

NOTICE OF STANDING COMMITTEE MEETINGS

Scheduled for
Tuesday, July 23, 2019,
beginning at 6:30 p.m. in

Council Chambers
Village Hall of Tinley Park
16250 S. Oak Park Avenue
Tinley Park, Illinois

Community Development Committee
Marketing Committee
Finance Committee

A copy of the agendas for these meetings is attached hereto.

Kristin A. Thirion
Clerk
Village of Tinley Park

**NOTICE OF MEETING OF THE
MARKETING COMMITTEE**

Notice is hereby given that a special meeting of the Marketing Committee of the Village of Tinley Park, Cook and Will Counties, Illinois, will begin at 6:30 p.m. on Tuesday, July 23, 2019, in the Council Chambers at the Village Hall of Tinley Park, 16250 Oak Park Avenue, Tinley Park, Illinois.

The agenda is as follows:

1. OPEN THE MEETING.
2. CONSIDER THE APPROVAL OF THE MINUTES OF THE MARKETING COMMITTEE MEETING HELD ON JUNE 24, 2019.
3. DISCUSS WAYFINDING PROJECT – SIGN AND LOCATION REVIEW.
4. DISCUSS DOWNTOWN TINLEY BLOCK PARTY REPORT.
5. RECEIVE COMMENTS FROM THE PUBLIC.

ADJOURNMENT

KRISTIN A. THIRION
VILLAGE CLERK

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

Item	Description	\$175.00	\$150.00	\$120.00	\$85.00	\$100.00	\$75.00	Subtotal Hours	Subtotal Costs
		PIC	PD	SPM	PM	SGD	GD		
Phase I - Construction Documents									
1	Finalize Signage Details	1			2	4	2	9	\$ 895.00
2	Coordinate with IDOT for signage plan approval			2	6		2	10	\$ 900.00
3	Research and coordinate Solar Power options with vendors			2	3				\$ 495.00
4	Review as-built drawings for reuse of existing foundation	1		1	1	2		5	\$ 580.00
5	Coordinate with vendors to make recommendations regarding reuse of existing foundations	2			2	2		6	\$ 720.00
6	Review as-built drawings for existing Village LED Monument			1	1	1	1	4	\$ 380.00
7	Make recommendations for modifications to existing LED Monument		1	1	1	2			\$ 555.00
8	Prepare 100% Construction Document Package	0.5		1	1	2	2	6.5	\$ 642.50
9	Develop Signage Specifications (10 14 00)	0.5		1	2	2		5.5	\$ 577.50
10	Submit 100% Construction Document Package for Final Approval	1			1			2	\$ 260.00
11	Incorporate comments, revise accordingly, and submit final Construction Document Package	1	1		3	4		9	\$ 980.00
12	Village of Tinley Park Approval				1			1	\$ 85.00
Totals:		7	2	9	24	19	7	58	\$ 7,070.00
Phase II - Bidding Negotiation / Construction Administration									
1	Develop Bid Form		1	1	2			4	\$ 440.00
2	Prepare Invitation to Bid and Coordinate with Village Purchasing Department			1	2			3	\$ 290.00
3	Conduct an on-site pre-bid meeting (Site Visit #1)		4		4	4		12	\$ 1,340.00
4	Answer RFI's			1	2	2		5	\$ 490.00
5	Issue Addenda as Required				1	1		2	\$ 185.00
6	Review Substitutions				1	1		2	\$ 185.00
7	Receive Bids and Analyze Unit Costs for Accuracy				2			2	\$ 170.00
8	Value Engineer as Required	1		1		2		4	\$ 495.00
9	Review Bidder References	0.5			2	0.5		3	\$ 307.50
10	Make Recommendations as to Award	0.5	0.5	0.5	1			2.5	\$ 307.50
11	Review Contract Documents	1		4	4			9	\$ 995.00
12	Conduct an on-site Kick-off Meeting and Site Walk-Through with Fabricator (Site Visit #2)		4		4	4		12	\$ 1,340.00
13	Review Project Schedule			1	2			3	\$ 290.00
14	Review Shop Drawings	0.5			2	2	2	6.5	\$ 607.50
15	Review Samples/Prototypes	0.5			1	1	1	3.5	\$ 347.50
16	Obtain Signed and Sealed Structural Drawings				2	1		3	\$ 270.00
17	Review Payment/Change Order Requests			0.5	2			2.5	\$ 230.00
18	Site Walk-Through to Field Locate and State Sign Locations (Site Visit #3)		4		4	4		12	\$ 1,340.00
19	Conduct Scheduled Progress Conference Calls with Village Representative and Fabricator				4	4		8	\$ 740.00
20	Visit Fabricator Shop to Review Fabrication Progress (Site Visit #4)		4		4	4		12	\$ 1,340.00
21	Review Installation On-Site (Site Visit #5)		4		4	4		12	\$ 1,340.00
22	Develop Punch List				2	2		4	\$ 370.00
23	Submit Punch List Documents to Fabricator and Village for Approval				2			2	\$ 170.00
24	Village of Tinley Park Approval				0.5			0.5	\$ 42.50
25	Secure As-builts				1	1		2	\$ 185.00
26	Project Close-out			0.5	1			1.5	\$ 145.00
Totals:		4	21.5	10.5	56.5	37.5	3	133	\$ 13,962.50
Totals for Phases I and II		11	23.5	19.5	80.5	56.5	10	191	\$ 21,032.50
Additional Expenses									\$ -
Grand Total - Not to Exceed									\$ 21,032.50



