

**Brand Leadership Subcommittee
of the MainStreet Commission
Meeting Minutes – Sept. 18, 2017**

Members Present

Daniel Fitzgerald, Chairman
Jay Damm
Dennis Suglich
Diane Galante

Members Not Present

Julie Dekker
Greg Carter
Beth Fahey

Associate Members Present

Jackie Bobbit
Beth McKernan

Associate Members Not Present

Courtney Rourke
Jason Freeland
Nick Halikias
Vince Aiello
Eduardo Mani
Nick Markowitz

Staff Present

Donna Framke, Marketing Director
Vicki Sanchez, Special Events Coordinator
Stephanie Kisler, Planner
Kathy Congreve, Commission Secretary
Dave Niemeyer, Village Manager
Patrick Hoban, Economic Development Mgr.
Michael Glotz, Trustee

Chairman Fitzgerald called the meeting to order at 6:03 p.m.

Approval of Agenda & Minutes - Motion to approve the agenda made by Dennis Suglich, seconded by Jay Damm. Motion to approve the May 15, 2017 minutes made by Dennis Suglich, seconded by Jay Damm. Approved by voice vote.

Chairman's Report – Daniel reminded committee members to return OMA and ethics forms to the Village if they haven't already done so.

Status Updates on Projects – Donna Framke gave recaps on projects currently in progress or completed:

Style Guide: Final guide is now accessible on website.

Video: Created to showcase Tinley; Donna played the video for all to see. Anyone can use it on their website.

Restaurant Guide: Updated and made available to Tinley Park restaurants, hotels and train stations.

T-Shirts: Many people have been wearing them at the recent concerts.

Piano: Donated by a public works employee and painted by a local artist. Will be placed in entryway of Village Hall.

Village letterhead, business cards, email signatures, etc.: Updated with new logo.

Booth banners, pop-up tent, and stage banners: Featuring the new branding.

Vicki Sanchez discussed ways they have been incorporating music into to village events such as the Farmer's Markets (solo artists) and Cruise Nights (DJ's).

Music In The Plaza: People have commented on the upgraded quality of the bands. Attendance has been good.

Hashtags have been shared with the bands performing so that they can feature them in their marketing pieces.

Music will be incorporated into the upcoming fall and winter events.

Pole Banners: Installed at commuter lot.

Ground Breaking and Ribbon Cutting events: New signage featuring the branding.

Music Events Calendar: Always being updated.

Community TV/Calendar, Community Email: Rebranded

Discussion of Downtown Plaza – Donna passed out a timeline of what Lakota will be doing. A programming specialist will be onsite on October 4th. A community meeting will be held in early to mid-October.

Goals and Strategies –

The Village website is being rebuilt and redesigned. They hope to go live around the end of October.

Marketing is working on the High Notes brochure featuring our “Best Of” and working on our brand awareness posters. They will be purchasing branded logo apparel and gear to sell at the Holiday Market. Donna asked for input from members on what would be good to feature. Some items besides apparel that were suggested were: guitar picks, bags, caps, towels, mugs, beer coasters, bottle openers, sunglasses, ear buds, etc. It was suggested to incorporate QR codes also.

There will be holiday platform banners and holiday pole décor downtown and at train stations featuring the branding.

Donna asked members for feedback about transitioning the Downtown Tinley pages to be more music related and named Tinley Park Life Amplified and be village-wide but have regional aspects to the page.

The music calendar was discussed and how to get more engagement from guest service agents and offer incentives at the hotels to drive tourism to the local attractions. It was suggested that they also get some help from the Chicago Southland Tourism Bureau’s Ambassador Program. Information from music related school events will be incorporated into the music calendar. The calendar, which is now on the Tinley Park Convention Center website, will be on the Village of Tinley Park website once the new website goes public.

A member suggested that our printed materials should note which business are music-related or feature music as a way to showcase the brand.

Donna explained the idea for a new video program that is going to focus on music and feature some of the local programming.

Other discussions – The task force committee structure was discussed. The idea was to consolidate the four sub-committees into two sub-committees: Tourism & Marketing and Product Development & Community Outreach. The next Tourism & Marketing meeting is scheduled for October 9th.

It was suggested to get the local businesses to start using the Life Amplified hashtag in postings to help promote events. And set up an email as a receptacle for businesses to submit info on musical events.

A member volunteered to take photographs at local music related events.

A member suggested a lighted feature in front of any venue that has a music event going on. He also suggested we move forward on the plan for wayward signage; Dave Niemeyer updated the group on the progress of that.

Comments from the Public - none

Motion to adjourn meeting made by Daniel Fitzgerald. Approved by Dennis Suglich, seconded by Jay Damm. Meeting adjourned at 7:29 p.m.