

# Marketing & Branding Commission

## Meeting Minutes – April 22, 2019

### **Members Present**

Daniel Fitzgerald, Chairman  
Julie Dekker  
Diane Galante  
Beth McKernan  
Stephanie Pyrzynski

### **Members Not Present**

Jackie Bobbitt  
Jay Damm  
Dennis Suglich

### **Staff Present**

Donna Framke, Marketing Director  
Vicki Sanchez, Special Events Coordinator  
Kathy Congreve, Commission Secretary

### **Associate Members Not Present**

Nick Markowitz  
Jason Freeland  
Courtney Rourke  
Eduardo Mani  
Nick Halikias

Chairman Fitzgerald called the meeting to order at 6:05 p.m.

**Approval of Agenda & Minutes** – Motion to approve agenda made by Julie Dekker, seconded by Stephanie Pyrzynski.

Motion to approve the February 25, 2019 minutes made by Diane Galante, seconded by Beth McKernan. Approved by voice vote.

**Chairperson's Report** – Dan shared with commissioners the news of Rita Brudd's passing.

### **Discussion Items:**

#### **Wayfinding Signage** –

A WebEx meeting was held with Vicky from KMA Design to give the commission a status update on the project. Vicky showed a slideshow and shared some cost saving options for materials. KMA has been working with Tinley staff to determine locations for the gateway signage. Some horizontal gateways were replaced with vertical gateways because Public Works provided input on right-of-way issues.

Vicky stated that static signs could be interactive if desired.

Jeremy from KMA shared info on solar power for some of the signs. Once they determine the necessary wattage and calculate the sun hours throughout the seasons for solar collections, they can look at the costs of solar vs. the costs of getting electrical power to the sign.

Many of the commissioners felt the 2x10 vertical size was not appropriate for the locations. KMA stated that signs can be put on a concrete base. Donna will ask for a size limitations list from Public Works and get that to Vicky to work with to see if changes could be made.

#### **Harmony Square Update** –

Marketing has been having weekly meetings. They have an architect they're working on logistics with. And they've been getting input from bands on what is needed. Next they'll be working on plans for the splash pad, stage and multipurpose building that'll be on the northeast corner of the property. Donna asked commissioners to give thought to what type of sculptures should be included.

#### **Summer Events Recap** –

Vicki passed out a Summer Events page and shared how some will be affected by the North Street obstacles:

Music In The Plaza – They might have to move the stage to the east end and facing Primal Cut. And then mid-July it might need to be switched again.

Block Party – Changing vendor opportunities including getting rid of snack vendors and adding food and beverage vendors and letting them serve snacks. Getting vendors to promote the block party theme, and having two separate kid zones in the Subway lot and the western Metra lot. They booked a Polynesian show and a potential Brazilian Carnival performance. There will be no car show because of limited space.

Cruise Night – Changes include that cars may leave with an escort and that the Metra lot cannot be used for overflow.

**Hollywood Casino Amphitheater** –

Courtney (from the Amphitheater) got in touch with Donna to let her know they will reinstate a Resident Ticket Offer this year for select shows as a giveback to the community.

**Musical Chairs Program** –

The program was presented to the bench artists and they were excited. Marketing plans on doing 10-12 chairs this year and will send something out to businesses to request participation. The program will start in July. Residents can post photos and they will present a swag bag to a randomly selected winner each month.

**Christkindlmarket** –

Donna reached out to German-American events organizations and suggested Tinley Park as a location.

**New Commissioner Recommendations** –

Due to resignations, we need to give some thought on appointing some new commissioners and suggested that everyone try to think of someone they know who might be interested.

**Staff Report** –

Donna said that they had identified banners locations and there was some funding in the budget. They will be purple and will be going up soon.

She's working with Courtney to get band memorabilia and build up an inventory for a venue downtown.

They got approval to move forward with a full 5 page citizen survey beginning sometime in the beginning of June

**Comments from the Public** – None

**Adjournment** – Motion to adjourn meeting made by Beth McKernan, seconded by Julie Dekker.

Meeting adjourned at 7:21 p.m.

### **Co-Op Radio Advertising** –

Donna shared an idea in hopes to get some feedback from the commissioners. WGN Radio put together a proposal for advertising Tinley over a six-month period with on-air spots, highlighting local businesses, advertising during White Sox games, narrated (bench walk) tours, etc. Because of the expense, they are looking at applying for a tourism grant through the Illinois Bureau of Tourism.

If they could get the grant then they could reach out to the businesses to do some co-op advertising, most likely featuring bars and restaurants, auto dealers, etc. under a combined umbrella.

There was discussion on other advertising ideas, notably at the amphitheater: encourage the acts to refer to the location as Tinley Park instead of Chicago (give them a swag bag of Tinley/Life Amplified logo items to reinforce it), have a Life Amplified backdrop for stars to stand in front of for a picture and have a giant visual in a gallery or on a wall of bands that have performed in Tinley Park.