

Marketing & Branding Commission

Meeting Minutes – January 28, 2019

Members Present

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

Members Not Present

Diane Galante
Beth Fahey

Staff Present

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

Associate Members Not Present

Nick Markowitz
Jason Freeland
Courtney Rourke
Eduardo Mani
Nick Halikias

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

Approval of Agenda & Minutes – Motion to approve agenda made by Jackie Bobbitt, seconded by Dennis Suglich. Motion to approve the Nov. 19, 2018 minutes made by Dennis Suglich, seconded by Jay Damm. Approved by voice vote.

Chairman's Report – None

Discussion Items:

Harmony Square Groundbreaking –

Donna showed slides of the layout Lakoka is working as of now. Changes since the last commission meeting is that after some research, they're leaning towards a temporary ice rink instead of a permanent one. And the next layout design will show a close to full size rink rather than the ribbon previously planned. It was discussed to also have a structure to have birthday parties which would generate revenue. Phase One will include all of the North Street area and updating the infrastructure under the street beginning in late March or early April. Phase Two will be the construction on the plaza. The date for the groundbreaking has been set to Wednesday, March 13th. It was discussed to have a ceremony, get the schools involved, possibly have a giveaway, partner with the music theatre or radio station, and have food provided.

Pop Up Bars –

Beth brought up the idea of the new themed pop-up bars that are popular now. She feels they would be successful, and something for all age groups. Some issues that might come up were discussed, such as getting approval from the planning department. Kimberly felt that it would be something they could work on expediting. It was suggested that in addition to pop-up bars, galleries or other family events would be good too.

Wayfinding Sign Program Update – Donna was on a conference call earlier in the day. They are in the process of finalizing locations. Plans are to do a WebX conference call at the February commission meeting. Upon approval from the commission, it'll be taken up by committee and if approved, get the ball rolling with permits, etc.

Special Events –

Benches on the Avenue

Fifteen artists have submitted concepts so far.

Music in the Plaza

Vicki has bands chosen and penciled in. But the mid-September date is on hold for now waiting for word on a possible big event at the amphitheater and also what the date of Oktoberfest will be.

Downtown Tinley Block Party

North Street will be under construction making much of the space unavailable. Vicki is working on rezoning where the events can fit in and will probably have to eliminate the car show this year. She'd like to include the Tinley Park breweries. It will again be a tropical theme.

Farmers Market

A survey was sent out and feedback was received that people liked the vendors but would like more of them. Some demonstrations and other draws to the event were suggested and also more signage. They will find additional ways to incorporate the music brand and live music will continue to be a part of it.

Discover Tinley

The date this year is April 6th. The Community Resource Commission is open to the idea of creating more of a draw to the event for the businesses. Cooking and gardening demonstrations and a science group a planned to bring in more families. Donna is open for ideas to create more of a brand presence. A photo op was suggested.

Marketing Action Plan

The Marketing Action Plan was approved at the December meeting.

Brand Awareness Signage

Donna shared slides of the five initial brand signs. These will be VoxPop signs (posted in outside areas along the streets) and brand awareness posters. These five are series one and they will evolve from there.

Musical Chairs

A concept of being a more engaging benches program, the chairs would be located at different businesses and creating some kind of engagement or contest. They'll solicit feedback at the artist's meeting in March. It was suggested that they be auctioned off once they are retired. Other feedback was to incorporate a singular element on each chair relating to the brand and create a scavenger hunt and a website to check in with or a hashtag (#TPmusicalchairs) for social media.

Staff Report – Already covered.

Comments from the Public –

A suggestion was made to somehow recognize the 50th anniversary of Woodstock at one of the events. Daniel shared that the Naperville Rib Fest is looking for a new location; Donna stated that Trustee Glotz has been in communications with them.

Adjournment – Motion to adjourn meeting made by Stephanie Pyrzynski, seconded by Julie Dekker.

Meeting adjourned at 7:36 p.m.