

Marketing & Branding Commission

Meeting Minutes – Nov. 19, 2018

Members Present

Daniel Fitzgerald, Chairman
Julie Dekker
Dennis Suglich
Stephanie Pyrzynski
Jackie Bobbitt
Jay Damm

Members Not Present

Diane Galante
Beth Fahey
Beth McKernan

Staff Present

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

Associate Members Present

Nick Markowitz
Courtney Rourke

Associate Members Not Present

Jason Freeland
Nick Halikias
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 Julie Dekker. Motion to approve the Sept. 17, 2018 minutes made by Jay Damm, seconded by Jackie Bobbitt. Approved by voice vote.

Chairman's Report – None

Discussion Items:

Special Events –

Vicki shared what's going on with special events, starting with the Holiday Happenings which kick off on November 30th. Some changes this year include extending the kids' tent an additional 10 feet to allow extra space, and a new play area for the kids. Radio station WXRT will be at the event giving away concert tickets.

The Community Resource Commission is working on ramping up Discover Tinley based on feedback from the businesses that participate. They will be bringing in Svengoolie to draw in more people, hold more interactive activities, and will incorporate more of the branding.

Harmony Square –

Donna had just come out of a meeting where they were talking about programming and operations and management as one sector that they're continuing to work on and refine. They're also discussing the logistics such as sewer lines, burying Com Ed poles, etc. and how to prioritize these items. They'll be meeting Tuesday to talk about the budget, and continuing to work on the operations and maintenance plan and plans to build a North Street development.

Donna hopes to have a more refined operations and maintenance plan and programming plan to show the commission by the January meeting.

Project Updates –

Marketing has rolled out a few new things lately. There is now an e-Notifications feature that people can sign up for on the village website to get notifications of changes to the music calendar or event calendar. The wayfinding project is in process; KMA is scheduled to come back with more definitive information in January.

They will be bringing the idea of doing a community survey to the Village Board in December. If approved, Donna would like to get the commission's feedback on the type of questions they should be asking.

The Boulevard project along South Street has been approved. They're hoping to start the development next spring.

There is a street scape project being discussed for the downtown area to have some continuity and unity in sidewalk treatments, materials being used, new developments, etc.

Marketing Action Plan –

The draft form of the plan listed initiatives to be undertaken over the next 12-24 months. Each initiative was reviewed and discussed.

1. Begin construction of Harmony Square
2. Wayfinding signage program
3. Manage brand visibility
4. Reinvestment of hotel/motel funds to support tourism
5. Adding businesses to a variety of applications and creating a database of clubs organizations
6. Develop a public art project
7. Develop a new Community Profile & Opportunities brochure
8. Develop community pride campaign
9. Evaluate participation in new resident engagement platforms
10. Evaluate the visitor experience at the Amphitheatre
11. Evaluate the feasibility of a year-round, music-centric destination
12. Make concierge training available to hospitality-related businesses
13. Evaluate the development of a trolley transportation program
14. Develop a brand- and tourism-focused advertising and PR campaign
15. Evaluate the feasibility of creating a winter draw event to fill hotel rooms

Donna requested feedback, whether there are other things to add-on, timelines to change, etc. Dennis suggested that the PR for the Harmony Square start right at the ground-breaking, being sure to show the progress of the project. Daniel shared the fact that the governor has a conference on tourism downtown every year, and that in 2020 we could showcase what we're doing and if we were to win an award it would be great marketing.

Dennis suggested considering budgets two years out for bands because they are so far booked out. It's time to ramp up and get higher-budget bands. Vicki chimed in and said that would help with her planning. Some suggestions were discussed about ways to offset the costs of the bands.

Staff Report –

Donna said they did a site visit to Rosemont to see about their structure and what it takes to manage their ice. She also had a preliminary conversation with the man that runs the ice rink at the plaza in Valparaiso. He strongly urged them to consider a roof. They'll be visiting the site soon.

Comments from the Public - none

Adjournment – Motion to adjourn meeting made by Dennis Suglich, seconded by Nick Markowitz. Meeting adjourned at 7:25 p.m.