

Marketing & Branding Commission

Meeting Minutes – June 25, 2018

Members Present

Daniel Fitzgerald, Chairman
Julie Dekker
Dennis Suglich
Beth Fahey
Jay Damm
Diane Galante
Beth McKernan

Associate Members Present

Nick Markowitz

Members Not Present

Jackie Bobbit

Staff Present

Donna Framke, Marketing Director
Vicki Sanchez, Special Events Coordinator
Kathy Congreve, Commission Secretary
David Niemeyer, Village Manager
Kimberly Clarke, Planning Manager

Associate Members Not Present

Jason Freeland
Courtney Rourke
Nick Halikias
Vince Aiello
Eduardo Mani

Chairman Fitzgerald called the meeting to order at 6:09 p.m.

Approval of Agenda & Minutes – Motion to approve agenda made by Julie Dekker, seconded by Jay Damm. Motion to approve the Jan. 22, 2018 minutes made by Diane Galante, seconded by Dennis Suglich. Approved by voice vote.

Chairman's Report – None

Discussion Items:

Harmony Square Progress Update –

Lakota gave a presentation last Tuesday, June 19th. Project is moving forward; will be doing it in phases. Phase 1 - Get the shovel in the ground next April. Will still be in train station lot in 2019 due to construction on North Street. Will likely expand in 2020.

Donna showed an updated rendering of the project plans, although it is not final yet. Should be done in tandem with the North Street development. Dave Niemeyer chimed in and said that is dependent on other agencies.

Wayfinding Project Update –

KMA was on site a week and a half ago and provided an analysis of existing signage, current zoning, and vehicular traffic counts. They noted that our current entrance (to the Village) signs were not easily identified. KMA came up with ideas for not just welcome signage, but also directional and destination signage, public parking signage, and pedestrian kiosks. They wanted feedback from the commission on sign styles, colors, materials. Donna showed some images that KMA provided. Commissioners discussed what feeling they wanted the signs to convey, and who they wanted the signs to attract. Three concepts will be finalized mid-July and will be presented at the next commission meeting.

Downtown Tinley Meeting –

There will be a presentation to downtown businesses this Wednesday (6/27) from 11:30am-1:00pm. They will be reviewing the Oak Park Avenue Playbook: grants, branding, and a recap of projects. And put out a request for involvement from the business owners.

Summer Events Recap –

Vicki stated that two Music in the Plaza concerts have occurred (and there are 6 more remaining). Bench awards will be presented at the July 7th concert.

The Block Party will be held July 15th and will be an 80's theme. They will be holding a Battle of the Bands again this year.

Three Third Friday Flicks movie/musical events have been scheduled. The first one (Hairspray) was held June 15th.

The next one will be held on July 20th and will feature the musical Beauty and The Beast. They are still in need of an emcee for that one.

Progress on Branding Action Plan –

Donna provided updates on other initiatives:

We have new logo clothing and accessories and a branded vehicle and events trailer. There will be branding on the water towers on 183rd Street by mid-July. The Park District has new interactive musical equipment installed at four playgrounds.

Progress is being made on the social media outlets and the hashtag #TinleyLifeAmplified campaign.

Donna handed out updated proof copies of the High Notes brochure for commissioners to review; it's very close to being approved for print. They will be distributed at hotels and high traffic areas.

Marketing is making progress with the brand awareness posters.

Pole banners and flags will be erected within the next 60 days at key intersections that have high entry counts.

Donna passed out a Recommendations Checklist listing 55 items to be completed through the year 2019. She stated that 21 out of the 55 items are in process. She asked the commissioners for feedback as to what items to focus on next. A Commissioner suggested more PR on the branding initiative. It was discussed that the Village should hire a PR firm. Another suggested that signs be posted at the future site of Harmony Square and it was mentioned that they should include renderings of the plans.

The You Tube channel and website are up. The next big plan will be the Downtown Master Development Plan. It will be very comprehensive and Paula from the Community Development department will be putting together an RFQ.

Marketing has started a database of clubs and organizations in hopes to inform and brainstorm with them.

Dan stated that there's been good engagement with the musical event calendar from local businesses. It now includes the Community Band and musical events at the library. He's still not getting much input from the schools though. Vicki suggested that it might be a good idea to make contact with the music parents.

Dan also mentioned that they need a new updated jumbo-tron to showcase the community events. It was suggested that it should be a high-quality LED screen.

There was a discussion about having some murals painted on buildings downtown.

The commission is back to its regular schedule and the next meeting will be held on July 16th.

Adjournment – Motion to adjourn meeting made by Dennis Suglich, seconded by Jay Damm. Meeting adjourned at 7:37 p.m.