KMA DESIGN

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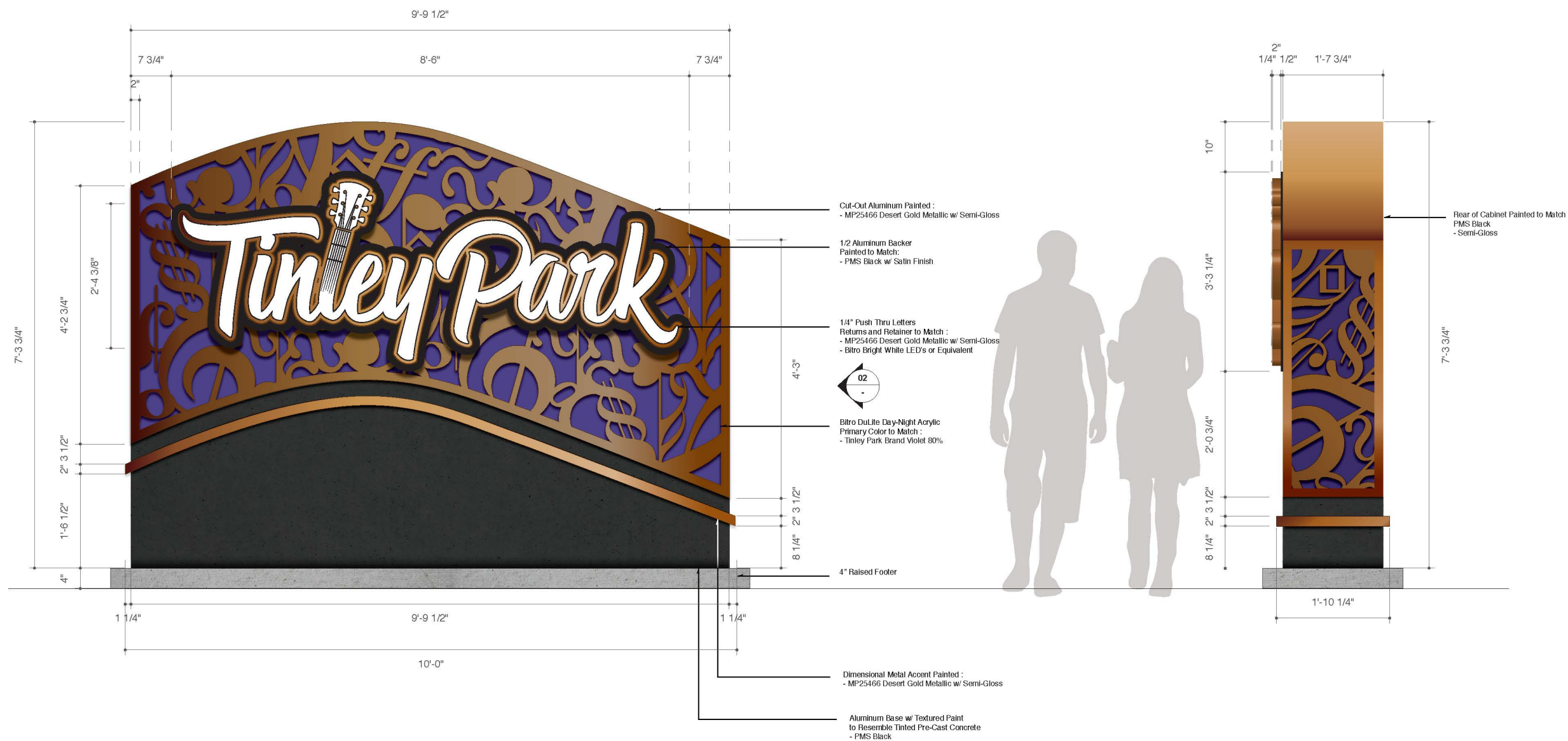
07-12-19

DESIGN DEVELOPEMENT



1801.07 /// Exterior Signage /// Wayfinding

Project:	Village of Tinley Park Exterior Signage, Wayfinding
Address:	-
Project Number:	1801.07
Date:	07-12-19
Project Manager:	Victoria N. Aubele
Sign Type:	Primary Gateway
Issued for:	Design Development
Option:	1



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These drawings are meant for DESIGN INTENT ONLY and are not for construction. Contractor shall verify and be responsible for all dimensions and conditions of the job. Contractor shall be familiar with the site and conditions it presents. KMA must be notified of any variations from the dimensions and conditions shown on this drawing. Shop drawings and details must be submitted for approval prior to proceeding with fabrication. All copy shall be proofread by client and legal requirements checked by legal department.

Project: Village of Tinley Park
Exterior Signage, Wayfinding

Address: -

Project Number: 1801.07

Date: 07-12-19

Project Manager: Victoria N. Aubele

Sign Type: Primary Gateway - Night Rendering

Issued for: Design Development

Option: 1



01 ST 01 - Primary Gateway (Night Rendering)
Elevation

Scale - 3/8" = 1'

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Project:	Village of Tinley Park Exterior Signage, Wayfinding
Address:	-
Project Number:	1801.07
Date:	07-12-19
Project Manager:	Victoria N. Aubele
Sign Type:	Primary Vertical Gateway
Issued for:	Design Development
Option:	1



01 ST 01 - Primary Vertical Gateway
Elevation

Scale - 1/2" = 1'

