

# **NOTICE OF STANDING COMMITTEE MEETINGS**

Scheduled for  
Tuesday, August 27, 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, August 27, 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 JULY 23, 2019.
3. RECEIVE UPDATE ON HARMONY SQUARE.
4. REVIEW WINTER EVENTS.
5. RECEIVE COMMENTS FROM THE PUBLIC.

ADJOURNMENT

KRISTIN A. THIRION  
VILLAGE CLERK

**MINUTES**  
**Meeting of the Marketing Committee**  
**July 23, 2019 - 6:30 p.m.**  
**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: None

Staff Present: D. Niemeyer, Village Manager  
P. Carr, Assistant Village Manager  
B. Bettenhausen, Village Treasurer  
P. Connelly, Village Attorney  
K. Clarke, Community Development Director  
D. Framke, Marketing Director  
L. Godette, Deputy Village Clerk  
L. Carollo, Committee/Commission Secretary

**Item #1** - The meeting of the Marketing Committee meeting was called to order at 6:32 p.m.

**Item #2 – CONSIDER APPROVAL OF THE MINUTES OF THE MARKETING COMMITTEE MEETING HELD ON JUNE 24, 2019** – Motion was made by Chairman Berg, seconded by Trustee Mueller, to approve the minutes of the Marketing Committee meeting held on June 24, 2019. Vote by voice call. Chairman Berg declared the motion carried.

**Item #3 – DISCUSS WAYFINDING PROJECT - SIGN AND LOCATION REVIEW** - D. Framke, Marketing Director in conjunction with representatives from the Village's vendor, KMA Design, presented a sign and location review to the Marketing Committee. The proposed sign family included Gateway and Secondary Gateway signs as well as Tertiary Identification signs. Generally, the proposed sign family would include a combination of perforated metal with a solid acrylic back panel to illuminate the entire Gateway and Secondary Gateway signs at nighttime. Signs would display a blue background during the daytime with lettering in white, and at nighttime letters would be internally illuminated in white. Locations of the various signs were also discussed as well as adherence to Federal Highway standards.

- Gateway Signs - Horizontal signage, 10 feet wide. Utilized to welcome visitors and located on a border of a community or downtown area.
- Secondary Gateway Signs - Vertical signage; 3 feet, 6 inches wide x 10 feet height. Utilized when there is limited land available and located on a border of a community or downtown area.
- Tertiary Identification Signs - Pole signage. Utilized for smaller or slower speed roadways.

Additionally, directional and destination wayfinding signage was discussed. A Kiosk sign specifically for pedestrian use was also provided as an option.

Staff requested Committee direction and feedback as the design phase is nearing completion. A total of \$250,000 is available in the Budget for sign fabrication.

The Committee discussed the advantages and disadvantages of the three (3) different types of signage. Currently, focus is primarily on the need for additional wayfinding signage within the community. Committee consensus was to identify different options for Secondary Gateway signs and move forward with Wayfinding. KMA Design will focus concurrently on wayfinding signage and alternatives for the vertical signage.

**Item #4 – DISCUSS DOWNTOWN TINLEY BLOCK PARTY REPORT** - The 21st annual block party was held on Sunday, July 21, 2019. The block party featured a Tropical theme and new layout to accommodate downtown construction. In attendance were multiple business booths, food and liquor vendors and sponsors. Music was held at four locations. Ms. Framke stated the block party came in under budget. Vendor feedback was positive. Following the rain delay, the party was well attended without any incidents. Ms. Framke and Chairman Berg thanked the Marketing Department as well as other departments for their hard work in coordination in the successful block party. The Committee did not have any questions.

**Item #5 – RECEIVE COMMENTS FROM THE PUBLIC** - Mike Stuckly asked about a possible location for Gateway signage. Ms. Framke stated proposed locations will be provided to Mr. Stuckly.

#### **ADJOURNMENT**

Chairman Berg adjourned the meeting of the Marketing Committee at 7:05 p.m. Vote by voice call.

