches on the Avenue. Vote by voice call: Chairman Clark declared the motion carried.

There was a motion made by Becky Nichols, seconded by Tom Kane, to approve the minutes of the September 7, 2011 MSC meeting. Vote by voice call: Chairman Clark declared the motion carried.

Benches on the Avenue Theme – Donna reported that the Village has received a grant from the county to encourage healthy, active lifestyles in town. The mayor has appointed ten people to this Panel and they asked if the MainStreet Commission would be interested in incorporating this concept into a theme for the 2012 benches. After discussion, the group asked Nancy to contact some of the current artists to ask their opinion as to whether this would be a workable theme.

Cruise Night Wrap-Up Meeting – Donna reviewed the wrap-up meeting that was held this morning. A discussion was held about eliminating the Police Department Sergeant and adding two auxiliary officers in addition to the current two officers. Two Public Works employees would also be utilized. In regard to holding theme nights, there was not much interest; however, Jack said an Orphan Car night could be interesting. No one showed an interest in adding a motorcycle night. The overall thought of the Cruise Night Committee was to not have outside vendors. Crossing the street must be discouraged. Mike indicated that business owners should be encouraged to open their doors on Cruise Nights. Donna said that the commissioners should consider sitting down with the businesses next year. Jack asked if the Chamber could get involved by having a booth and selling items with the Chamber name and Cruise Night names on them.

Findzall Community Marketing Proposal – The group reviewed Findzall’s Downtown Strategy Implementation Proposal and the fees to manage and implement the tasks identified in the plan. They determined that the current downtown website does not provide a marketing benefit or value for the merchants. Findzall also recommended that committees be formed for Business Retention, Attraction and Marketing & Events.

Findzall proposed the creation of a custom designed, consumer focused website which would serve as a promotional portal to showcase the social media and email marketing efforts that will highlight the many events and drive shoppers and diners to the downtown. Findzall proposed the design, creation, launch, hosting and management of a consumer branded website, the creation of website graphics, page layout and design, copywriting and html coding.

The MainStreet commissioners expressed their agreement that promoting downtown Tinley Park will benefit the entire community. They recommended that the Village Board allocate the sum of \$14,240.00 to develop the infrastructure which includes website, enhanced logo design, consumer email design, merchant email design, design of POP display, list building poster and post card design. This fee also includes 12 hours per week of Findzall project management for the first four weeks and three hours per week for weeks five through 16.

Findzall also recommended that the Village designate an appointed Downtown Tinley Park Coordinator to provide staffing for downtown Tinley Park. The MainStreet Commission agreed and recommended that someone be hired for 20 hours per week. Donna and Mike stated that buy-in from the downtown business community would be required.

Mike suggested a meeting with Trustee Seaman. He, Donna, Judy, Jack and Tom will meet with him to discuss the recommendations of the commission.

There was a motion made by Rick Butkus, seconded by Tom Kane, to adjourn the meeting. Vote by voice call: Chairman Clark declared the motion carried and adjourned the meeting at 9:00 p.m.

<p><i>Reminder</i> <i>Next MSC Meeting</i> <i>Wednesday, October 19, 2011</i> <i>6:15 p.m.</i> <i>Kallsen Conference Center</i></p>
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Upcoming Events:

- Halloween Kiddie Parade – October 30th
- Veterans Day Ceremony – November 11th
- Parade of Lights – December 4th
- Holiday Market – Dec. 2, 3 & 4th