

**MainStreet Commission Meeting Minutes
January 18, 2012**

Members Present

Mike Clark, Chairman
Rick Butkus
Becky Nichols
Kim Scalise
Jim Fuentes

Guests Present

Cathy Maloney, Findzall
Matthew Bruce, Southtown Star

Staff Present

Donna Framke, Marketing Director
Nancy Byrne, Secretary
Vicky Sanchez, Special Event Coordinator

Also Present

David Seaman, Liaison Trustee
Bob Haustein, Chamber Rep.

Chairman Michael Clark called the January 18, 2012 MainStreet Commission meeting to order at 6:40 p.m. There was a motion made by Rick Butkus, seconded by Kim Scalise 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 Rick Butkus, seconded by Becky Nichols, to approve the minutes of the November 16, 2011 MainStreet Commission meeting.

Chairman Report – Chairman Clark welcomed back Jim Fuentes as a commissioner to the MSC. He also welcomed Cathy Maloney from Findzall Community Marketing who came to tonight's meeting to facilitate a discussion and answer any questions from the commissioners about the downtown marketing plan. A timeline and how it relates to the budget will be part of the discussion as well as the downtown events. Mike also introduced Vicky Sanchez, the new Special Events Coordinator for the Village.

Trustee Update – Trustee Seaman reported that he has updated the ECC on the MainStreet Commission's efforts in regard to the Findzall marketing plan. He indicated that there may be some ways to cross subsidize with the ECC. The placement of the beam from the World Trade Center was discussed with the firefighters. The park next to the Fulton House seemed to be a logical place since the fire fighters memorial is already in place. He stated that we are going into the year with a lot of optimism. In terms of the budget, we are trying to do the hanging baskets and cruise nights again. Jim asked Trustee Seaman to address the tax issue in downtown Tinley Park. The requirement under Class 8 is that the property must be vacant for 24 months. Discussions are taking place with the County Assessor's office about the possibility of reducing the time requirement from 24 months to six or 12 months.

Findzall Update – Cathy Maloney indicated that the marketing effort will officially start February 1st. Initially they will work on marketing, branding, and creating a community map. A seminar will be held in March to launch the project and to measure where the businesses stand now – if they have a website; if they are on Facebook and if they use email marketing. We will be working with the Chamber and the businesses to focus on educating the merchants about Google, Facebook and Yelp so customers can find the businesses in the downtown. Step two will be to create groups:

1. Marketing and Events
2. Business Attraction
3. Retention & Education

Graphic Art students from Andrew High School will be working with us to create a downtown Tinley Park logo. Cathy will write the copy for the website and we will end up with 12 months of promotions. The merchants will sign up for an email campaign and they will set up a Facebook page that will feed to Twitter.

Mike stated that we want to offer training sessions directed at the entire business community, and our hope is that the Chamber can help us facilitate these. The businesses outside of downtown will not be on the website but there will be other opportunities for these businesses.

At the March 8th meeting they will be planning the home page for the website and Facebook page. They will do a little training to set up a Google Place Page and how to post on Facebook. They will go through Yelp – how to set up the place page and how to handle revisions. The website will be very consumer focused.

Jim stated that he has set up an advisory board for the downtown group. This Board will work in conjunction with the Findzall group.

Donna indicated that Findzall will be on the February 7th Village Board agenda. We will use what we have left of this year's MSC budget and we will be requesting the funds to continue through April 30, 2012. Mike stated that we need the Chamber to help talk up the March meeting to facilitate getting the businesses to the meeting.

Downtown Events –

Irish Parade - Vicky updated the group on the efforts of the Marketing Department in regard to the Irish Parade which will be held on Saturday, March 11th at 2 p.m. The group discussed the use of tent cards for advertising purposes.

Benches on the Avenue – Nancy reported that the theme is “The Magic of Music” and the artists are submitting their designs at this time. Sponsorships are being accepted at \$895.00 each until March 12th and \$995.00 thereafter.

Music in the Plaza – Vicky reported that the concert dates are tentative at this time. The Movies in the Plaza will not be held this year. She distributed information on the prospective bands and

asked the group for their input. Vicky requested that the commissioners let her know by the end of the month if they have any concerns with the bands.

Cruise Nights – The cruise nights will be held June 5th – August 28th from 5-8 p.m. Mike would like to have dedicated crosswalks. Donna will talk to the Police Department.

Block Party – Vicky stated that she received a proposal from Hayes for the Block Party and Music in the Plaza for plastic and aluminum bottles. They are committing to a \$2,000 cash sponsorship or committing \$2,000 towards bands. Mike does not have a problem with the bottles. Vicky stated that sponsorships will be available for the Block Party.

Farmers Market – Will be held on Saturday's from June 2nd through the second or third Saturday of October from 7 a.m. to noon.

Budget – Donna went over the budget and noted that the remainder of funds available for this fiscal year will be used to pay Findzall. Next year, funds in the amount of \$52-54,000 will be needed for Findzall. The group discussed hanging baskets in the downtown core, banners with the new downtown logo at the entrances to downtown and flags. Donna will put some numbers together for the next meeting.

There was a motion made by Jim Fuentes, seconded by Rick Butkus, to adjourn the meeting. Vote by voice call: Chairman Clark declared the motion carried and adjourned the meeting at 8:45 p.m.

***Reminder
Next MSC Meeting
Wednesday, February 15, 2012
6:15 p.m.
Kallsen Conference Room***

Upcoming Events:

- ***Irish Parade*** - Saturday, March 11th at 2 p.m., Downtown Tinley Park
- ***Discover Tinley*** – Saturday, April 14th – Tinley Park Convention Center