

**NOTICE OF A SPECIAL MEETING OF THE
ECONOMIC DEVELOPMENT AND MARKETING COMMITTEE**

Notice is hereby given that a special meeting of the Economic Development and Marketing Committee of the Village of Tinley Park, Cook and Will Counties, Illinois, will begin at 6:30 p.m. on Tuesday, August 1, 2017, in Council Chambers at the Village Hall of Tinley Park, 16250 S. Oak Park Avenue, Tinley Park, Illinois.

The agenda is as follows:

1. OPEN THE MEETING.
2. CONSIDER THE APPROVAL OF THE MINUTES OF THE ECONOMIC DEVELOPMENT AND MARKETING COMMITTEE MEETING HELD ON JUNE 27, 2017.
3. DISCUSS VILLAGE EXCHANGE AND ALTERNATIVE RESIDENT COMMUNICATIONS.
4. RECEIVE COMMENTS FROM THE PUBLIC.

ADJOURNMENT

KRISTIN A. THIRION
VILLAGE CLERK

MINUTES
Economic Development and Marketing Committee
June 27, 2017 – 7:30 p.m.
Council Chambers at
Tinley Park Village Hall
16250 S. Oak Park Ave.
Tinley Park, IL 60477

Members Present: C. Berg, Chair
M. Mangin, Village Trustee
M. Pannitto, Village Trustee

Members Absent: None

Other Board Members Present: B. Brady, Village Trustee
B. Younker, Village Trustee

Staff Present: D. Niemeyer, Village Manager
P. Carr, Assistant Village Manager
P. Connelly, Village Attorney
D. Framke, Marketing Director
L. Godette, Deputy Clerk
S. Kisler, Planner
L. Valley, Executive Assistant
T. Woolfalk, Commission Secretary

Item #1 - The meeting of the Economic Development and Marketing Committee Meeting was called to order at 7:42 p.m.

Item #2 - CONSIDER APPROVAL OF THE MINUTES OF THE ECONOMIC DEVELOPMENT AND MARKETING COMMITTEE MEETING HELD ON MAY 23, 2017 - Motion was made by Trustee Mangin, seconded by Trustee Pannitto to approve the minutes of the Economic Development and Marketing Committee held on May 23, 2017. Vote by voice call. Chairman Berg declared the motion carried.

Item #3 - DISCUSS ADDING ONE (1) CLASS AV LIQUOR/VIDEO LICENSE AND ONE (1) EV LIQUOR/VIDEO LICENSE TO FRATELLO'S DELI & CATERING WITH TWO (2) LOCATIONS AT 7101 183RD STREET AND 17823 80TH AVENUE - Marco Caso approached the mayor's office and Patrick Hoban of the Economic Development Department about bringing two new businesses to Tinley Park. Marco Caso and his business partner Adrien Martino attended the Economic Development and Marketing Committee meeting to provide additional information about the two proposed business to the Committee. One will be a full service restaurant and one will be a deli.

They have been in business since 2001 and would like to open a hybrid restaurant of Italian imports and home made foods and catering. The deli would include grocery sales, wine and beer and they would like to have gaming. And while they believe it is essential, they don't believe it will be as big a revenue stream as perhaps having a bar would. Trustee Pannitto is in favor of the idea of the business but not gaming and asks the owners if they could survive without it. The owners believe they can survive without gaming but reviewed gaming as an additional stream of revenue to keep costs down.

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They would only have gaming in the back of the restaurant and would have a wall covering the area. They agree not to advertise. Trustee Mangin favors gaming being in the back of the restaurant, away from paying customers.

A motion was made by Trustee Mangin, seconded by Trustee Pannitto to recommend the Class AV Liquor/Video License to the Board at the July 11, 2017 board meeting, for the business to be located at 17823 80th Street. Trustee Pannitto stated that he favors this license in order to fill a long time vacancy in this building. Vote by voice call. Chairman Berg declared the motion carried.

A motion was made by Trustee Mangin, seconded by Trustee Pannitto to recommend the Class EV Liquor/Video License subject to the agreed upon condition that no video gaming signage will be placed on the premises to the Board at the July 11, 2017 board meeting, for the business to be located at 7101 183rd Street. Trustee Pannitto stated that he is not in favor of the license but seconded the motion to move the issue along. Trustee Mangin stated that he would like to see an architects rendering of the store before approving this at the Village Board level. Vote by voice call. Trustee Pannitto voted nay. Chairman Berg declared the motion carried.

ITEM #4 – DISCUSS SURFACE SHIELD PROPERTY TAX ABATEMENT – Surface Shields, currently located in Orland Park, IL is interested in relocating its manufacturing and distribution operations to Tinley Park. Surface Shield will relocate fifty-five employees and provide up to thirty-five new job opportunities within three years.

