

Marketing & Branding Commission

Meeting Minutes – Jan. 27, 2020

Members Present

Daniel Fitzgerald, Chairman
Julie Dekker
Carol Racine
Jim Green
Beth McKernan
Dennis Suglich
Jackie Bobbitt

Staff Present

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

Members Not Present

Stephanie Pyrzynski
Bernie Greenawalt
Paul Yedwofski
Kelly Oswald

Associate Members Not Present

Courtney Rourke
Nick Markowitz
Jason Freeland
Nick Halikias

Chairman Fitzgerald called the meeting to order at 6:04 p.m.

Introductions – None

Approval of Agenda & Minutes – Motion to approve agenda made by Jackie Bobbitt, seconded by Carol Racine. Motion to approve the Nov. 18, 2019 minutes made by Julie Dekker, seconded by Jim Green. Approved by voice vote.

Discussion Items:

Event Updates –

Vicki updated the group on upcoming events:

The Irish Parade will be held March 8th; Steve Dolinsky has been chosen as the Grand Marshal. They are still looking for sponsors and have any 20 entries so far. She is looking for three judges and welcoming suggestions. They have a free advertising opportunity for Tinley Park businesses through the Irish Parade virtual map, giving them an opportunity to promote any of their events or specials on that day.

They have finalized the proposed schedule for this summer's Music In The Plaza; it just needs approval from the board now. There is a new presenting sponsor this year—Well Now Urgent Care. Marketing staff met with the Downtown restaurants last week to see who was interested in being a vendor. Special Music In The Plaza menus were suggested and also ways to promote carry-out specials on days of the concerts. This would affect the on-site food vendors, so it is being considered to eliminate the fee for the 2-3 on-site food vendors and have a minimum \$150 fee for the one liquor vendor. Tinley Park businesses will get priority. A commissioner suggested having a coalition of vendors and have on-site vendors sell other vendor's food at a revenue share. There was also a discussion of the pros and cons of allowing attendees to bring a cooler or outside food and drinks.

The topic of dogs at the concerts was brought up and discussed. They are considering having a no-dog rule or making a separate area sectioned off with barricades for anyone bringing a dog. They are also considering having a designated smoking area outside the perimeter.

The Block Party will be held on July 19th from 12:00-7:00 pm; the bands are booked and the presenting sponsor is Massage Envy. They had discussions with the food vendors already and are changing the structure of the sponsors. Another idea was to try to get the local tourism grant from the CVB to help cover some costs.

Volunteer Program –

Vicki stated that we need lots of volunteers for the many events throughout the year and opened up a discussion of ways to find people to volunteer. She currently reaches out to area businesses and reciprocates with offering a business booth at the event. A commissioner suggested posting on a Volunteer Tinley Facebook page. Another suggested reaching out to students that need service hours. And it was suggested to find ways to make it something people would want to be a part of. Some ideas that were tossed around were: outfit them all in volunteer t-shirts, provide them with perks such as gift cards that local businesses donate, have a special volunteer VIP tent, acknowledge them with recognition at meetings or events, etc.

Wayfinding Program -

Documents are in preparation and will be finalized on Wednesday, then the project will go out for bid this spring. IDOT doesn't want identifiers; no logo or anything anyone has to read. Donna showed slides of the bridge design. It was not well received; commissioners thought it was too busy and gaudy. It was questioned whether there would be any value in moving forward to design a music-theme (at our cost), knowing that it would likely be disallowed. Alternate ideas were to put up our own signs or billboards along I-80 instead. Or just try other options in the design that would be simple such as an individual or one big music note or just put something on the pillars.

New Branding Initiative –

Donna reviewed the Village Strategic Plan and Vision and Mission Statements with the group. There were five pillars (goals) and one of them was to improve community engagement and tourism. A by-product that came out of that was to pilot a Trolley Program. The Police Dept. has agreed to this pilot for music theatre shows this year. They are looking to purchase a trolley and to also rent one to fill in for busier times. Marketing is also looking at incorporating a visitor focused app.

Concierge Training –

Donna asked commissioners if they thought we should proceed with this to also align with the branding goals. She will reach out to the Chicago Southland CVB to do the training and customize it to Tinley Park. Dan suggested to incorporate the training with the trolley program.

Comments from the Public – None

Adjournment – Motion to adjourn meeting made by Dennis Suglich, seconded by Jim Green. Meeting adjourned at 7:29 p.m.