



**MINUTES OF THE PRODUCT DEVELOPMENT  
SUBCOMMITTEE OF THE BRAND LEADERSHIP TEAM**

**VILLAGE OF TINLEY PARK,  
COOK AND WILL COUNTIES, ILLINOIS**

**MARCH 15, 2017**

The Meeting of the Product Development Subcommittee of the Brand Leadership Team was held in the Fulton Conference Room of Village Hall on March 15, 2017 at 6:00 p.m.

**ROLL CALL**

Committee Members: Jay Damm

Absent Committee Members: Courtney Rourke  
Dennis Suglich  
Jason Freeland  
Julie Volkmann  
Vince Aiello

Village Officials and Staff: Stephanie Kisler, Planner I  
Vicki Sanchez, Special Events Coordinator

**CALL TO ORDER**

Stephanie Kisler called the meeting to order at 6:10 p.m.

**APPROVAL OF AGENDA**

Stephanie Kisler asked if anyone would like to make changes to the agenda. There were none.

**DISCUSSION**

**Item 1: Programming**

The group discussed different aspects of programming, including:

- What is programming?
- What programming has already been planned?
- Where is programming occurring?
- How does the programming incorporate music?
- What opportunities do we have to incorporate music?
- What types of programming would we want to see in a public plaza?

Stephanie read an email from Committee Member Courtney Rourke where she discussed her thoughts on the topics. Courtney stated she thinks that programming is more than just music events and needs to include types of activities that will bring many people to the area. She added that every event will not necessarily be interesting to every person; rather, we need to try to plan many different events that appeal to diverse crowds. Lastly, she noted that the Village should adopt rules that allow musicians to play without permits or be more relaxed with rules for musicians.

Vicki Sanchez brought a list of the special events that she has been planning for 2017. She discussed the different events and how she has changed them to incorporate our music brand. The group also noted events done by the Park District and the Library.

The group discussed how programming is not just in the downtown; it needs to be Village-wide, just like the brand.

The group noted current music-related events and opportunities where music could be incorporated into events that didn't have any music-related features. Some ideas were: having a contest for a Tinley Park theme song, having era-themed car shows with music from that decade, having music lessons in public spaces, and drawing in crowds from the Amphitheatre to participate in other events in the downtown.

#### **PUBLIC COMMENT**

There was none.

#### **ADJOURNMENT**

The meeting adjourned at 7:26 p.m.