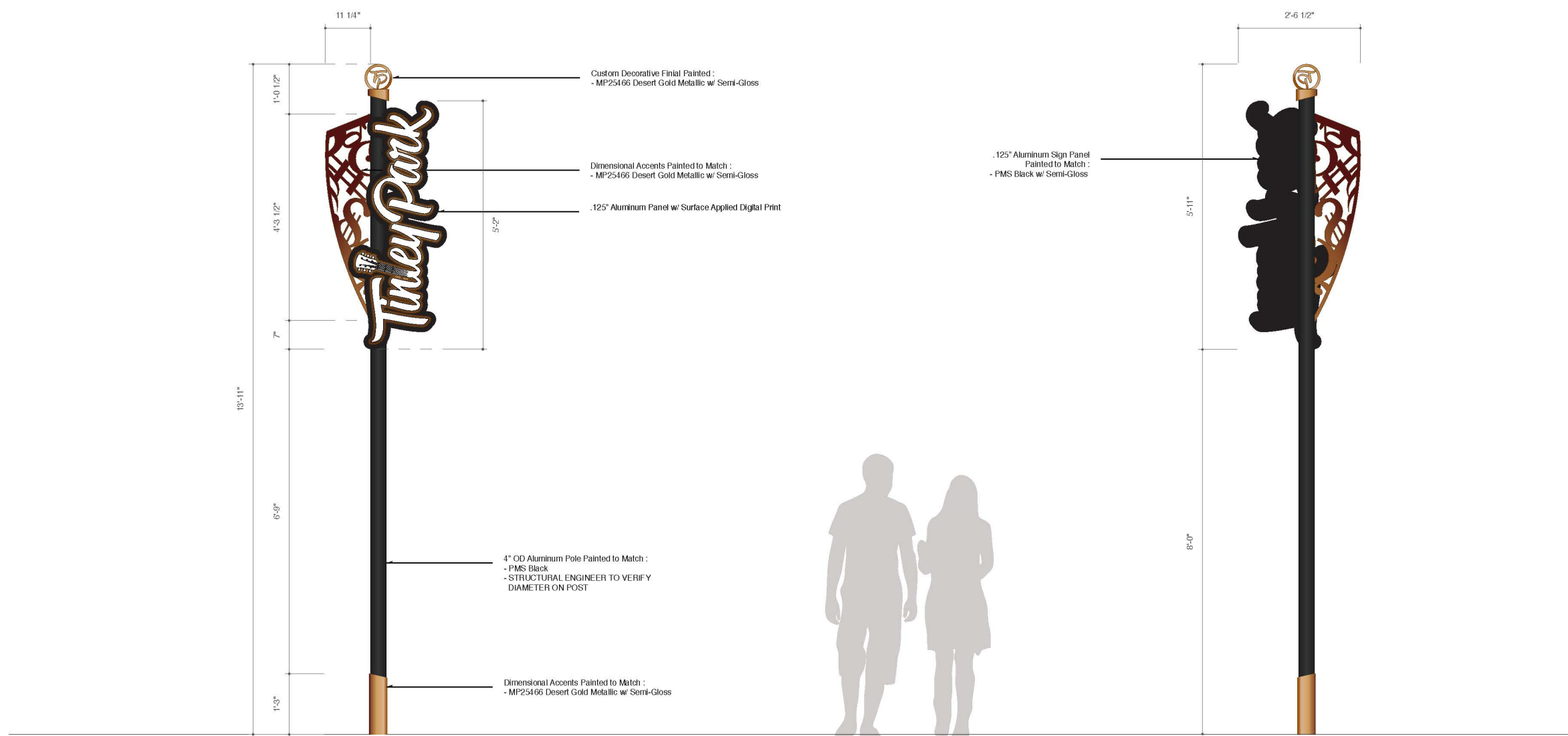
02 ST 01 - Primary Vertical Gateway
End View

Scale - 1/2" = 1'

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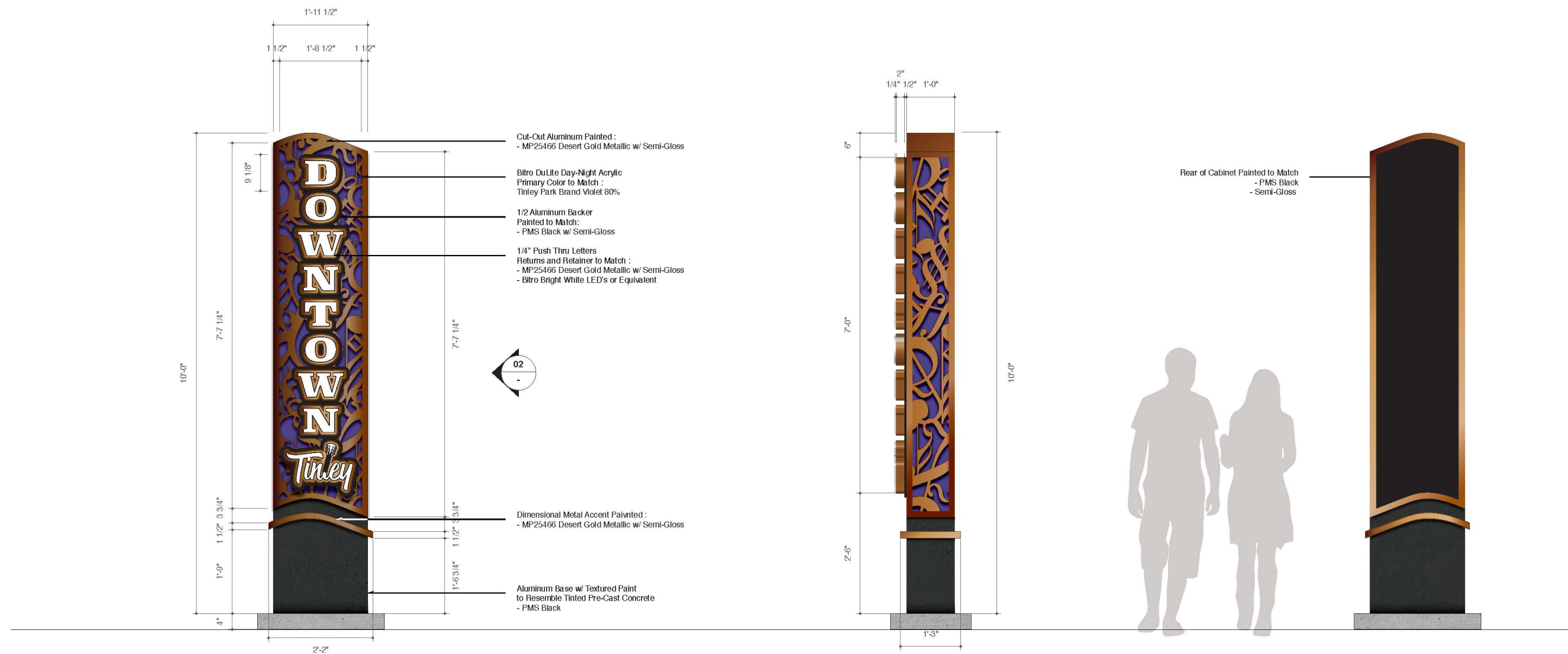
Project:	Village of Tinley Park Exterior Signage, Wayfinding
Address:	-
Project Number:	1801.07
Date:	07-12-19
Project Manager:	Victoria N. Aubele
Sign Type:	Tertiary Gateway
Issued for:	Design Development
Option:	1