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# Interoffice Memo

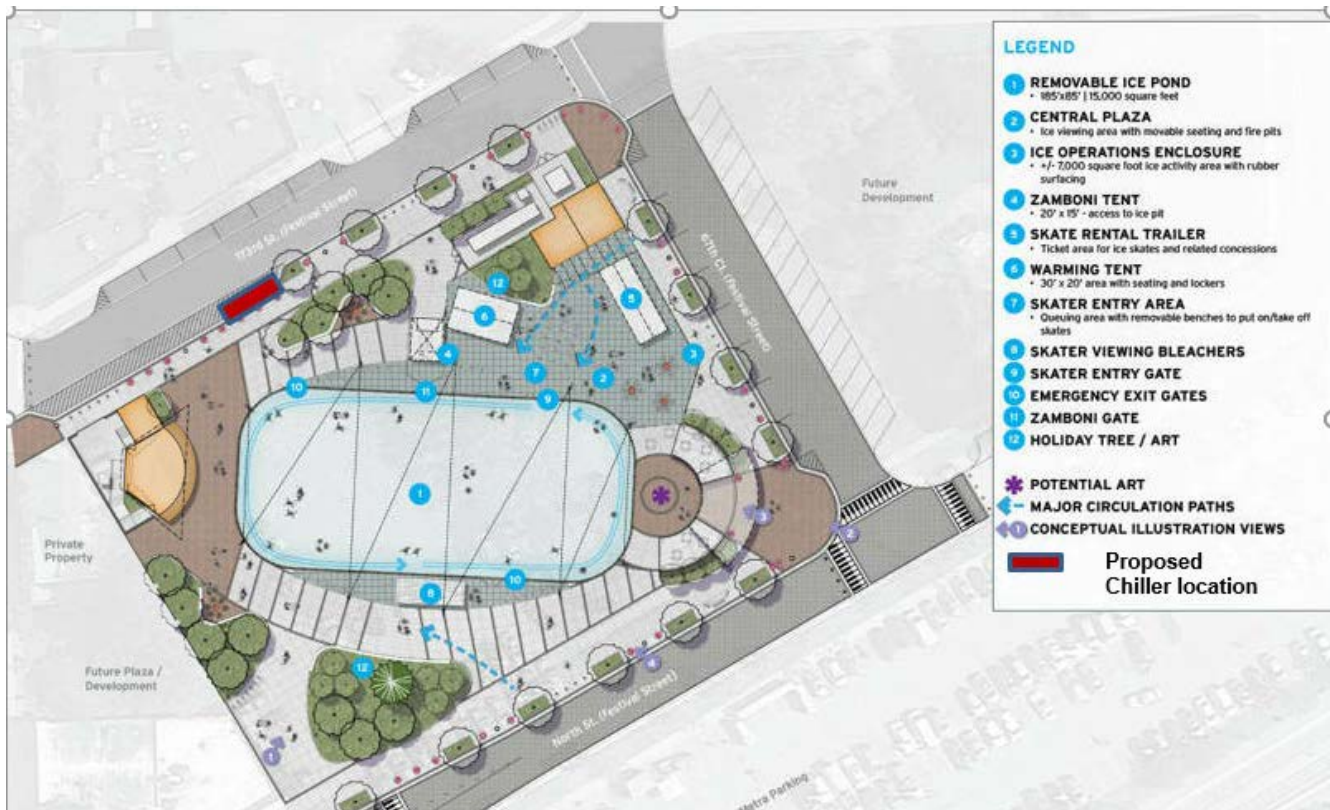
**Date:** August 27, 2019

**To:** Trustee Berg, Marketing & Branding Committee  
Dave Niemeyer, Village Manager  
Donna Framke, Marketing Director

**From:** Paula J. Wallrich, AICP, Planning Manager

**Subject:** Harmony Square Update

## CONCEPT SITE PLAN- winter view



## UPDATE

The Plaza Team met on August 1, 2019 for a project update with our design consultant, The Lakota Group. Minutes of the meeting are attached. Representatives from both engineering consulting firms, project architect, and staff were in attendance.

