

# Marketing & Branding Commission

## Meeting Minutes – Sept. 16, 2019

### Members Present

Daniel Fitzgerald, Chairman  
Dennis Suglich  
Jackie Bobbitt  
Bernie Greenawalt  
Jim Green  
Kelly Oswald  
Paul Yedwofski  
Carol Racine

### Members Not Present

Julie Dekker  
Beth McKernan  
Stephanie Pyrzyński

### Staff Present

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

### Associate Members Not Present

Courtney Rourke  
Nick Markowitz  
Eduardo Mani  
Jason Freeland  
Nick Halikias

Chairman Fitzgerald called the meeting to order at 6:00 p.m.

**Introductions** – Because of the many new faces (newly appointed commissioners) everyone introduced themselves.

**Approval of Agenda & Minutes** – Motion to approve agenda made by Jackie Bobbitt, seconded by Dennis Suglich. Motion to approve the June 17, 2019 minutes made by Dennis Suglich, seconded by Jackie Bobbitt. Approved by voice vote.

### **Discussion Items:**

**Branding Action Plan Update** – Donna stated that many of the points have been completed but that there are others that are contingent on a couple key projects of the plan. One being Harmony Plaza and another being wayfinding which will be covered at this meeting. #30 of the plan, our relationship with the Chicago Southland CVB, is currently being discussed at the board level.

**Wayfinding Program** – Donna gave new commissioners an overview of the program. Since the last meeting, KMA had identified eight locations for gateway signs. Some of those did have the appropriate width so some were changed to vertical signs. Committee did not like those, so the village engineer went out and identified five locations where the width of the signs would work. Recommendation was to go forward with gateway signs at those five locations and put other signs at a couple of the other locations. With the MBC approval, she will take it to the committee meeting that KMA will be presenting it on Sept. 24<sup>th</sup>. The next step after that would be to move it to production phase.

**Harmony Square** – Donna showed the winter and summer site plans. Currently they are in the process of evaluating locations for the stage and the multipurpose and operations and maintenance building. When Donna gets updated renderings, she will send them out to commissioners to get their feedback. The building will be on the northeast corner and will house a multi-purpose room, restrooms, storage, and a janitor's closet. Commissioner feedback included to elevate the outside space to have a direct view of the stage over the people, have a roof-top beer garden, and to have music designs on the railings.

The next phase would be a preliminary schedule of construction bids going out February 2<sup>nd</sup> and bid opening being February 24<sup>th</sup>. Approval of a construction engineer on March 10<sup>th</sup> and board approval on March 17<sup>th</sup>.

Donna also showed a preliminary video of what the splash pad would look like during both the day and night.

Commissioners discussed some security issues that might arise at the plaza. Donna requested recommendations from commissioners for a sculpture for the plaza.

Donna mentioned that Vicki has been working on programming ideas for winter events for next winter and will have been in discussions with the park district. This will be discussed more at next month's meeting, but for now includes: youth hockey lessons, ice time for both hockey and open skate, hockey league, etc. They've done research not the rink being covered vs. uncovered.

A preliminary draft of the programming plan will be presented next month.

**Special Events** – Vicki recapped the summer events stating that they went very well. Music In The Plaza had the best crowds yet; cruise nights were well attended on the days not affected by the weather.

The upcoming Boo Bash will be held on October 27<sup>th</sup> in the north end of the parking lot. A commissioner suggested extending the Boo Bash into the evening and holding a Fall Festival for the adults similar to the Block Party as they do in Elgin and Highwood. A zombie walk/run was also suggested.

A change to the Holiday Market will be to move the tent to the north lot. There will be no electricity but they'll use generators. The dates will be December 6-8. Due to some issues with the size of the screen used at the Tree Lighting ceremony and Sing-A-Long, Vicki is looking to eliminate the screen and instead use carolers and songbooks. Commissioners agreed.

Vicki showed a slide of a proposed calendar for 2020. The VFW has asked to have an additional cruise night on September 1<sup>st</sup>. Taking into consideration that the cruise nights do not benefit all, a discussion took place to determine if they should allow another night. There are usually 13 cruise nights. It was determined that the proposed calendar actually shows two extra nights. The commission consensus was to allow one more night, not two, to be added to the beginning or end of the schedule.

**Benches On The Avenue** – The theme for 2020 was discussed and it was decided that it will be "Around The World".

**Musical Chairs Update** – There are 23 chairs scattered throughout area businesses. There is a monthly drawing for prizes. There were 951 post engagements and 7,347 people were reached on the last promoted post. It is planned to do another round next year. For now the existing chairs will be rotated among the businesses.

**Village Projects Update** – Donna showed the offerings of branded swag now currently available and showed some ideas for offerings for next time. She asked for ideas and suggestions for any other items. Donna is working on some ideas on wrapping fire hydrants, plaza artwork and a wave of brand awareness posters and will discuss those and any other ideas for brand awareness at the November meeting. Donna stated that there is a citizen's survey open through September 18<sup>th</sup> and that she'll get a summary report back the first week of October that she'll bring to the commission meeting in October for review. She also mentioned that village leadership will be at the State of Illinois tomorrow talking about the proposed racino. The ground breaking for the South Street development was held on September 5<sup>th</sup> and there will be a ribbon cutting for the completion of North Street towards the end of September or beginning of October. The Census 2020 is coming up. The German American Events Organization is considering Tinley for the Christkindlmarket to be held in Harmony Square. WGN Radio gave Tinley a lot of exposure on the benches, and had two on-air segments. Donna will share post engagement numbers with commissioners.

**Comments from the Public** – None

**Adjournment** – Motion to adjourn meeting made by Carol Racine, seconded by Dennis Suglich. Meeting adjourned at 7:39 p.m.