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Project:	Village of Tinley Park Exterior Signage, Wayfinding
Address:	-
Project Number:	1801.07
Date:	07-12-19
Project Manager:	Victoria N. Aubele
Sign Type:	Downtown Gateway
Issued for:	Design Development
Option:	1



01 ST 04 - Downtown Gateway
Elevation
Scale - 3/8" = 1'

02 ST 04 - Downtown Gateway
End View
Scale - 3/8" = 1'

03 ST 04 - Downtown Gateway
Rear Elevation
Scale - 3/8" = 1'

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Project: Village of Tinley Park
Exterior Signage, Wayfinding

Address: -

Project Number: 1801.07

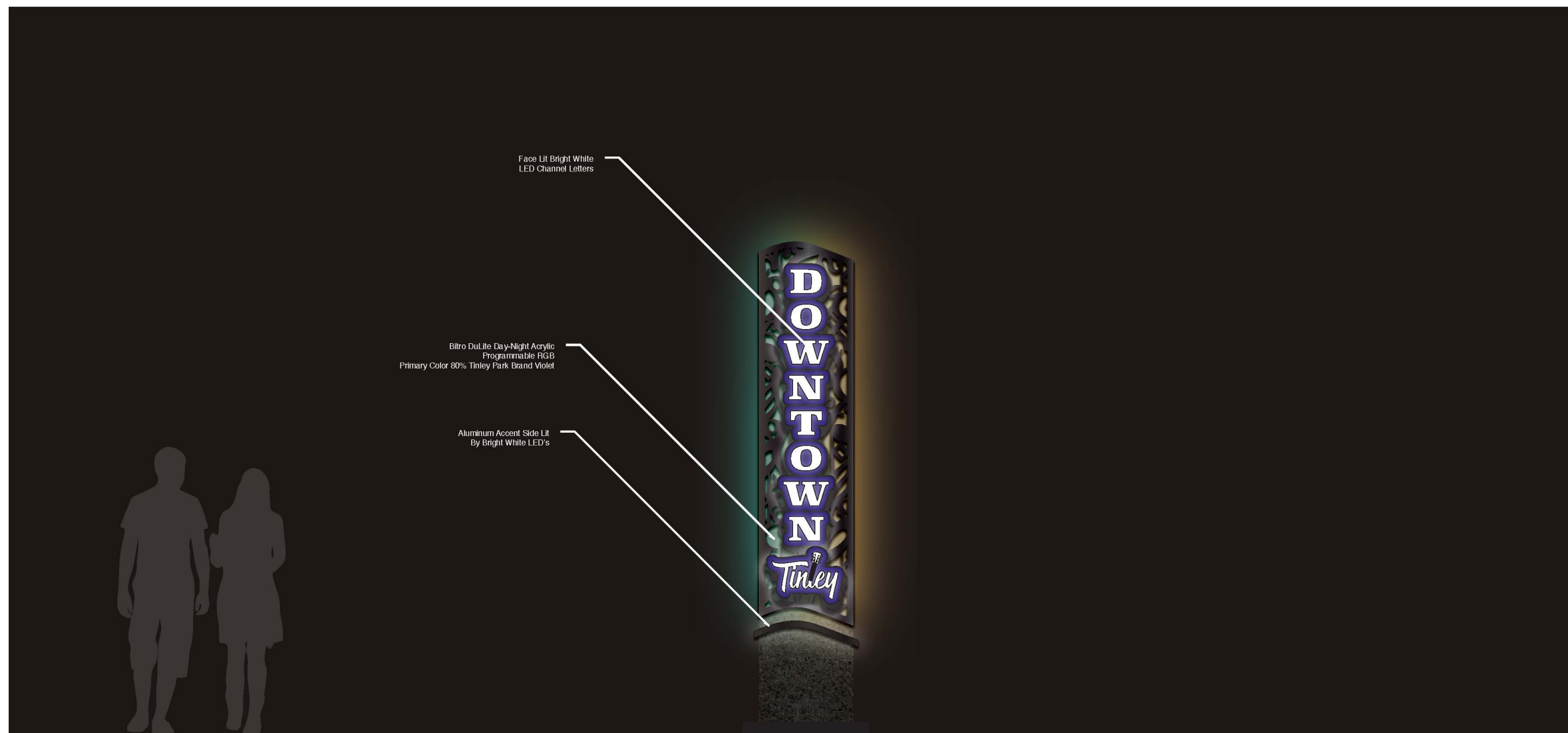
Date: 07-12-19

Project Manager: Victoria N. Aubele

Sign Type: Downtown Gateway - Night Rendering

Issued for: Design Development

Option: 1



01 ST 04 - Downtown Gateway (Night Rendering)
Elevation

Scale - 3/8" = 1'

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Project: Village of Tinley Park
Exterior Signage, Wayfinding

