
MINUTES OF THE COMMUNITY RESOURCES COMMISSION
September 13, 2017
7:30 p.m.
Vogt Conference Room

CALL TO ORDER

The meeting of the Community Resources Commission was called to order by Reta Brudd at 7:35 p.m. in the Kallsen Center.

ROLL CALL

Present and responding to roll call were the following:

Chairperson: Reta Brudd
Members: Don Budny
Ron Centanni
Logan Enright, Assoc. Member
Deb Melchert
Mike Sevier
Denise Maly-Politano, Commission Secretary
Donna Framke, Staff Liaison

Absent: John Carey, Assoc. Member
Mike Cutrano
Janet Czuchra
Al Siegers
Barbara Rose Whalen
Brian H. Younker, Village Trustee

APPROVAL OF THE AGENDA

Motion was made by **Don Budny**, seconded by **Deb Melchert** to approve the agenda as submitted. **Reta Brudd** added "Christmas Market" under New Business. Motion to amend the Agenda to accept the changes made by **Deb Melchert**, seconded by **Don Budny**. All in favor.

MINUTES

Motion was made by **Don Budny**, seconded by **Deb Melchert** to approve the minutes of the June 14, 2017 meeting as submitted. Minutes approved by voice vote.

CORRESPONDENCE

Two thank you notes from the two Lincoln-Way students who received scholarships.

OLD AND UNFINISHED BUSINESS

Studio

Reta Brudd reported the Studio is moving forward with regular shows. The kids started talking about a new introduction using the "Life Amplified" branding. One of the kids will be in each shot wearing the purple shirt and playing guitar.

Ron Centanni reported the October show (which will air in November) will be the interview of a WWII veteran.

Reta Brudd stated that the Studio tried to have the fire department for the October show but numerous phone calls were not returned.

Scholarships

Reta Brudd stated that she has some very uncertain news. There is some legality question as to the giving out of scholarship because they are using tax payer money and it only benefits a select group of residents. She would like to know what other communities in the area give out scholarships. **Don Budny** and **Ron Centanni** will look into what other towns/villages give scholarships. **Don Budny** believes Orland Park does and will check into it. The village attorney will be looking into it further. The Youth Commission was giving out \$500.00 scholarships years ago but does not know what the parameters were. CRC took over when the Youth Commission disbanded and the CRC raised it up to \$1,000.00. She was told in June that the attorney was investigating whether the scholarships were legal. Brian Younker is still our liaison and will be continuing with the CRC and Reta will be speaking with him about scholarships.

Don Melchert stated that the scholarship is open to students in Tinley, asked if there is something we can do to make it legal if it is deemed illegal?

Ron Centanni believes the scholarship program has been around since the 1970's.

Donna Framke stated that the Village's scholarship program violates the public purpose doctrine of Article VII of the Illinois Constitution.

Deb Melchert asked what purpose the \$40,000.00 fountain serves.

Ron Centanni stated that the trustees should have asked how to make it legal.

Reta Brudd stated we need to get this resolved by the next meeting. Need to find other tax paying bodies that are doing scholarships. She will be looking into this with Brian Younker.

Business Survey

Donna Framke explained the results of the business survey.

1. Was this your first time participating in the Discover Tinley Expo? 34% answered yes; 66% no.
2. Do you anticipate participating again in the Discover Tinley Expo next year? 91% answered yes; 9% no. Of the respondents, 6% of the respondents felt they did not receive a return on their investment, felt attendees were only interested in giveaways, event may have run its course. 2% will return if management allows.
3. As you know the Expo was held at the Tinley Park Convention Center. Overall, how satisfied or dissatisfied are you with the venue? 89% very satisfied; 7% somewhat satisfied; 2% neither satisfied nor dissatisfied; 2% very dissatisfied.
4. The expo was held on Saturday, April 8 2017. Overall, how satisfied or dissatisfied are you with the month in which this event was held? 74% very satisfied; 13% somewhat

satisfied; 9% neither satisfied nor dissatisfied; 4% somewhat dissatisfied. 13% of the respondents felt that the expo should not be held near Easter or Spring Break and held earlier in the year during the winter when there is less family activities.

