

**Brand Leadership Subcommittee
of the MainStreet Commission
Meeting Minutes - February 1, 2017**

Members Present

Beth Fahey
Julie Dekker
Dennis Suglich
Daniel Fitzgerald
Greg Carter
Ken Shaw
Eduardo Mani

Associate Members Present

Jason Freeland
Diane Galante

Guests Present

Nick Markowicz
Beth McKernan
Jay Damm

Staff Present

Donna Framke, Marketing Director
Vicki Sanchez, Special Events Coordinator
Antonia Steinmiller, Exec. Asst. to the Mayor
Stephanie Kisler, Planner
Kathy Congreve, Commission Secretary

Also Present

Brian Younker, Trustee

Members Not Present

Julie Volkmann
Vince Aiello

Beth Fahey called the meeting to order at 6:02 p.m. Attendees introduced themselves.

Approval of Agenda & Minutes - Motion to approve the agenda made by Daniel Fitzgerald, seconded by Greg Carter. Motion to approve the minutes made by Brian Younker, seconded by Daniel Fitzgerald. Approved by voice vote.

The committee addressed the need for someone to be in charge as a contact person with the village, and a primary point of contact. Daniel Fitzgerald was named as Chairperson of the Brand Leadership Subcommittee; all were in favor. Antonia Steinmiller has offered to participate by keeping the spreadsheets and posting the minutes and agendas.

Sub-Committee Structure - Donna Framke recommended 4 subcommittee structures to each handle different areas of the action plan items. She discussed what would be the role of each: Tourism, Community Outreach, Marketing, and Product Development. Members were assigned to the different subcommittees and point people were assigned to lead each team: Donna Framke-Tourism, Ken Shaw-Outreach, Donna Framke-Marketing, Stephanie Kisler-Product Dev. Each group will create an agenda and minutes for their meetings and that there will be a main place on the website for all of the info.

Donna distributed a spreadsheet realigning the dates of the tasks and suggested it be used as a working document for planning and identifying the status of the tasks. The first couple pages were discussed and the line items were assigned to groups to take on the tasks and meet separate from the monthly Branding Meeting. Members were asked to bring this spreadsheet to the monthly branding meeting for reference and review.

Meeting Schedule & Agenda Management – It was decided that the next Brand Leadership Subcommittee meetings be held on the third Wednesday of the month, February 15, 2017. Donna Framke suggested that future meetings be moved to the third Monday of the month with the next one occurring on March 20, 2017. Chairperson Fitzgerald brought it up for vote. Motion to approve the change made by Donna Framke, seconded by Dennis Suglich. Teams will meet on their own for area specific meetings throughout the month.

Other Discussion Items -

A commissioner brought up the need for a Project Manager to be hired to oversee and coordinate the tasks of the committee and keep up the communications between the committee and the Village. Trustee Younker stated he will bring it up to the Mayor and Village Manager at the next board meeting.

Items suggested by commissioners:

The branding concept be integrated with the bike paths and the new pond and that we get the public's feedback on other ideas.

Create a mobile app for Tinley Park entertainment schedules.

Earning/defining the plan.

Plan a music festival, much like neighboring villages do.

Assign start dates, duration and deadlines for each task.

Speaking Engagement Calendar - Discussing the structure of the Speaking Engagement Calendar was tabled for now.

Comments from the Public –

A resident addressed Stephanie Kisler as to how long it would take to rezone Central Junior High as a permanent entertainment structure.

Motion to adjourn meeting made by Daniel Fitzgerald. Approved by Brian Younker, seconded by Ken Shaw. Meeting adjourned at 7:38 p.m.