Address: -

Project Number: 1801.07

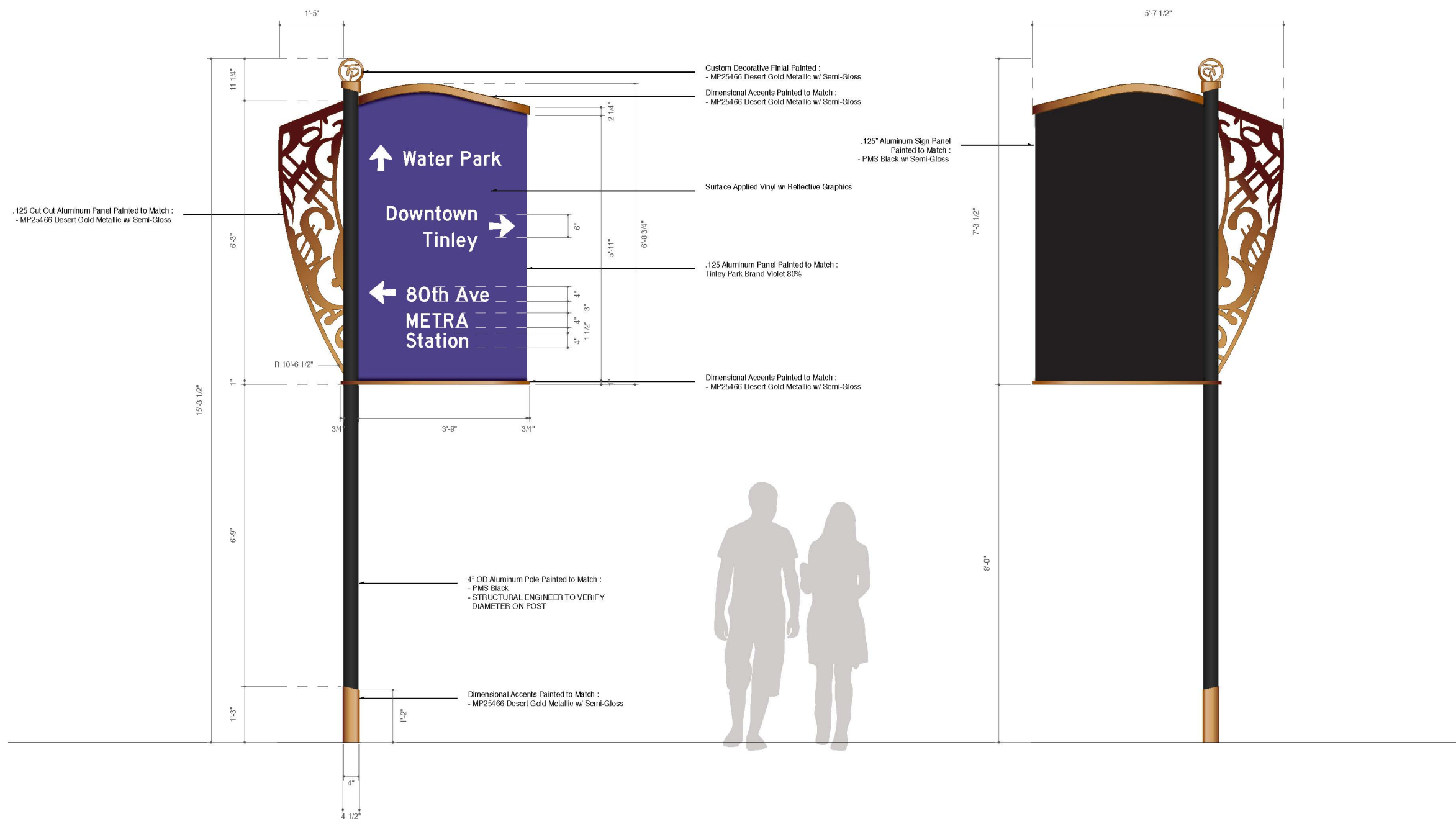
Date: 07-12-19

Project Manager: Victoria N. Aubele

Sign Type: Vehicular Directional - Single Panel

Issued for: Design Development

Option: 1



01 ST 05 - Vehicular Directional (Single Panel)
Elevation

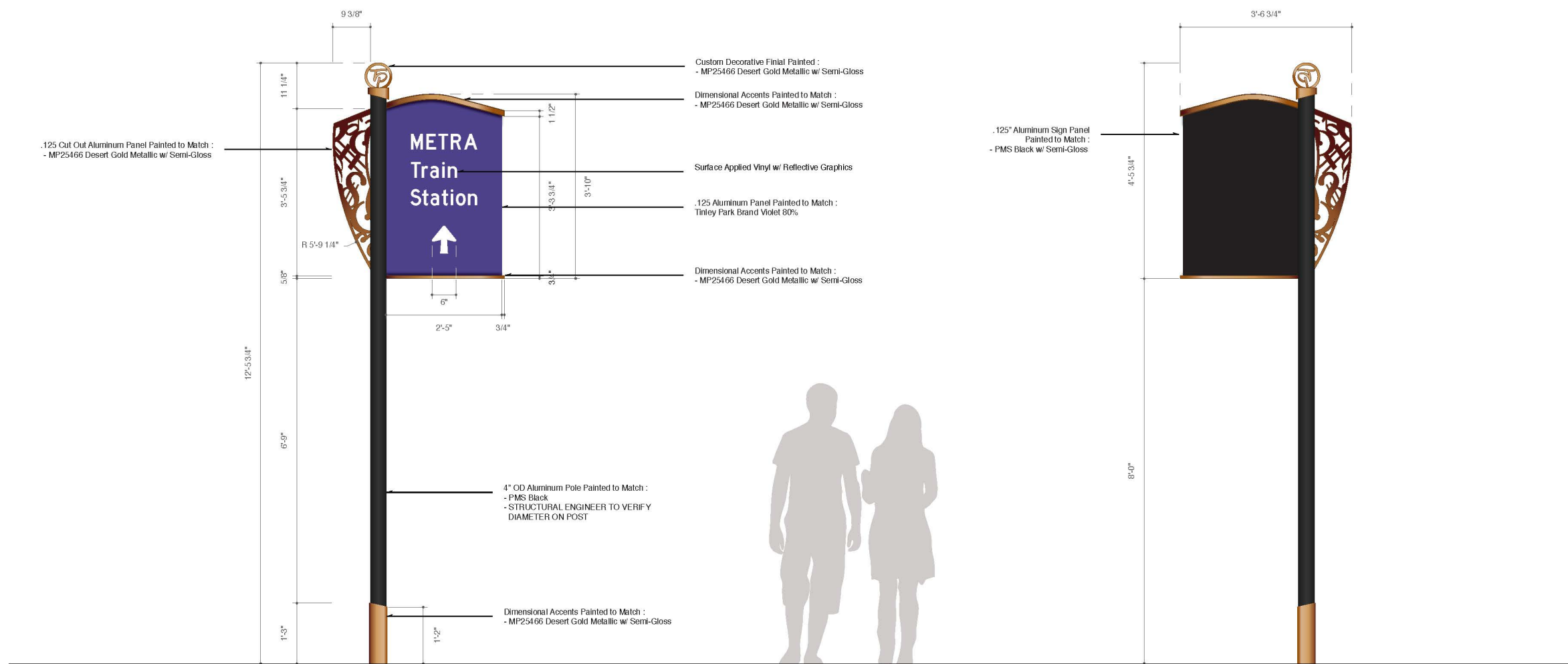
02 ST 05 - Vehicular Directional (Single Panel)
Rear Elevation

