

**MainStreet Commission Meeting Minutes**  
**March 21, 2012**

**Members Present**

Mike Clark, Chairman  
Tom Kane  
Rick Butkus  
Jack Cochonour  
Kim Scalise  
Jim Fuentes

**Also Present**

David Seaman, Liaison Trustee  
Bob Haustein, Chamber Rep.

**Staff Present**

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

**Guests Present**

Cathy Maloney, Findzall

Chairman Michael Clark called the March 21, 2012 MainStreet Commission meeting to order at 6:20 p.m. There was a motion made by Tom Kane, seconded by Rick Butkus, 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 Jack Cochonour, seconded by Kim Scalise, to approve the minutes of the February 15, 2012 Main Street Commission meeting. Vote by voice call: Chairman Clark declared the motion carried.

**Chairman's Report** – Chairman Clark asked Cathy Maloney to go over the list of training sessions. He noted that two objectives tonight are to talk through training and reporting.

**Findzall Update** – Cathy distributed a list of the 30 things business owners should know. These topics would be covered in the monthly training sessions as well as on the website. The training could be a collaborative effort with the Chamber. The April training session will be about how the business owners are going to participate in the marketing campaign.

Cathy indicated that twelve training sessions will be held (one each month). Donna suggested we send out a survey asking for feedback from the businesses. Cathy said we could maybe do a morning and evening session on the same topic. Donna noted that there was a good turn-out (50 people) at the March meeting. Kim asked what percentage of the businesses attended the meeting. Donna said Sue Pall is getting the numbers. Cathy will put together a survey of meeting times, dates, frequency and topics and ask the businesses to prioritize them. Jim Fuentes offered to sponsor the postage and Mike Clark will sponsor the postcards for the next meeting.

Cathy indicated that for reporting purposes she typically creates a bullet point of activities she has done. She asked if the commission wanted quarterly or monthly reports. She usually does a bullet point of the month's activities and highlights; counts emails and calls sent and received; meetings attended, and an outline of monthly training sessions. She keeps track of the number of Face book followers; e-mail and Twitter followers and web site analytics. She will also record

the number of leads and prospects and if they reached out to us or her to them; new business openings and closings; leases signed; and press releases for new businesses. She will provide a dashboard that measures all of this. Leads will be categorized into the number of retail, restaurant and office leads (quarterly report on this). A report of the community walk map visits; number of available sites on the map; number of new business invitations that we might send out. Hopefully, we will have a business education community. We need to keep track of who we invited.

Cathy asked if there is anything else she should report on:

Mike Clark wants included under Business Retention:

- How many people attend a meeting
- How many people use the training videos
- How many businesses are participating in the marketing
- How many businesses are participating in the email campaign

Cathy also wants to list who is set up on Google and Yelp and then check it quarterly. She will also check who is not doing it again. Then we can contact them to see if they need help.

It was also suggested to add which businesses are open during events and how successful they are by staying open. Another suggestion was made to ask customers how they found out about their business. Cathy mentioned that there will be POP materials inviting people to sign up.

Cathy stated that we should start collecting e-mails and phone numbers at the Easter Bunny and Discover Tinley events. Mike suggested offering a t-shirt or other incentive. Cathy suggested that we do a drawing and that each business should consider giving something away.

Mike asked Cathy to put together a list of what would be in a monthly report vs. a quarterly report. The group asked Cathy to bring an I-Pad to the next meeting to show how we can collect names.

**Discuss Cook County Tax Classifications** – Mike Mertens discussed the vacancies downtown and distributed a chart outlining the vacancies. He indicated that on the new downtown Tinley Park website we want to show vacant properties with addresses and square footage. Cathy asked for the vacant property information separated so that she can do a map. Trustee Seaman said to add “Sales Tax Incentives Available.”. Cathy indicated that she will also include Retail, Restaurant, Office, Redevelopment/Buildings for Sale. Cathy will get together with Mike on this.

Mike Mertens also distributed a list of downtown properties that currently have Class 2 and Class 3 classifications and he explained the benefits of these classifications. He noted that Class 8 is available for redevelopment of property or new construction if the property is vacant for 24 months. The Village is working with the County in an attempt to reduce the time requirement on Class 8 to less than 24 months. The County has been supportive at the staff level. Mike Mertens noted that we are encouraging apartment development with the new Legacy Code. Mike asked the commissioners to alert him if there are property owners who are not aware of the available tax classifications.

Jim complained about the requirement to add a sprinkler system to his State Farm building. Mike stated that whenever there is a change of ownership or change of tenant in the community, a Change of Use is done and staff will inform the owner of what must be brought up to code. Trustee Seaman indicated that the IEPA is enforcing this, not the Village. Jim asked Mike to check into it.

**Review Proposed Downtown Tinley Park Logos** – The commissioners reviewed five logo drafts designed by the Andrew High School graphic arts students and offered their suggestions for revisions.

**Cruise Nights** – The members discussed parking in front of businesses on Oak Park Avenue during the Cruise Nights. Donna noted that the Public Safety staff wants to eliminate parking on the west side of Oak Park Avenue entirely during Cruise Nights. Trustee Seaman agreed that eliminating all on-street customer parking on Oak Park Avenue during Cruise Nights would be wise because of the safety issues involved.

The group also discussed whether or not to allow non-downtown businesses to sell during Cruise Nights. After discussion, it was decided not to allow any selling during Cruise Nights except for the existing downtown businesses.

**Updates** – Donna noted that over 25,000 people attended this year’s Irish Parade.

There was a motion made by Jack Cochonour, seconded by Kim Scalise, to adjourn the meeting. Vote by voice call: Chairman Clark declared the motion carried and adjourned the meeting at 8:40 p.m.

<p><b><i>Reminder</i></b> <b><i>Next MSC Meeting</i></b> <b><i>April 18, 2012</i></b> <b><i>6:15 p.m.</i></b> <b><i>Kallsen Conference Room</i></b></p>
---

**Upcoming Events:**

***Benches on the Avenue*** – Thurs., May 10<sup>th</sup> – Downtown Tinley Park

***Farmer’s Market*** – Sat., June 2<sup>nd</sup> to Oct. 13<sup>th</sup>, 7 am - Noon, Zabrocki Plaza

***Cruise Nights*** – Tues., June 5<sup>th</sup>-Aug. 28<sup>th</sup>, 5-9 pm – Downtown Tinley Park

***Music in the Plaza*** – Sat., June 23<sup>rd</sup>, July 7<sup>th</sup>, July 21<sup>st</sup>, August 4<sup>th</sup>, August 18<sup>th</sup> – Downtown T.P.

***Caribbean Beach Block Party*** – Sun., July 15<sup>th</sup>, Noon – 7 pm – Downtown T. P.