

Marketing & Branding Commission

Meeting Minutes – February 24, 2020

Members Present

Kelly Oswald
Beth McKernan
Julie Dekker
Bernie Greenawalt
Carol Racine
Paul Yedwofski
Jim Green

Staff Present

Donna Framke, Marketing Director
Vicki Sanchez, Special Events Coordinator

Members Not Present

Daniel Fitzgerald, Chairman
Stephanie Pyrzynski
Dennis Suglich
Jackie Bobbitt

Associate Members Not Present

Nick Halikias
Jason Freeland
Courtney Rourke
Nick Markowitz

Donna Framke called the February 24, 2020 meeting to order.

Introductions – None

Approval of Agenda & Minutes – Motion to approve agenda made by Julie Dekker, seconded by Beth McKernan. Motion to approve the Jan. 27, 2020 minutes made by Julie Dekker, seconded by Paul Yedwofski. Approved by voice vote.

Discussion Items:

Benches on the Avenue –

Commissioners were asked to vote on the 2020 Selection of Renderings; the theme this year is Around the World. Over half were submitted by new artists. The votes will be tabulated and the artists will be contacted. Selected artists will get their benches in early to mid-March and they will deliver the completed benches the last week of April. The benches will be placed out on display May 6th.

Wayfinding Program –

Donna provided an update on the 80th Avenue bridge discussions from last month. Hitchcock Group, who is working with IDOT, had some stipulations on what signage we could do. Donna showed commissioners what the group submitted as an alternative design that they felt could be approved. Donna had forwarded the design to KMA, who has been working with us on wayfinding throughout the village, and they expressed some concerns with the fact that some of the components were randomly placed. They recommended that it be made to look more like real sheet music. Many commissioners agreed and also felt that the scale was off. One commissioner suggested pictures of faces of classic artists. It needs simplicity in order to be approved. Using the five lines would be functional and a less expensive option. Donna will pass our ideas on to KMA and follow up with an email to commissioners before the next meeting.

Donna also talked about the electronic sign discussed at last month's meeting. She showed the night view version and also a simpler design. Commissioners gave their feedback on the examples shown and decided on their favorites. They were also asked where to relocate the existing LED sign that now resides where Banging Gavel is. It was determined that placing it across the street where there train engine currently is a good location. It can be a two-sided LED sign with a third side being made into a walk-up information center. The new location would have the benefit of being seen by riders on the train.

Trolley Discussion –

Following up on last month's discussion, Donna stated that the money is in the budget for a trolley pilot program. Staff will be meeting with Police Department on Thursday. A village staff bus driver will be the primary driver for the trolley. There are some concerns about getting the trolley back in time for the next run, so they do have a trolley company on reserve in case it is found to be necessary to have a second trolley after evaluating the demand. A commissioner suggested initially taking reservations to determine the need in advance. Another commissioner suggested having one trolley heading south of the tracks and another heading north of the tracks, stopping along the Oak Park Avenue restaurants. The consensus was to have the trolleys available for all the concert dates, not just select ones. Owning a trolley would also be a benefit for other special events held by the village. A commissioner expressed some liability concerns with all the people who will be riding the trolley. Donna stated that there will be cameras on the trolley and they could look into having security along as well.

Holiday Decorations –

Donna talked about creating more of a destination by taking the decorations to the next level. She had been approached by a company that can provide an animated light show set to music. They would be able to use the existing inventory of decorations but Donna asked commissioners what they thought about also building upon what we have and it could be worked in to the upcoming budget. Commissioners liked the idea; purchasing a large prop for photo opportunities was suggested. Donna will move forward on the idea and get some prices.

Event Updates –

Vicki updated the group on upcoming events:

The Irish Parade will be held March 8th. There are 77 entries so far; she expects it should fill to 80 by tomorrow. There are 5 sponsors and 3 judges New this year in will be a closed area of the parking lot in Zabrocki Plaza where the Oscar Meyer Wienermobile will be and the Medinah Highlanders will play. Vicki asked commissioners to consider being on the Village float and handing out candy. We will have a marching band again this year.

Photos With The Bunny will be April 5th.

One of the Music in the Plaza dates has changed from September 5th to August 29th to work around the Labor Day holiday weekend. They have met with some of the restaurants; they will do a MITP Carryout Menu or Special. There will still be onsite vendors, so there will be a variety of foods. A portion of the grassy lot will be extended and it will be a dog-friendly area.

The Block Party will be July 19th and the bands are booked. They're working with a new company for the rides and inflatables so they'll have some new stuff

Solicitation of Community Email and Social Media Subscribers –

Donna stated that they will have created a new QR code for people to access. They plan to utilize it at events and in the Annual Report. She was looking for other ideas of where to post the code. She would like the commission to discuss at future meetings ways to continue to find ways to engage with the community. The current challenge is the senior citizen population as they might not be on social media or emails. Some suggestions were to put the code on cards that could be left for distribution at the library, McDonalds, church boards, or other areas that the senior population might see them. It was also suggested to put them as an insert in the water bill or hand out when they pick up their vehicle sticker. Donna will also ask the Senior Services Commission.

Donna is also asking for artist info and asked the commissioners to start thinking about ideas for sculptures for the plaza. The Marketing Department will be coming out with new branded gear after May 1st and is welcoming ideas for items to offer.

As an FYI Donna stated that they are working on annual report which is scheduled to be in Village mailboxes near the end of April. One of the items the Marketing Committee is considering is an increase in event fees obtained through the special events permit. They are currently charging \$30/hr. for Police and Security and are proposing an increase to \$45/hr. Traffic Control is currently at \$18/hr. with a proposed increase to \$20/hr. These rates would be more in line with actual costs. They are looking to retain the Public Works rate of \$35/hr.

A Business Breakfast is scheduled for April 23rd in coordination with the Chamber. Economist Rick Mattoon will be the guest speaker.

Comments from the Public –

Bob Chamberlain of Best Version Media introduced himself. They create monthly community magazines for the area towns. They want to give business partners access to reach out to a certain demographic of the Village. The Tinley Park magazine will go into print in April. Each issue will feature a Tinley Park family and area charities. He's looking for ideas and input and will highlight community events as well.

Adjournment – Motion to adjourn meeting made by Bernie Greenawalt, seconded by Beth McKernan. Meeting adjourned.