

Marketing & Branding Commission

Meeting Minutes – July 30, 2018

Members Present

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

Associate Members Present

Nick Markowitz

Members Not Present

Jackie Bobbit
Beth Fahey

Staff Present

Donna Framke, Marketing Director
Vicki Sanchez, Special Events Coordinator
Kathy Congreve, Commission Secretary
David Niemeyer, Village Manager
Patrick Hoban, Economic Development Mgr.

Associate Members Not Present

Jason Freeland
Courtney Rourke
Nick Halikias
Vince Aiello
Eduardo Mani

Chairman Fitzgerald called the meeting to order at 6:02 p.m.

Approval of Agenda & Minutes – Motion to approve agenda made by Dennis Suglich, seconded by Jay Damm. Motion to approve the June 25, 2018 minutes made by Diane Galante, seconded by Dennis Suglich. Approved by voice vote.

Chairman's Report – Chairman Fitzgerald reminded commissioners to turn in their ethics statements. A newly appointed commissioner, Stephanie Pyrzynski, was introduced.

Discussion Items:

Wayfinding Concept Review –

Donna led a slide presentation showing 4 different concepts for signs that KMA put together. KMA is looking for feedback from the commission. Each concept featured how they would appear during the day, and how they would look at night. They expect to install about eight signs throughout the village.

Schematic Plan 1: Colorful bars that are to look like sound waves. Both vertical and horizontal designs.

Schematic Plan 2: A mix of old and new (styles). Brick base, (faux) wood, and metal for the musical feature. Both vertical and horizontal designs.

Plan 2a: No brick base; possibly faux wood.

Schematic Plan 3: Very much “outside the box”. Mixed metals with a funky feel. Guitar pic feature.

Schematic Plan 4: Contemporary look and feel. Strings to mimic a musical instrument. Mostly metals. Utilizes our new logo.

Some general feedback received was that all of them should be lit. A commissioner suggested that we can pick out elements of each that the commission likes and combine the benefits of each.

Specific feedback received –

Plan 1: The font is just average; it should use Tinley' logo. It doesn't convey music as is, but could probably incorporate music by using our logo and music notes. Can do a lot with the colors and lighting of it, possible making the lighting move up and down the bars.

Plan 2: Has a bit of an old-fashioned feel. Metal work was well received. Comments on the colors used were that purple is good because it jumps out; red is too provincial. Most liked the directional sign with the lettering going down the length of it.

2a: Has a more contemporary looking base. Someone suggested it be silver instead of black. Another suggested it be an LED sign.

Plan 3: Commissioners felt it looked like a flame, or even the Statue of Liberty. Doesn't convey music. The guitar pic is lost in the design. Doesn't fit the character of our town.

Plan 4: Commissioners stated it looked like a sailboat, a drafter's compass, or a Mason symbol. Having our font and logo on it was well received though. And the way it looks at night.

Donna will pass the feedback along to KMA. The commission will conference with KMA at the August meeting.

Summer Events Review and Recap –

Vicki stated that the Cruise Nights are not getting as big of a turnout this year, possible due to there being less space due to the closing off of streets.

The Music in the Plaza concert with the Five Guys Named Moe band had a large attendance. Bench awards were also given out that evening. The concert with The Hat Guys on July 28th had a good attendance. The winning band (Sunday Afternoon) from the Battle of the Bands at the Block Party opened for them. The next concert will feature the first country band of the season.

The Block Party had lower attendance again this year. Commissioners speculated as to why that might be. It could be because of conflicting events on the same day in neighboring communities. A commissioner noted that as a vendor, it's expensive to be a part of it. Comments heard from vendors were that they thought it should go back to being the Caribbean Block Party. Some commissioners suggested that there needs to be more food variety, and possibly adding food trucks. It was discussed to go back to the island theme and do a pig roast, have hula dancers, steel drums, etc. The Third Friday Flicks (Beauty and The Beast) was cancelled due to weather and has been rescheduled to Tuesday, August 7th to coincide with Cruise Night.

The next Farmers Market falls on International Blues Day (August 4th), so the Marketing team is hoping to have a blues musician perform.

Vicki passed out forms for commissioners to vote on next year's theme for the Benches on the Avenue. A commissioner stated she'd still like them to consider the musical chair idea.

Harmony Square Progress Update –

The Village Board approved the contract with Lakota. They will be having a meeting with them on August 7th to fine tune the programming plan. A commissioner suggested that we have a public naming campaign, noting that the name Harmony is already used in many other towns.

Hanging Flags in Downtown Tinley –

Donna noted that for many years American flags have been displayed downtown starting around Memorial Day and running through Labor Day. More recently there have been fake flower baskets on the poles and currently there are fresh flower baskets. The baskets are well received by residents, but there have been some complaints that the American flags are gone. Because of the size of the baskets, the Public Works department was concerned with combining flags with the flowers because of the wind.

American flags are on display in Zabrocki Plaza around the fountain, but are somewhat small in size. There are also flags at the 80th Avenue train station at Veteran's Plaza. A discussion took place, but nothing was decided on. It was suggested that it be addressed at a Citizen Advisory Committee meeting.

Advertising the Oak Park Avenue Playbook –

The meeting was running late so it will be discussed further next time. Commissioners were asked to think about options for identifying entrepreneurs to open businesses in downtown Tinley. There have been many grants recently approved to incentivize the area. A commissioner noted that there should be more incentives for existing business owners to stay in Tinley.

Adjournment – Motion to adjourn meeting made by Dennis Suglich, seconded by Julie Dekker. Meeting adjourned at 7:57 p.m.