Scale - 3/8" = 1'

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Project:	Village of Tinley Park Exterior Signage, Wayfinding
Address:	-
Project Number:	1801.07
Date:	07-12-19
Project Manager:	Victoria N. Aubele
Sign Type:	Vehicular Directional - Pathfinder
Issued for:	Design Development
Option:	1



01 ST 06 - Vehicular Directional (Pathfinder)
Elevation

Scale - 3/8" = 1'

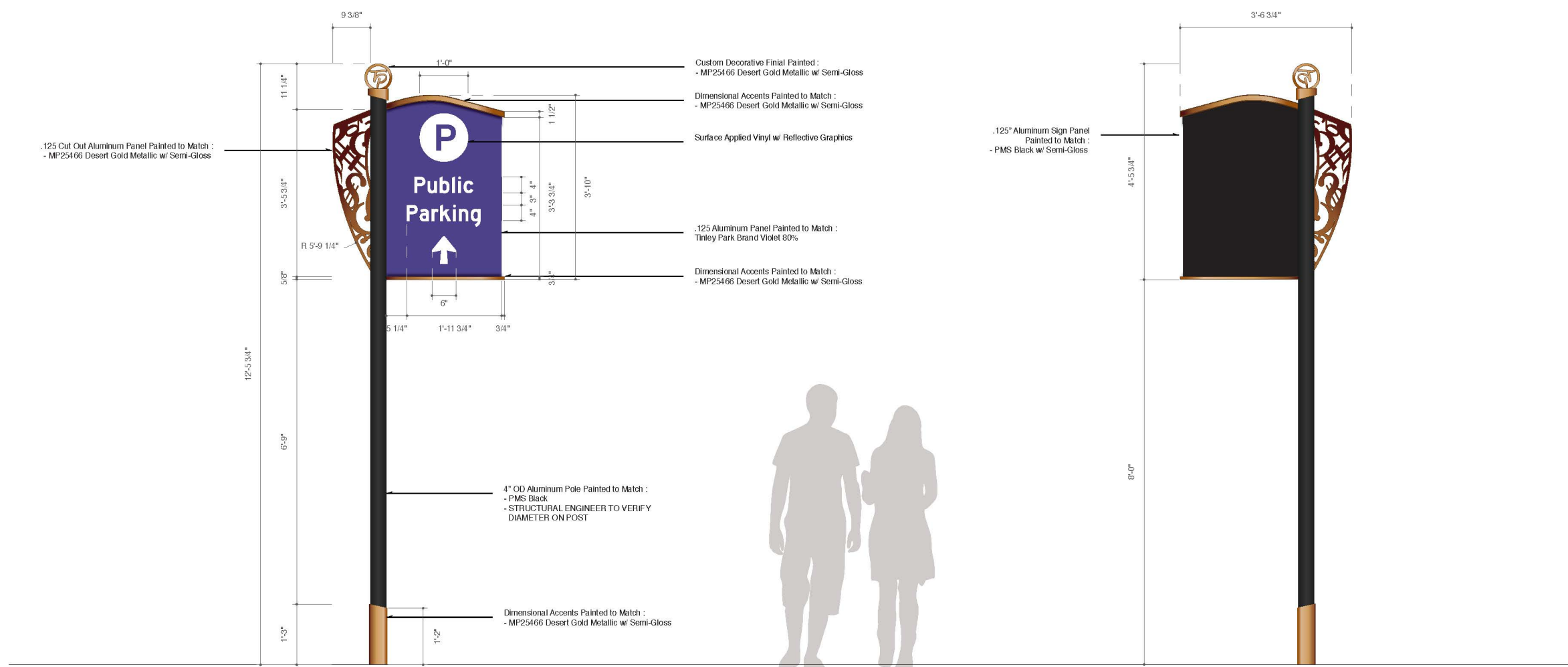
02 ST 06 - Vehicular Directional (Pathfinder)
Rear Elevation

Scale - 3/8" = 1'

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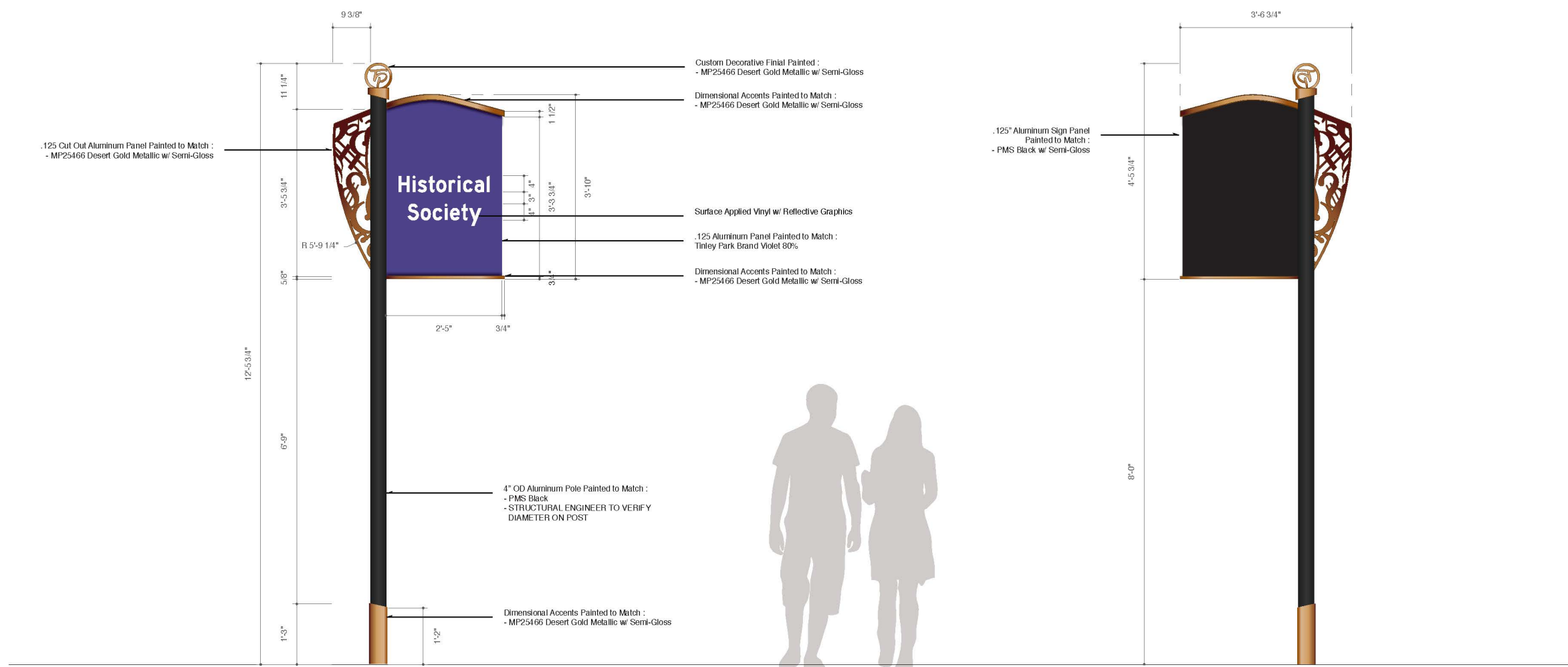
Project:	Village of Tinley Park Exterior Signage, Wayfinding
Address:	-
Project Number:	1801.07
Date:	07-12-19
Project Manager:	Victoria N. Aubele
Sign Type:	Vehicular Directional - Parking
Issued for:	Design Development
Option:	1



