

MINUTES
Special Meeting of the Marketing Committee
June 24, 2019
Village Hall of Tinley Park – Council Chambers
16250 S. Oak Park Avenue
Tinley Park, IL 60477

Members Present: C. Berg, Chairman
D. Galante, Village Trustee
M. Mueller, Village Trustee

Members Absent: None

Other Board Members Present: M. Glotz, Village Trustee

Staff Present: D. Niemeyer, Village Manager
P. Carr, Assistant Village Manager
C. Faricelli, Deputy Police Chief
M. Zonsius, Assistant Village Treasurer
D. Framke, Marketing Director
P. Hoban, Economic Development Manager
P. Connelly, Village Attorney
L. Valley, Executive Assistant to the Manager and Trustees
H. Lipman, Management Analyst
C. Mikrut, Intern
L. Carollo, Commission/Committee Secretary

Item #1 - The Special Meeting of the Marketing Committee was called to order at 7:40 p.m.

Item #2 – CONSIDER APPROVAL OF THE MINUTES OF THE MARKETING COMMITTEE MEETING HELD ON MAY 28, 2019 – Motion was made by Trustee Galante, seconded by Trustee Mueller, to approve the minutes of the Marketing Committee meeting held on May 28, 2019. Vote by voice call. Chairman Berg declared the motion carried.

Item #3 – RECEIVE AN UPDATE ON MARKETING, BRANDING AND COMMUNICATION INITIATIVES - D. Framke, Marketing Director provided the Committee with a Marketing, Branding and Communication Initiatives presentation.

EVENTS:

- Cruise Nights - Successful attendance. Interactive activities including music, dancing and trivia; local business participation
- Music in the Plaza - June 29 - Country band Mason Rivers; 350 Brewing sold food/drinks and Kernel Sweettooth sold snacks. Sponsored by Renewal by Anderson
- Benches on the Avenue - A total of 22 benches; brochure on Village website as well as printed brochures available
- Farmers Market - Successful attendance; musician participation

BRANDING:

- Musical Chairs Program - A total of 23 chairs chosen and rotated monthly; 18 businesses participating; clues will be posted on social media; winner chosen at end of month.
- WGN with Pete McMurray - A 3-minute video featuring Benches on the Avenue; geo-targeting communities within a 10-mile radius
- Canarble Wagon - WGN Radio - Roe Conn Show; Mayor Vandenberg and 4 brewers visited and spoke on live radio. Plans for commercials; running White Sox ads
- Music on Downtown Speakers - Located in the Plaza and fountain areas; plan to play music consistently and expand speaker sites
- Swag - New and popular items available

COMMUNICATIONS:

- Village Website and community e-mail - Tracking visitors
- Social Media - YouTube; Village Facebook, Twitter, Instagram, Linked In
- Citizen Survey - Expected to reach 17,000 households in mid-July

Item #4 – RECEIVE COMMENTS FROM THE PUBLIC - No comments from the public.

ADJOURNMENT

Motion was made by Chairman Berg, seconded by Trustee Galante, to adjourn this Special Meeting of the Marketing Committee. Vote by voice call. Chairman Berg declared the motion carried and adjourned the meeting at 7:55 p.m.

lc