



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

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

**APRIL 11, 2017**

The Meeting of the Product Development Subcommittee of the Brand Leadership Team was held in the Kallsen Center of Village Hall on April 11, 2017 at 6:00 p.m.

**ROLL CALL**

Committee Members: Jay Damm  
Dennis Suglich  
Jason Freeland  
Julie Volkmann

Absent Committee Members: Courtney Rourke  
Vince Aiello

Village Officials and Staff: Stephanie Kisler, Planner I  
Vicki Sanchez, Special Events Coordinator  
Donna Framke, Marketing Director

**CALL TO ORDER**

Stephanie Kisler called the meeting to order at 6:11 p.m.

**APPROVAL OF AGENDA**

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

**DISCUSSION**

Donna Framke provided information about the RFQ that was posted for the Business, Programming, and Marketing Action Plan. She said that the deadline was extended.

Stephanie Kisler recapped the last meeting where initial discussions about programming occurred. She said that the group began discussing current programming/events and how to incorporate music into them. Additionally, they discussed new programming ideas.

Discussion began on the following topics:

- Village-wide programming ideas
- Future downtown plaza programming ideas

A Committee Member suggested that maybe programming should start in the core of the downtown and work its way outward to the rest of the community. They noted that the brand needs to reach the entire Village.

A Committee Member questioned if the future plaza should ever be used for any private events.

Ideas suggested by the group included:

- Musical theater
- Dance recitals
- Jazz music
- Dance lessons (experiential and participatory activities)
- Consistency with music genres (Tuesday is for jazz; Wednesday is for country, etc.)
- Car show has decade-themed music (ex. 50's cars and 50's music)
- Ice rink
- Sonic sculptures (interactive)
- Drum circles
- Cultural music and dance
- Disney musicals (shown on a movie night or performed on the plaza)
- Daily marching band
- Speakers on light poles throughout the Village
- Video projection at the plaza
- Interactive public art with music
- Installation art
- Music fountain
- Light shows
- Student compositions
- Outdoor jukeboxes
- Be able to control music in the plaza through an app
- The stage should have a nice green room and a VIP area

## **PUBLIC COMMENT**

There was none.

## **ADJOURNMENT**

The meeting adjourned at 7:55 p.m.