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Project:	Village of Tinley Park Exterior Signage, Wayfinding
Address:	-
Project Number:	1801.07
Date:	07-12-19
Project Manager:	Victoria N. Aubele
Sign Type:	Destination Identification
Issued for:	Design Development
Option:	1



01 ST 08 - Destination Identification
Elevation

Scale - 3/8" = 1'

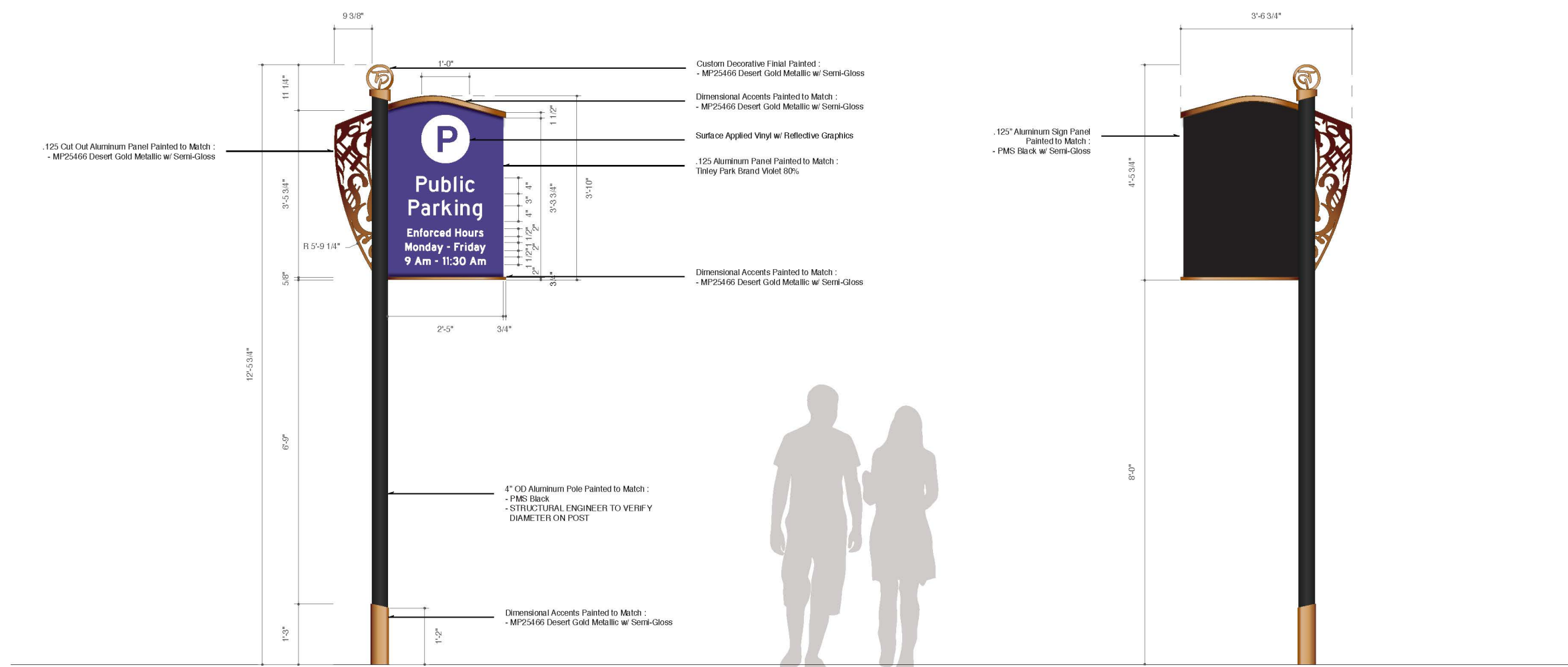
02 ST 08 - Destination Identification
Rear Elevation

Scale - 3/8" = 1'

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Project:	Village of Tinley Park Exterior Signage, Wayfinding
Address:	-
Project Number:	1801.07
Date:	07-12-19
Project Manager:	Victoria N. Aubele
Sign Type:	Parking Lot Identification
Issued for:	Design Development
Option:	1



01 ST 09 - Parking Lot Identification
Elevation

Scale - 3/8" = 1'

