

**MINUTES**  
**Meeting of the Committee of the Whole**  
**August 17, 2021 – 7:00 p.m.**  
**Village Hall of Tinley Park – Council Chambers**  
**16250 S. Oak Park Avenue**  
**Tinley Park, IL 60477**

President Pro Tem Brennan called the special meeting of the Committee of the Whole on August 17, 2021, to order at 7:03 p.m.

At this time, President Pro Tem Brennan stated this meeting is being conducted pursuant to Governor Pritzker's disaster proclamation and Public Act 101-0640, which amends requirements of the Open Meetings Act due to the COVID-19 pandemic. President Pro Tem Brennan introduced ground rules for effective and clear conduct of Village business.

Clerk Thirion called the roll. Present and responding to roll call were the following:

Members Present: M. Glotz, Village President  
K. Thirion, Village Clerk  
W. Brady, Village Trustee  
W. Brennan, Village Trustee  
D. Galante, Village Trustee  
D. Mahoney, Village Trustee  
M. Mueller, Village Trustee  
C. Sullivan, Village Trustee

Members Absent:

Staff Present: D. Niemeyer, Village Manager  
P. Carr, Assistant Village Manager  
L. Godette, Deputy Village Clerk  
J. Urbanski, Public Works Director  
D. Famke, Marketing Director  
H. Lipman, Assistant to the Village Manager  
P. Connelly, Village Attorney

Others Present: Rob Grusin, Point B Communications - Owner

**Item #2 - CONSIDER APPROVAL OF THE MINUTES OF THE COMMITTEE OF THE WHOLE MEETING HELD ON AUGUST 3, 2021** – Motion was made by Trustee Mueller, seconded by Trustee Mahoney to approve the minutes of the Committee of the Whole meeting held on August 3, 2021. Vote by roll call. Ayes: Brady, Brennan, Galante, Mahoney, Mueller, Sullivan. Nays: None. Absent: None. President Pro Tem Brennan declared the motion carried.

**Item #3 – CONSIDER CLASS A LIQUOR LICENSE FOR 80<sup>TH</sup> AVENUE TRAIN STATION - HARP GROUP** – Hannah Lipman, Assistant to the Village Manager, presented the request from Harp Group. The daily Monday through Friday operation of the Illinois Central Diner will have two different target markets; the daily commuter and the classic Diner client. The commuter retail side will include grab-and-go items as well as sundry items. In addition to the classic Diner experience, there will be programming of special themed events to promote the facility.

Motion was made by Trustee Mueller, seconded by Trustee Sullivan to recommend a Class A Liquor License for 80th Avenue Train Station - Harp Group be forwarded to the Village Board. Vote by roll call. Ayes: Brady, Brennan, Galante, Mahoney, Mueller, Sullivan. Nays: None. Absent: None. President Pro Tem Brennan declared the motion carried.

**Item #4 – CONSIDER HEALTH AND DENTAL INSURANCE RENEWAL** – David Niemeyer, Village Manager, presented the health insurance renewal. The Village Broker, Alliant, re-negotiated a 0% increase to the medical premium and a 4.3% increase to the vision premium. A \$20,000 billing credit was negotiated to offset an 8.9% dental premium increase. As a result, the net increase to the premium paid by the Village for medical and dental coverages from the current plan year to the new plan year is \$4,338.40.

President Pro Tem Brennan asked if any members of the Committee had any questions. There were none. Motion was made by Trustee Sullivan, seconded by Trustee Galante to recommend the Health and Dental Insurance renewal be forwarded to the Village Board. Vote by roll call. Ayes: Brady, Brennan, Galante, Mahoney, Mueller, Sullivan. Nays: None. Absent: None. President Pro Tem Brennan declared the motion carried.

**Item #5 – CONSIDER PURCHASE APPROVAL FOR POLICE DEPARTMENT SIMULCAST RADIO SYSTEM** – John Urbanski, Public Works Director, presented the purchase request for the Phase II equipment purchase with OnSite Communications and Municipal Services Consulting, in the amount of \$247,980 for simulcast equipment at a total of eleven (11) sites as requested and approved in the FY22 budget.

President Pro Tem Brennan asked if any members of the Committee had any questions. There were none. Motion was made by Trustee Brady, seconded by Trustee Mueller to recommend purchase approval for Police Department Simulcast Radio System be forwarded to the Village Board. Vote by roll call. Ayes: Brady, Brennan, Galante, Mahoney, Mueller, Sullivan. Nays: None. Absent: None. President Pro Tem Brennan declared the motion carried.

**Item #6 – CONSIDER PUBLIC SAFETY BUILDING/911 CENTER AIR HANDLER –CONDENSING UNIT REPLACEMENT** – Mr. Urbanski presented the Job Order Contract (JOC) with Gordian/Robe for the Public Safety Building/911 Center Air Handler/Condensing unit replacement. The existing air handler unit is approximately 23 years old, the condensing unit approximately 12 years old; both have experienced several failures in the past. The existing evaporator coil has had several leaks repaired and continues to experience refrigerant leaks. This unit uses R-22 refrigerant which currently costs \$55.00 per pound and is no longer being manufactured. The units have reached their life expectancy and should be updated for overall energy efficiency.