Highlights of the meeting are as follows:

- Architect, Ron McGrath of Tria Architects, has been hired. He was present at the meeting to discuss options and design criteria for stage and restroom/multi-purpose building;
- Rent vs. buy discussion for chiller and ice rink options;
- Utility requirements for structures and rink;
- Lighting options-internal to plaza and perimeter;
- Switch gear location options-plaza vs. Metra lot and Encore location;
- 67<sup>th</sup> Court extended ROW design;
- Marketing Department’s needs for multi-purpose room and “Green Room”;
- Opportunities for Cristkindlemarket;
- Schedule for approvals; and
- Coordination with Encore Development.

Critical path schedules were discussed regarding the location for the chiller and the rent vs. buy option for the ice rink. These decisions need to be made to allow the architect to complete his designs of the stage and outbuilding (restrooms, storage and multipurpose room) which in turn impacts the final site plan. The completion of the final site plan is critical to allow the fountain, acoustic and lighting designers to complete their proposals. Once all design is complete the engineers can complete their utility design, which in turn allows Lakota to complete their construction documents. The construction documents must be completed by the end of January to meet a February bid date that will allow for a ground breaking in April. A ground breaking in April will allow for the ice rink to be operational in time for a November event season.

Below is the general sequence of tasks and estimated timeline:

	2019					2020										
	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov
Decision rent vs. buy	█															
Arch complete design	█	█														
Site Plan approval (PC)			█													
Fountain, lighting, acoustic		█	█													
Utility design			█	█												
CD completion					█	█										
Bid							█	█								
Ground Breaking								█								
Construction									█	█	█	█	█	█	█	
Rink operational																█



Discussions with one of the rink vendors, the project engineers along with a meeting on-site (staff, Lakota and project engineers) regarding the location of the chiller resulted in a decision to locate it along the south side of 173<sup>rd</sup> Street. (See red box in site plan above.) The chiller, which is approximately 50' in length, will be brought to the site on a trailer and temporarily parked during rink operations. The chiller will be enclosed with a fence that will be "branded" with the Village's music brand.

The committee also discussed the option of renting versus buying the chiller, the rink, the ice surfacing machine (Zamboni) and all other ancillary needs (skates, mats, railing, etc.) for the first year. Lakota provided preliminary estimates for purchase (\$780,000-\$1,080,000) and for rental (\$235,000-\$250,000). After reviewing the estimates the committee is recommending the Village pursue the rental option at least for the first year. Renting allows the Village to test the market for the ice rink with less risk. The initial cost, the maintenance responsibilities and storage needs were all considered in this decision. Renting will allow the Village to assess the market demand before any substantial purchase expense and offers the greatest flexibility for programming the plaza going forward. While the rental estimates do not take into consideration the long term cost/benefit of rent vs. buy, the purchase of a rink in the first year will not only lock the village into a specific size and configuration but will limit what else can be accomplished within the current budget during the beginning years of the plaza. The pro forma for the plaza operations will strive to cover anticipated costs related to the rental of the rink. There are opportunities through ice and skate rental, concessions and building rental to offset some of or all of the costs related to the rink. As we move into the final stages of design the budget numbers will be refined. Lakota is continuing to research other turnkey ice rink vendors to obtain the best rental price. These will be presented to the Village Board for final approval at a future date.

### **NEXT STEPS**

Over the next month Lakota will be working with the architect to finalize the design for the stage and the restroom building. They are working closely with the Marketing Director to fully understand the operational needs for the village. These designs will then be reviewed by staff at our next task force meeting and then will be presented to the Marketing Committee as part of the monthly update. Once the designs are finalized the budget will be further refined. Staff will also be prepared to provide an update on the budget at the next meeting.

### **REQUEST**

Staff is seeking direction regarding renting vs. purchasing options for the ice rink operations.