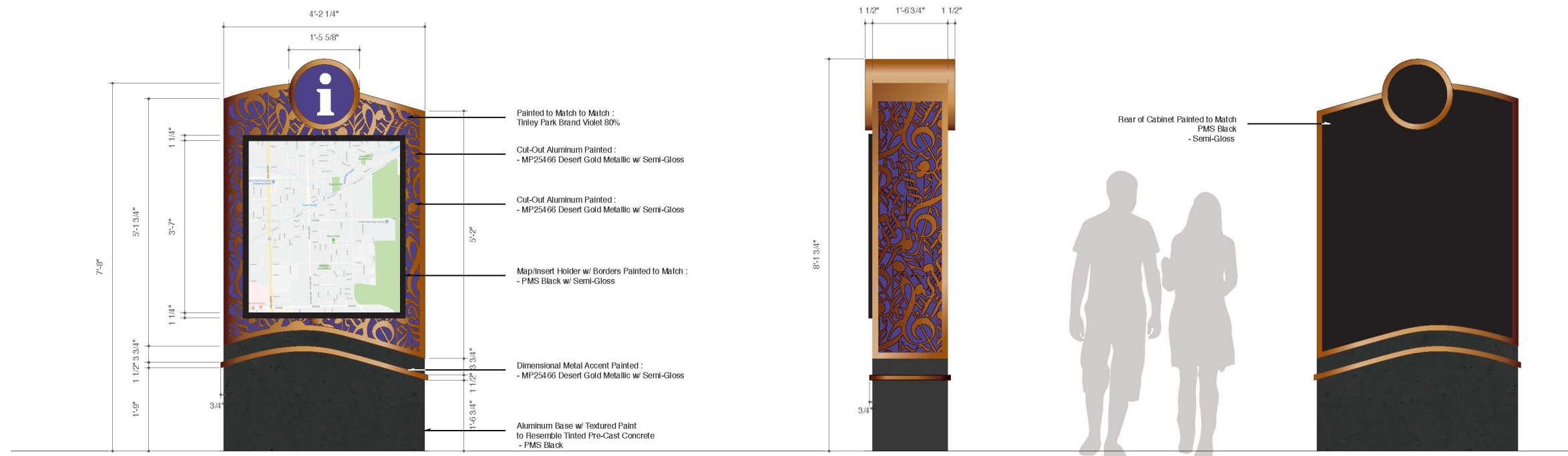
02 ST 09 - Parking Lot Identification
Rear Elevation

Scale - 3/8" = 1'

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Project:	Village of Tinley Park Exterior Signage, Wayfinding
Address:	-
Project Number:	1801.07
Date:	07-12-19
Project Manager:	Victoria N. Aubele
Sign Type:	Pedestrian Information Kiosk
Issued for:	Design Development
Option:	1



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Tinley Park





Phasing

1. Determine Priorities

2. Determine Budget

	High Estimate	Low Estimate
Village Gateways		
Primary Gateway	\$60,975.00	\$27,000.00
Secondary Gateway	\$177,500.00	\$70,000.00
Tertiary Gateway	\$21,500.00	\$18,000.00
Downtown Gateway	\$55,000.00	\$16,000.00
Village Gateways Total	\$314,975.00	\$131,000.00
Village Wayfinding		
Vehicular Directional	\$371,000.00	\$206,500.00
Vehicular Directional - Pathfinder	\$42,000.00	\$28,700.00
Vehicular Directional - Parking	\$12,000.00	\$8,200.00
Village Wayfinding Total	\$425,000.00	\$243,400.00
Miscellaneous		
Parking Lot Identification	\$90,000.00	\$61,500.00
Pedestrian Information Kiosk	\$9,785.00	\$7,900.00
Miscellaneous Total	\$99,785.00	\$69,400.00
Option A: Village Gateways/Village Wayfinding/Misc		
Option B: Village Wayfinding/Village Gateways & Misc.		
Option C: Phase By Location/Area		

Village of Tinley Park, Il. - Budgetary Estimate					Updated 7/16/19	
			High Budget Estimate		Low Budget Estimate	
Sign Type	Description	Quantity	Unit Cost High	Extended Cost High	Unit Cost Low	Extended Cost Low
1	Primary Gateway - Horizontal	1	\$60,975.00	\$60,975.00	\$27,000.00	\$27,000.00
2	Secondary Gateway - Vertical	5	\$35,500.00	\$177,500.00	\$14,000.00	\$70,000.00
3	Tertiary Gateway - Pole Mounted	4	\$5,375.00	\$21,500.00	\$4,500.00	\$18,000.00
4	Downtown Gateway - Vertical	2	\$27,500.00	\$55,000.00	\$8,000.00	\$16,000.00
			Total (Gateways Only)	\$314,975.00	Total (Gateways Only)	\$131,000.00
5	Vehicular Directional	35	\$10,600.00	\$371,000.00	\$5,900.00	\$206,500.00
6	Vehicular Directional - Pathfinder	7	\$6,000.00	\$42,000.00	\$4,100.00	\$28,700.00
7	Vehicular Directional - Parking	2	\$6,000.00	\$12,000.00	\$4,100.00	\$8,200.00
9	Parking Lot Identification	15	\$6,000.00	\$90,000.00	\$4,100.00	\$61,500.00
10	Pedestrian Information Kiosk (Static)	1	\$9,785.00	\$9,785.00	\$7,900.00	\$7,900.00
Possible Additions:						
	(Add Indoor Screen)	TBD	\$1,200.00		\$1,200.00	
	(Add Indoor Touch Screen)	TBD	\$3,000.00		\$3,000.00	
	(Add Outdoor Screen)	TBD	\$3,200.00		\$3,200.00	
	(Add Outdoor Touch Screen)	TBD	\$6,700.00		\$6,700.00	
Not in Scope:						
8	Destination Identification - Pole Mounted	TBD	\$6,000.00		\$4,100.00	
11	Destination Monument (Refurbishment)	TBD	\$10,000.00 - \$20,000		\$10,000.00 - \$20,000	
11.1	Destination Monument	TBD	\$40,000.00		\$40,000.00	
			Total*	\$839,760.00	Total*	\$443,800.00

Item 4

**Discuss Downtown Tinley
Block Party**

**PUBLIC
COMMENT**

ADJOURNMENT