Funding is budgeted and available in the approved FY22 Capital Projects Budget.

Budget Available	\$264,000
Contract Amount	<u>\$256,797</u>
Difference	\$ 7,203

President Pro Tem Brennan asked how long the new condensers are expected to last. Mr. Urbanski replied ten (10) years.

Motion was made by Trustee Brennan, seconded by Trustee Mahoney to recommend the Public Safety Building/911 Center Air Handler – Condensing Unit Replacement be forwarded to the Village Board. Vote by roll call. Ayes: Brady, Brennan, Galante, Mahoney, Mueller, Sullivan. Nays: None. Absent: None. President Pro Tem Brennan declared the motion carried.

**Item #7 – CONSIDER PRESENTATION OF TINLEY PARK TOURISM MARKETING ACTION PLAN** – Donna Framke, Marketing Director, presented the Tourism Marketing Action Plan. Tourism assets are recognized in the Villages Strategic Plan and has a goal to leverage, expand, and connect them using the Tinley Park Life Amplified brand. The Village collects a 7% Hotel/Motel tax on occupied rooms within the Village. 95% of 1% of

Hotel/Motel tax has previously been earmarked for promotion of the Southland region through membership in the Chicago Southland Convention & Visitors Bureau (CSCVB). As the Village is no longer a member of the CSCVB, the mission is to reinvest these funds into a Tinley Park specific plan marketing all of the Village's tourism amenities to support Tinley Park's economy, create awareness as an enviable Chicago-area destination to visit for meetings, events, concerts and entertainment, and build the Tinley Park Life Amplified brand.

Goals include leveraging visitors and encouraging an extended stay, implementing a new approach to promoting the Convention Center and the Village's tourism amenities, which include digital marketing, and creating an awareness campaign among leisure visitors.

To achieve these goals various marketing productions will be developed as well as collaborating with other destination marketing organizations and working with a tourism marketing agency.

Success will be measured using return on investment on hotel rooms, restaurant and attraction traffic counts, advertising impressions, website and social media visitors, and app downloads.

At this time Rob Grusin, owner of Point B Communications, gave a presentation on the company. They have more than 45 years of experience in travel, destination, and hospitality marketing. Over 80% of their media buying activity is digital and they are nimble and adept at managing digital campaigns. President Pro Tem Brennan asked if any members of the Committee had any questions for Mr. Grusin. There were none.

Trustee Brady feels is looking forward to the new Marketing Plan that will allow for revenue to be reinvested in Tinley Park.

Trustee Mahoney likes the in-house approach and feels this is a wise way to use Village revenue and resources.

Trustee Sullivan stated she likes the digital approach and feels working with Point B Communications will be a good partnership. She thanked the CSCVB for their services and is looking forward to a new approach.

Clerk Thirion concurred with the previous statements.

President Glotz stated the CSCVB did a wonderful job, as does the Village's Marketing department. He likes that Village revenue will be used to promote Tinley Park and the Life Amplified brand.

Trustee Brennan agreed the CSCVB did a great job but feels the Marketing department will have more spending flexibility using the in-house approach which will allow the Village to focus on promoting Tinley Park businesses. He is looking forward to the digital experience.

Trustee Mueller concurred with the previous statements adding this is not a replacement but a new and modern approach that allows the Village to be able to react to market conditions. He is pleased to have the opportunity to work with Point B Communications.

Trustee Galante asked what types of digital marketing will be used and if there will be a National reach. Mr. Grusin stated there will be a discovery process after which a Digital Marketing Plan will be created which includes a dashboard with real-time monitoring. He also explained they identify in which communities advertising may make an impact and will not overreach. Trustee Galante is also concerned about the cost, and the impact of additional staff. Ms. Framke replied costs will be net neutral as the intention is to use the same funds that would have been distributed to the CSCVB. Additional staff will be part-time so no benefits will need to be paid out. She added that all Village hospitality sectors will benefit, along with the ability to collaborate with no memberships or restrictions.

Motion was made by Trustee Brady, seconded by Trustee Sullivan to recommend the Tinley Park Tourism Marketing Action Plan be forwarded to the Village Board. Vote by roll call. Ayes: Brady, Brennan, Galante, Mahoney, Mueller, Sullivan. Nays: None. Absent: None. President Pro Tem Brennan declared the motion carried.

**Item #8 – RECEIVE COMMENTS FROM THE PUBLIC –**

President Pro Tem Brennan asked if there were any comments from the public. There were none.

Laura Godette, Deputy Village Clerk, stated there was no written comment or request to speak telephonically.

Motion was made by Trustee Mueller, seconded by Trustee Brady to adjourn the Committee of the Whole. Vote by roll call. Ayes: Brady, Brennan, Galante, Mahoney, Mueller, Sullivan. Nays: None. Absent: None. President Pro Tem Brennan declared the meeting adjourned at 7:44 p.m.

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