

Marketing & Branding Commission

Meeting Minutes – Oct. 21, 2019

Members Present

Daniel Fitzgerald, Chairman
Julie Dekker
Paul Yedwofski
Jackie Bobbitt
Bernie Greenawalt
Jim Green
Carol Racine

Members Not Present

Kelly Oswald
Dennis Suglich
Beth McKernan
Stephanie Pyrzynski

Staff Present

Donna Framke, Marketing Director
Vicki Sanchez, Special Events Coordinator
Nicole Gardiner, Comm. Engagement Coor.
Kathy Congreve, Commission Secretary

Associate Members Not Present

Courtney Rourke
Nick Markowitz
Jason Freeland
Nick Halikias

Chairman Fitzgerald called the meeting to order at 6:01 p.m.

Introductions – None

Approval of Agenda & Minutes – Motion to approve agenda made by Jackie Bobbitt, seconded by Carol Racine. Motion to approve the Sept. 16, 2019 minutes made by Jackie Bobbitt, seconded by Bernie Greenawalt. Approved by voice vote.

Discussion Items:

Citizens Survey Results – Copies of the survey were distributed for the commissioners to review. The results will be presented to the Marketing Committee tomorrow evening. Donna gave an overview. Data received was compared against results of surveys collected in over 600 communities across the country. They measure across three pillars of community characteristics: Community Characteristics, Governance, and Participation. Each of those are measured across the following eight facets: Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement. Results will be posted on the Village website tomorrow.

There were two key questions that were added to the survey:

What were people's sources for getting their information from the Village? The village website was #1; newspaper was second.

What is the likelihood of them attending events/using amenities in the new Plaza? The highest rated items were food festivals, farmers market, weekend musical performances, and arts and crafts shows.

Harmony Square –

Stage and Building Renderings:

Donna showed stage and building renderings. There will be a green room and a storage area, an electrical room, and a ramp for rolling equipment up to the stage. They did decide on stairs near the stage so that they can be utilized in the winter for a seating area; they will be heated. The design will be a proscenium stage. The bands feedback was good; they liked the ability to get out closer to the audience. There will be permanent house system speakers and pole speakers throughout plaza. There will be trusses for bands that choose to bring their own sound system. They have included a bit of an overhang in the design to protect the stage from the weather. The support building will include public restrooms, an area for transformers and switching gear, storage, a garage, an office, and a multipurpose room.

Proposed Programming:

A proposed programming schedule was distributed and discussed. Marketing has been researching events that other year-round plazas have had success with. They are looking for events to fill the shoulder seasons, possibly getting a Jumbotron and showing Blackhawks or Bears games or March Madness or hosting game nights.

Vicki discussed programming ideas, stating that spring seems to be the most difficult season to plan events because of the weather. Whatever they do in the spring needs to be simple. St. Patrick's Day performances on the stage and light shows are a consideration as is celebrations for International Jazz Day and Cinco de Mayo. Possibly have flower and garden sales for Mothers' Day and in late May start outdoor exercise programs, Movies in the Square, and the Splash Pad. A commissioner suggested year-round game tournaments (chess, checkers, Scrabble, etc.); themed bingo was also suggested. Also feature Spring High School Musicals, Battle of the High School Bands, Irish Dancers, etc. bringing in a large audience of parents and families.

During the summer, hold Music in the Plaza on both Thursdays and Saturdays, featuring the big budget bands on Thursdays and also have a live music event on Sundays. Hold kids' performances once a week, Friday karaoke, and bean bag tournaments, in addition to the events which have already been held in the past.

The fall schedule could include a Halloween light show, and the rink would open in November. Celebrate International Country Music Day, have scarecrow building and professional pumpkin carvers, and have some more musical school events and some family-friendly Black Friday entertainment.

The first draft of the proposed calendar will go to the Marketing Committee by December. Sponsors and sales will support the costs.

Creation of Volunteer program:

Donna suggested giving a brand or name to a group of volunteers that would help with community events. Because it would be a challenge, they would need to create a reason for people to want to join, possibly with rewards and incentives. A commissioner suggested using high school students needing community service hours. Another commissioner suggested collecting contact info from people and what they'd be willing to do and putting it into a database. Other ideas were breaking the shifts into shorter hours, holding volunteer recognition parties, being specific about what you want the volunteers to do, posting to a Volunteer Tinley Facebook page, and using Sign Up Genius to coordinate everything. Donna will put a request in to budget for it.

Plaza Art/Visuals:

Donna wants commissioners to start thinking about some ideas for the plaza. Included is the option to have some 3-dimensional art and a decorated wall behind the stage. It was suggested to incorporate something featuring all the artists/groups that have performed in Tinley Park.

Community Engagement –

Nicole from the Marketing Department manages the social media accounts for Tinley. Thinking about other ways to get the Tinley name out there, she suggested asking followers to share their five favorite things about Tinley throughout the year. It was suggested to livestream events going on a Harmony Square on the Tinley Park Convention Center Jumbotron. Another suggestion was to try for a record (Guinness World Records) on opening day of Harmony Square. The commission will revisit these ideas a future meetings.

Events Update –

Vicki said they got through about half of the concert with American English before it had to be stopped due to rain. The Boo Bash will be coming up on Sunday, featuring new characters. The tent locations for the Holiday Happenings event will be moved and they are working on the logistics for those changes. There will be two stages with entertainment all day, every day.

Vicki is working on the bands for next summer's Music in the Plaza lineup and would like commissioner feedback. She is looking into a band from Tinley Park that is touring and has their own label and original songs. A proposed schedule will be presented to the commission next month.

Additional Marketing Items –

Holiday Pole Banners:

Donna showed examples of three banners to be put up at the holidays. They were not well received by commissioners. I was decided to just do one of them or come up with a different design.

Tourism Ad:

Donna shared a tourism ad that they came up with.

Musical Chairs:

Nicole said they had about ten submissions so far for November.

Comments from the Public – None

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