

Brand Leadership Subcommittee Agenda

Monday, September 18, 2017 – 6:00 p.m.

Tinley Park Village Hall: Kallsen Center

OPENING

APPROVAL OF AGENDA

APPROVAL OF MAY 15, 2017 MINUTES

CHAIRPERSON'S REPORT

DISCUSSION ITEMS

1. Provide status update on projects completed or near completion (Action item #)

- Update to Village Hall foyer
- Village letterhead/business cards/emails/stage- and booth banners
- Branded pop up tent/signs for ribbon cuttings and ground breakings
- Website redesign
- 'High Notes' brochure
- Event recap

2. Discuss Downtown Plaza - programming and site analysis

- Schedule
- Programming specialist on site – October 4 at 10am
- Public meeting date TBD

3. Establish Next Goals and Strategy for Completion

- Apparel/Branded Logo Gear
- Plan to transition to Downtown Tinley Website/Facebook page/Twitter feed to Tinley Park Life Amplified
- Develop Photo inventory
- Engagement on community-wide music calendar
- Holiday Platform banners and Downtown light pole décor
- Video music program – outline
- CVB Ad/Brand Awareness posters

4. Additional information:

- Downtown redevelopment “playbook”
- Oktoberfest – September 29 – October 1
- Boo Bash – October 29
- Holiday Market – December 1 - 3

COMMENTS FROM THE PUBLIC

ADJORNMENT

Music is very spiritual, it has the power to bring people together. ~ Edgar Winter