

MINUTES OF THE MARKETING COMMISSION
November 4, 2024, 6:00 p.m.
Council Chambers

Members Present:

Daniel Fitzgerald (Chair)
Jackie Bobbitt
Jenn Biasi
Maureen Dillon
Mike Sevier
Paul Michael Yedwofski

Members Not Present:

Amanda Daly

Associate Members Present:

Associate Members Not Present:

Carol Bradtke
Janet Czuchra
Jason Freeland
Garrett Gray
Nick Halikias
Courtney Rourke

Staff Members Present:

Amanda Gaus, Special Events Specialist
Denise Maly-Politano, Commission Secretary
Kelly Oswald, Marketing Program Coordinator

Staff Members Not Present:

Donna Framke, Marketing Director
Trustee Colleen Sullivan

CALL TO ORDER

Chair Daniel Fitzgerald called the November 4, 2024 meeting to order at 6:00 p.m.

APPROVAL OF THE AGENDA

Motion made by **Paul Michael Yedwofski**, seconded by **Jenn Biasi** to approve the agenda.

APPROVAL OF THE MINUTES

Motion made by **Mike Sevier**, seconded by **Jackie Bobbitt** to approve the September 9, 2024 minutes of the Marketing Commission. Motion carried.

DISCUSSION ITEMS:

Fall/Winter Events

- **Kelly Oswald** reported on Fall Market. Very busy market with 30,715 attendees compared to 18,000 last year. Returning vendor applications have been sent out for next year. Looking to expand and be even larger next year with expansion into North Street, 67th Street extension and the ring inside Harmony Square. Also have the ability to extend into the North lot.
Ale Trail - Amanda Gaus reported Ale Trail very well attended and the bars and breweries were very happy with the attendance.
- **Boo Bash Recap – Amanda Gaus** estimated 7,000 attendees. Mass exodus around 3pm which coincided with the Bears game. Will have the ability to expand next year. This

year had a magician, two bounce houses, mad scientist, five food vendors, a DJ, 29 vendors and a 9-hole mini golf course.

- **Ghouls Night Out Recap – Amanda Gaus** – Ghouls Trolley returned this year on October 30th, the Wednesday before Halloween. Estimated 1,000 riders. Costumes were encouraged and even the trolley drivers were in costume.
- **Holiday Happenings – Kelly Oswald** – Market returns December 6-8th, with Santa at the Oak Park Avenue Train Station. Holiday Walk and animated light show synched to music. Different layout due to the construction. Set up the week of November 18th. Everything kicks off with the tree lighting on December 6th.
- **Holiday Market – Amanda Gaus** - Horse and carriage rides returning. Friday night begins with carolers at 5:15, tree lighting at 6:15 (depending on train schedule), and Holiday Market opens at 6:00 p.m. Santa arrives by fire engine. Hours for Holiday Market are Friday, 6pm to 10pm; Saturday, 2pm to 10pm; and Sunday, 2pm to 7pm. Santa pictures will be Friday, 6pm to 8pm; Saturday 2pm to 8pm; and Sunday 2pm to 6pm with Parade of Lights at 5pm Sunday. There will be an outdoor with food trucks and a carousel. Tent will be shifted east due to the construction. Entertainment schedule being finalized.
- **Jolly Trolley – Kelly Oswald** – Jolly Trolley will be more family friendly with 10 participants and runs December 11th and December 18th, 5pm to 10pm. Participants are required to have a holiday themed drink, a special food item and holiday entertainment and/or décor. Also adding entertainment to the trolley during the route. Two trolleys will run. Entire trip takes about 25 minutes in good weather. It is not possible to visit all stops so participants will be encouraged to just pick a few favorites to visit. More than likely, Frankie's will need a reservation.
- **Elf in The Window – Kelly Oswald** – Elf in the Window will run November 29th to January 7th. Have 21 participants. A local business is making all of the elf costumes. Same participants as last year.
- **Harmony Square Updates – Amanda Gaus** – Harmony Square progressing. There are 24 days of no programming scheduled. Hope to have a grand opening at the beginning of the Farmer's Market which starts June 14th along with the first Music in the Plaza. Majority of Saturday nights will have music, either Music in the Plaza or a cultural musical event. Friday nights there will be movies. Yoga is possibly on Sunday mornings. Splash pad/interactive water pad and jumbo games will also be running. There will be five light shows: Halloween, Holiday, Valentine's Day, St. Patrick's Day and spring. Will also have a synthetic ice rink, four curling lanes, and fire pits.
- **Benches 2025 Theme and Timeline – Kelly Oswald** – Benches 2025 theme is Favorite Food Moments/Festival of Foods. Entries are due back Friday, December 13th. Voting will be on December 18th at commission Christmas party. Twenty-five benches max.

GOOD OF THE ORDER

No December meeting. Next meeting will be held January 6, 2025.

Maureen Dillon stated that Tinley Wish nominations are due the end of this week. You can look at the Tinley Wish Facebook page for more information. The Facebook page also has a QR code for monetary donations. December 14th is wrapping day at the Kallsen Center and December 21st is the delivery date. Anyone wanting to participate should meet at the police department. It is up

to the family to determine if it is a lights and siren delivery or not. If not, another date will be arranged.

COMMENTS FROM THE PUBLIC

No public, no comments.

ADJOURNMENT

Motion by **Paul Michael Yedwofski**, second by **Mike Sevier**, to adjourn the November 4, 2024 Marketing Commission meeting at 6:47 p.m.

/dmp