

**Brand Leadership Subcommittee
of the MainStreet Commission
Meeting Minutes – May 15, 2017**

Members Present

Daniel Fitzgerald, Chairman
Julie Dekker
Greg Carter
Julie Volkmann
Ken Shaw

Members Not Present

Vince Aiello
Beth Fahey
Eduardo Mani
Dennis Suglich

Associate Members Present

Diane Galante

Associate Members Not Present

Courtney Rourke
Jason Freeland
Jackie Bobbit
Nick Halikias

Staff Present

Donna Framke, Marketing Director
Vicki Sanchez, Special Events Coordinator
Antonia Steinmiller, Exec. Asst. to the Mayor
Stephanie Kisler, Planner
Kathy Congreve, Commission Secretary
Dave Niemeyer, Village Manager
Patrick Hoban, Economic Development Mgr.

Guests Present

Jay Damm
Nick Markowitz
Beth McKernan

Chairman Fitzgerald called the meeting to order at 6:06 p.m.

Approval of Agenda & Minutes - Motion to approve the agenda made by Julie Volkmann, seconded by Greg Carter. Motion to approve the April 17, 2017 minutes made by Julie Volkmann, seconded by Greg Carter. Approved by voice vote.

Chairperson's Report – Daniel Fitzgerald reminded committee members once again to do the OMA online training. Some expressed that they have lost the letter with the instructions and asked if it could be emailed. Antonia will get in touch with Teri in the Clerk's Office to get them sent out by email.

Task Force Updates and Approval of Task Force Meeting Minutes:

Tourism – Dan gave the committee an overview of the Tourism meeting: Representatives from the Police Dept., Fire Dept., EMA, and Hollywood Casino Amphitheater gathered to discuss the opportunities and abilities to utilize the infrastructure as it is right now to get bigger vehicles in and out of the Amphitheater for events. There was a suggestion to bypass Ridgeland, heading east down to 183rd Street, go down Central Avenue, and looping back; they will do a trial at one of the concerts. It was decided it would not be feasible to have a dedicated lane because of the congested pedestrian traffic.

Dan also shared an idea on Smartsheet that he came up with for an interim website page on the Convention Center website to showcase area concerts and attractions. This will be kept current until the village finishes their website which should be sometime in September. They will be finalizing vector art this week. It will be one page and there would be a link to the venues. The Life Amplified logo will be on the website. He is attempting to get logos from local venues. Patrick suggested using Google Calendar to integrate with the webpage.

Minutes from the Tourism meeting dates of February 28, April 10, and May 11, 2017 were approved; motion made by Ken Shaw, seconded by Greg Carter.

Marketing - Donna stated that as a follow up to last month's meeting, the following URLs were secured: Tinley Life Amplified, Tinley Park Life Amplified, Music in Tinley Park, Tinley Park Music, Music Capital of Illinois, and Music Capital IL.

The team also started outlining the parameters of the Best Of brochures and the restaurants and entertainment venues that would be on there. Antonia covered the subcategories that the group wants to use. They will look at online star

ratings and reviews and come up with parameters to use to pick five or six of the best. It will be an accordion folded brochure that will be available for visitors when they come to town.

They will also be working on a map of restaurants along with an alphabetical list, once they get the Style Guide complete.

The proposals for the Style Guide were evaluated and two interviews were held; the group decided on Roger Brooks and it was approved at the last village meeting.

Minutes from the Marketing meeting dates of February 28, April 10, and May 8, 2017 were approved; motion made by Greg Carter, seconded by Ken Shaw.

Community Outreach – Ken Shaw stated that he is unable to lead the group at this time and that there are quite a few open items and to-do's. More people are needed to join and they need a strong leader. Only a couple of people are regularly attending the meetings.

The presentation is ready. At the next meeting they are looking to set a date for a training session on a Saturday morning to work on the 20 minute, 10 minute, and 90 second speeches.

Minutes from the Community Outreach meeting dates of March 6 and March 29, 2017 were approved; motion made by Ken Shaw, seconded by Greg Carter.

Product Development – Stephanie stated that two interviews were held for the RFQ for the business, marketing and programming business plan. Dave stated that he sat in on those two interviews for Lakota and Roger Brooks.

The goal is to get the location of the plaza sited and get this going so they can start seeing some plaza development by next year, Approval for the contract will be brought up to the board at the first meeting in June.

Minutes from the Product Development meeting dates of March 15, April 11, and May 2, 2017 were approved; motion made by Greg Carter, seconded by Julie Dekker.

Marketing Department Updates – Donna stating that they've been working on the Power Point presentation and making it into something a bit more exciting that would include some video. They are working on scripting some video and will start by telling our story and showcasing all of the things Tinley already has that is music focused. Donna will be sending out that script shortly and marketing will be reaching out to committee members to take part in the videos. They will also piece in videos from events at local venues. They are planning to potentially show the presentation at the Tinley Park night (White Sox game) at the Guaranteed Rate Field and at the music amphitheater to capture some large audiences and maximize their investment. It will also be used by the Community Outreach team to take out to different organizations and will be shared through communication channels and social media. The goal is the have it ready by the middle to end of June.

They are looking for a way to maximize the fact that Paul McCartney is coming to our town with him possibly stating something about Tinley Park in his performance. They are also discussing some type of contest which would have people submit some video for a chance to win some tickets. An idea of having the bars hold some kind of contests was discussed, as was having a bar crawl. Another member suggested having local radio and television stations get involved too.

Vicki shared other ways that they will try to incorporate music in to our community events. She stated that Tinley Park will be a regional host for the Illinois Battle of the Bands which will be held at the Block Party, scheduled for July 16th. They are looking for sponsors to help cover additional costs people to volunteer to be judges.

It was discussed to have some music at the Farmers Market located were the fountain used to be. Cruise Nights will feature a DJ. The Music in the Plaza nights will feature a new layout.

Other discussions – Future task force meeting dates were discussed.

Comments from the Public - none

Motion to adjourn meeting made by Daniel Fitzgerald. Approved by Greg Carter, seconded by Julie Volkmann.

Meeting adjourned at 7:12 p.m.