

Marketing & Branding Commission

Meeting Minutes – Nov. 18, 2019

Members Present

Daniel Fitzgerald, Chairman
Julie Dekker
Paul Yedwofski
Beth McKernan
Bernie Greenawalt
Stephanie Pyrzynski
Carol Racine
Jim Green

Staff Present

Vicki Sanchez, Special Events Coordinator
Kathy Congreve, Commission Secretary

Members Not Present

Jackie Bobbitt
Dennis Suglich
Kelly Oswald

Associate Members Not Present

Courtney Rourke
Nick Markowitz
Jason Freeland
Nick Halikias

Chairman Fitzgerald called the meeting to order at 6:03 p.m.

Introductions – None

Approval of Agenda & Minutes – Motion to approve agenda made by Paul Yedwofski, seconded by Carol Racine. Motion to approve the Oct. 21, 2019 minutes made by Stephanie Pyrzynski, seconded by Paul Yedwofski. Approved by voice vote.

Discussion Items:

80th Avenue Bridge & Intersection Enhancements –

The county and the state are working on plans for the bridge on 80th Avenue that goes over I-80 and the nearby intersections of 183rd St. and 185th St. and 80th Avenue and want the village's input. Vicki showed sketches of some proposed improvements and available choices. Crosswalks will be 10 ft. wide to correspond with the bike path width and will be either brick or stamped concrete/asphalt. Trees or shrubs will be at the corners. Some questioned how they can even make such a busy intersection pedestrian friendly.

Out of the sketches shown for the intersections, most liked the idea of brick instead of stamped or at least a stamped brick look with color. Some suggested incorporating branding into the designs.

Out of the sketches shown for the bridge, most liked the taller columns on the bridge with accent lighting. For the lighting, the train station lights were the favorite. For signage, most wanted it to say Village of Tinley Park on the parapet wall and be identified as 80th Avenue and to also incorporate the logo somehow. For the fencing, the full height transparent panels with a branded design seemed to work best, but there was some concern as to how it holds up to the weather. They're looking to keep things basic; branding elements can be added later.

Plaza Staffing Research –

Marketing has been working on an operations plan for Harmony Square which includes staffing. They have done some research and found Valparaiso, IN to be the most similar. It's managed by Valparaiso Events, a 501(c)(4) that is partially funded by the village and the park district to run their events. They have a couple of full-time parks guys that take care of the ice and stage area. When they do big events, they call in part-time event crews and volunteers.

The venue in Caldwell, ID is owned by the city and managed by a 501(c)(3). They have two full-time exempt employees that cover all the maintenance of the plaza. During the winter, they have five full-time employees working the ice rink and five part-time rink employees.

There is one in Michigan City, IN and they are in the process of creating a non-profit to run it. The mainstreet organization is part of the planning and they plan to hire an executive director and someone for outreach and promotion.

They had visited Rosemont last and have tried multiple times to reach out to them for more information but were not successful. From their visit though, they learned that we will need two full-time people just to manage the ice.

Another one they researched was Everyg Plaza in Topeka, KS. It is owned by the downtown development organization with funding being provided by a hotel fee. They will be using a management company to run the venue finance, marketing, and operations departments.

Some sponsorship opportunities were suggested and it will definitely be something they will be looking into.

For Harmony Square, they currently have in mind two full-time operations people, and two part-time special events planners; other staff as needed plus staff for the ice rink.

Summer Music In The Plaza Concert Schedule -

Vicki didn't yet have a complete schedule but has the majority of the eight dates are filled. July 25th is open and she's probably going to book a country band for that date. She thought that she had a band for September 5th but has run into some issues. A commissioner suggested The Tossers, as they are from Tinley. Vicki stated that Rendition can do country so she might line them up for July.

Comments from the Public – None

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

Meeting adjourned at 7:08 p.m.