5. Do you think Saturday is the best day of the week to host this event? 96% yes; 4% no. 2% of the respondents commented that Saturday was the best option; 4% felt either Saturday or Sunday would work and 2% stated Sunday was the better option.
6. Discover Tinley was open from 10 a.m. to 3 p.m. Do you think this is an appropriate amount of time for this event? 72% yes; 28% no. 30% of the respondents were of the opinion that the event ran too long and that attendance fell between 1:00 and 2:00 p.m. The majority suggested event hours shortened by one or two hours.
7. In January, you received the reservation forms to participate as a business/organization or food sampler. Overall, did you find the information supplied to be clear and concise? 100% yes.
8. Prior to the event, Discover Tinley was promoted thru the village website. Facebook, Twitter, banner signs, community email, Tinley TV, Exchange, flyers, posters, eNewsletter and the local newspapers. Did you see any of the promotions prior to the event? 70% yes; 30% no. 42% of the respondents indicated that the top four promotions they viewed were: Tinley Junction, Village Website, Community Email and Street banners.
9. Do you have any suggestions on ways to promote the event other than the options listed in Question 8? 17% of respondents were satisfied; 11% suggested the following: robo calls, more social media, radio ads, utility bills, SEM ads.
10. The fee for a business was \$200.00. The fee for a volunteer or non-profit was \$60.00. Electricity was an additional \$75.00 Do you consider these fees to be reasonable? 46% very reasonable; 30% somewhat reasonable; 11% neither reasonable nor unreasonable; 11% somewhat unreasonable; 2% very unreasonable. 17% of the respondents stated that fees were too high when you add in the cost of giveaways, electric fee was too high; suggested the participation fee should be less than \$100, felt that non-profit cost was reasonable and discount should be given to restaurants because of the expense of giveaways. **Reta Brudd** stated that a discount is given to restaurants, they are given free electricity in order to provide food samples.
11. Overall, did you find your participation in this year's Discover Tinley Expo to be beneficial? 79% yes; 21% no. 19% of respondents stated that event was beneficial; 9% did not benefit; 14% made the following observations/suggestions: lack of younger attendees, need a blood drive included, low attendance, visitors only want freebies. **Reta Budd** stated there was a blood drive, though it was not very well advertised by the vendor.
12. Please share any comments or suggestions for improving the event. 38% of respondents comments included: each vendor should receive an event flyer ahead of time to display; expo well organized; vendor helpers a plus; send convention center map with application; raffle that would make visitors go to each booth; expo may have run its course; and present new ideas and offerings to attract people.

98 business vendors were sent the survey, 53 participated.

Reta Brudd thought overall the survey comments were quite favorable.

New Business

Reta Brudd stated the Christmas Market is the first weekend in December. **Donna Framke** stated the exact dates are December 1, 2, and 3rd.

Reta Brudd reported we have Santa and Mrs. Claus already set. Problem with the market is that there is not a lot of village product to sell. It has been suggested that we sell live wreaths and if there is anything else we can think of to sell at the booth let her know by next meeting.

Donna Framke stated there is village merchandise but not very much because of the new logo.

Reta Brudd met with the mayor to discuss where the profits will go since we have so very few soldiers to send care packages to. The last few years donations went to Wounded Warriors in Manteno. Mayor Vandenberg suggested half of the profits be donated to local groups such as Together We Cope, Gigi's Playhouse, Crisis Center, and half to a military charity. Any donations at the Battlefield Cross for the soldiers will go to the soldiers' fund.

Mike Sevier inquired if there is a local military headquartered in Tinley. **Reta Brudd** said no.

Donna Framke suggested possibly selling wrapping paper if it can be printed via our local printer. It is something everyone needs that time of year.

Deb Melchert suggested text alerts for village events. People can sign up for text alerts for upcoming events.

Donna Framke said we only have Code Red right now and that is used for emergencies. We do not do any direct texting and not sure if there is the staff to do that.

Deb Melchert stated it is not you making the actual phone calls, but rather something you would submit and it would be sent out. This would be specifically for village events such as Music in the Plaza, Christmas Market, Discover Tinley, etc.

Donna Framke thinks it would still be a database that would need to be set up.

Logan Enright volunteered to do something like that. He would send a text to everyone interested in receiving the information regarding village events.

Reta Brudd asked why the stage for the music was moved. Not at all visible to Oak Park Avenue now.

Donna Framke stated that people at a certain point were not able to see/hear it as well and now more are able to see/hear with the stage being in the middle. If the Village moves forward with what will likely be the plaza it will be a mirror image of what it is now. Across the street near Teehan's is being considered for the full-time plaza where the events would be held. The concept is that it would be the downtown plaza 250 days a year, a destination to draw people in. Working now with a group for site selection for the plaza. All the research on plazas indicates it would be better to have it more visible from the street.

Reta Brudd stated she hoped that Teehan's is not being considered to be knocked down as it is part of the downtown and a historical building that is kept up very nice. Does not think that is a totally visible spot.

Donna Framke explained it is ultimately not the Village's decision what will happen to that building but the property owner. The formula is to monetize a plaza on three sides for it to be successful.

Don Budny asked where the parking would be.

Donna Framke stated that it would be part of the parking garage possibly, all is on the table at this point.

Good of the Order

Reta Brudd stated that Logan Enright will be appointed as a regular member at the next Village Board meeting on September 19th. Joe De Nova has resigned.

Deb Melchert stated that Mike Mendoza is out to break two world records this year. He is running for Wounded Warriors and is trying to raise \$25,000.00. He has been on many news stations across the country.

Deb Melchert would like to invite the LGB (Lehman Gross Bahn) group out to Discover Tinley this year. The ones at Discover Tinley are HO scale. These are German trains that are much bigger. It would be something different for the kids. It is all computer controlled. Have bridges and lights, big display.

Comments from the Public

No public, no comments.

Adjournment

There being no other business, a motion was made by **Deb Melchert**, seconded by **Mike Sevier** to adjourn the meeting. The meeting was adjourned at 8:29 p.m.

/dmp