## Plaza Status Meeting 8.1.19

Kevin Workowski	John Urbanski
Colby Zemaitis	Andrew Pufundt
Vick Sanchez	Donna Framke
Kevin Clark	Ron McGrath
Deb Samyn	Dave Niemeyer
Chris King	Scott Freres
Paula Wallrich	

- Kevin C. discussed the merits of renting vs buying the chiller. He will provide the numbers for our review. If renting then do not need to provide permanent location. Even if we purchase a chiller it could still be “movable” and not have to occupy year round space in plaza.
- Lakota is going to provide a Pro/Con analysis of renting vs buying the equipment along with detailed pricing.
- Discussion as to how make a decision. Need to review the numbers and then committee make recommendation. Present to CD committee as part of monthly update.
- Many decisions linked to this decision- location decision will impact utility design. Lack of decision holding up CBBEL.
- Urbanski recommended located chiller in Metra lot- next to switch gear.
- Andy provided chiller sizes- 51’ in length- or could use two 20’
- Need 6-7 parking spaces in metra lot
- John U contacted metra to see whether we could take up 6-7 spaces- knowing that we gave them 3 spaces as a result of reconfiguration on South Street.
- Lakota discussed the location of chiller along 173<sup>rd</sup>. Concerns expressed about aesthetics and noise.
- Discussed locating chiller as part of restroom structure- make it a u-shaped building and then back in the trailer off of 173<sup>rd</sup> street. During summer the same space could be used for storage. If purchased need to store chiller somewhere else during summer. Metra location preferred due to not impacting aesthetics of plaza. Andrew (CBBEL) suggested that it may be easier to deliver the chillers in the Metra lot vs backing it into a pad on site.
- Disc about the need for a 400 sf multi purpose space in restroom building. Donna discussed this was a revenue maker for party rental. This was discussed at the April 4 meeting.
- Paula to research the sprinkler requirement and whether we can have unisex bathrooms
- Stage discussion- concerns expressed about size of green room. Donna has research she will send to Jim
- Stage is 30-36” tall
- Discussion regarding ADA access to stage – lift is preferred (takes less space)
- Plans do not include bathroom- porta potty proposed.
- Scott stated the “wings” could be expanded- will add more green room space
- Prefer to not have electric exposed (planned for back of stage)



- Questions regarding how to secure back of stage area—masonry wall along west property line. Paula will check into ht limitations for Legacy (presumed 6')
- Jim wants roof to extend out past stage for better weather coverage- issue at New Lenox stage
- John U is concerned about location of electric panel
- Scott – make stage flexible- no need for concrete. Make wings and back of stage area permanent- the rest flexible.
- Disc about acoustical wiring and elect feeding market tents- put in troughs?
- Questions as to location of manifold for ice rink- Kevin to research
- Lighting by Sternberg- perimeter to match Village standard. Questions as to lighting needs for ice rink- need room for banners- electric on each pole, speakers and security cameras. Kevin to check if it can be a decorative pole. PW request twist lock receptacle
- What about WiFi?
- Need to figure out garbage pickup- for Teehans as well.
- Discussed the need to relocate the AT&T cabinet on 173<sup>rd</sup> as well- Kevin will put on the site plan to make sure it is not in the way of the sidewalk.- presumed to be ok as is.
- Donna reported on the Kriskindle market and their needs for event space in the plaza. if successful need to be ready by Nov 2020.
- Chiller rent/buy and location discussed again- key to everything moving forward.
- In order to break ground in March 2020-need to go out to bid in Jan Feb. Therefore need approvals of site plan early fall so there is time to finalize CD
- **Need to take chiller decision to CD by Aug 27**—report has to be ready by Aug 21
- Site plan and zoning to go to PC Sept 5 – report has to be done by Aug 26
- Question as to whether encore plans on using 67<sup>th</sup> extended for volume control- cant do that if we are going after MWRD grant. Robinson looking into grant.
- Schedule:
  - Aug 27 CD committee- chiller decision
  - Sept 5 –PC workshop- zoning and site plan approval
  - Sept 1- PC public hearing
  - Oct 1 – VB first reading
  - Oct 15- VB adopt



# Interoffice Memo

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**Date:** August 22, 2019  
**To:** Marketing Committee  
**From:** Donna Framke, Marketing Director  
**Subject:** Winter Events

Marketing Director, Donna Framke will present an overview of upcoming winter events scheduled for the Village.

**PUBLIC  
COMMENT**

**ADJOURNMENT**