

Marketing & Branding Commission

Meeting Minutes – June 17, 2019

Members Present

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

Members Not Present

(all were in attendance)

Staff Present

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

Associate Members Not Present

Courtney Rourke
Jason Freeland
Nick Halikias
Eduardo Mani
Nick Markowitz

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

Approval of Agenda & Minutes – Motion to approve agenda made by Dennis Suglich, seconded by Stephanie Pyrzynski. An error was later noticed and a new motion was made to correct a name listed as not being present and approve the agenda with that change being made. Motion made by Stephanie Pyrzynski and seconded by Dennis Suglich; all in favor.

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

Chairperson's Report – none

Discussion Items:

Wayfinding –

Vicky from KMA was on a conference call with the group to discuss the new signs. She mentioned that they were working on replacing some vertical designs with a narrower horizontal version approximately 5 ft. wide and 10ft. tall. Locations and styles were discussed. Gateway, directional, and parking signs as well as a pedestrian kiosk will all match the primary gateway signs.

Musical Chairs –

Marketing had laid out over 30 design submissions for commissioners to vote on. They will then contact the winning artists. There are 20-25 businesses have expressed interest in participating. The Marketing Department will promote a program to encourage the public to visit the businesses.

Events Update –

Vicki mentioned that a couple of events had to be cancelled due to the weather, but then the first Cruise Night of the year was successful with over 200 cars. The Farmers Market has been getting good feedback. The event cancellation policies were discussed. Music in the Plaza has a new band on June 29th. The Block Party has many new vendors lined up. This year's National Night Out will be moved to Freedom Park. Meet the Artists and bench awards will be held August 10th. There will be a unique giveaway or interactive activity at each bench. The Christkindlmarket is looking for a new location for Winter 2020 and will do a site visit to Tinley Park.

Staff Report –

Donna gave an update on the WGN radio campaign. Pete McMurray came out and did a video. There will be coverage at all home White Sox games. Tinley Park breweries have been invited to a WGN event on Friday.

A Citizen's Survey will be mailed out to 1,700 households in mid-July. The responses (due late September) will benchmark Tinley to other surrounding communities and will help with updating the Strategic Plan and the Village's goals and objectives.

Plaza update: The next step is to get paver stones in. The project is on time. A camera is set up to take progress pictures.

Bench judging will be on June 26th.

New Commissioners will be appointed late July.

At Tuesday's Board Meeting they're identifying a Census 2020 team to prep for rolling it out this fall. Donna mentioned that she'd like feedback and ideas on anything else that the commissioners come up with.

Comments from the Public – None

A commissioner asked about the prospect of getting music piped in to speakers along Oak Park Avenue. It was suggested that they look into it.

Donna suggested that the commission not meet during the summer months of July and August. Everyone was in agreement.

Adjournment – Motion to adjourn meeting made by Jackie Bobbitt, seconded by Dennis Suglich.

Meeting adjourned at 7:21 p.m.