Jamie Barringer, former owner and current CEO of Surface Shield states that Surface Shield was sold to Garland Industries about two and half years ago. The company is now an ESOP and all employees have ownership in the company along with sixteen other subsidiaries.

There are currently sixty-five employees at Surface Shield; fifty-five employees are located in Illinois and 10 in California. Surface Shields makes surface protection products including tools to help prevent damage. Illinois is the location of the corporate office and this is also the converting and distribution location. They hope the additional space will help to integrate process and bring in more equipment with the hope of bringing in additional jobs.

Surface Shields is requesting a four year 50% property tax abatement. The Tinley Park Incentive Policy allows a Will County property tax abatement for projects that meet Will County criteria. "But for. . ." the property tax abatement Surface Shields would be unable to make the acquisition of the property feasible. Surface Shields is also considering a site in Alsip and Munster, Indiana.

A motion was made by Trustee Mangin, seconded by Trustee Pannitto to recommend a four year, 50% property tax abatement to the board. Vote by voice call. Chairman Berg declared the motion carried.

ITEM #5 – DISCUSS 6B INCENTIVE SAMBOR STONE, 17620 DUVAN DRIVE - Sambor Stone of Alsip, IL would like to relocate its fabrication operations to Tinley Park's 17620 Duvan Drive. Sambor is requesting a Class 6b incentive. Cook County provides an incentive program to allow the reclassification of industrial property to lower its tax. The Duvan Drive Industrial Park has been designated as eligible for Class 6b reclassification based on studies performed in the past and approved by the Village and Cook County.

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Scott David and Jonathan Sambor addressed the Committee. Jonathan Sambor is in the process of purchasing the property and the city inspectors will be at the location tomorrow. This is a family business and has been established in Alsip, IL since 2001.

A motion was made by Trustee Mangin, seconded by Trustee Pannitto to recommend approval to the Village Board at the July 11, 2017 meeting. Vote by voice call. Chairman Berg declared the motion carried.

ITEM #6 – DISCUSS APPROVAL OF LAKOTA GROUP FOR DOWNTOWN PLAZA PLAN -

Trustee Berg stated that she has contacted a few of the references provided by the Lakota Group. At the last Economic Development and Marketing Committee meeting the hiring of Lakota Group to develop a business, programming and marketing plan for the downtown plaza. At this meeting the Committee voted to table the proposal until this meeting. After reviewing reference Trustee Berg suggested that the Village move forward with Lakota with the exception that Lakota provide additional planning for the Village.

ITEM #7 – RECEIVE BRANDING UPDATE AND STYLE GUIDE REVIEW - Donna Framke, Village Marketing Director provided information on the new branding guide for use of the Village's new logo, colors, fonts and graphic elements. This included new departmental logos, letterhead and a new music brand.

ITEM #8 – DISCUSS RESCHEDULING JULY 25, 2017 COMMITTEE MEETINGS - The July 25, 2017 meetings will be scheduled to August 1, 2017. These meetings include the following committees: Finance, Economic Development and Marketing, and Administration and Legal.

ITEM #9 – RECEIVE COMMENTS FROM THE PUBLIC - Mike Paus stated is concerns regarding the sales tax information received by Trustee Mangin. He notes that the sales tax income is decreasing but gaming income is increasing. He believes the increase in gaming income will compensate for decreasing.

Mr. Paus asks to clarify the original plan for the Lakota project. Village Manager states the original plan was for the plaza.

Resident 2- asked if how the Village compared the video gaming machines to those in surrounding areas. She is concerned that businesses will come because of gaming and asks the Committee not to make gaming part of normal business practices or make a restriction that businesses must be in the community two years before receiving a license.

ADJOURNMENT

Motion was made by Trustee Mangin, seconded by Trustee Pannitto to adjourn this meeting of the Economic Development and Marketing Committee at 8:34 p.m. Vote by voice call. Chairman Berg declared the motion carried.

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MEMO

To: Marketing and Economic Development Committee

From: Donna Framke

Date: July 27, 2017

Subj: **Evaluation of *The Exchange* publication**

The Exchange was developed in the mid-1970s to serve as the primary Village news delivery vehicle to all Tinley Park residents. Currently printed twice per year (spring/summer and fall/winter), each issue of the publication costs the Village approximately 150 hours of staff time (to coordinate, write, edit and design); \$11,400 to print and \$4,600 to mail (Postal Patron carrier route). While this publication does provide an opportunity to send information to every household, by today's standards it is a much more passive way to do so.

I would like to seek your input on the suggestion of transitioning this publication into an annual report published at the start of the fiscal year. This would be a cost neutral to printing one edition of the Exchange. I would like to recommend that we redirect the remaining resources into a monthly video news program (which could also be called "The Exchange") that will air on YouTube and Tinley Park Television. This program will deliver all of the same information as the current Exchange publication but will be more timely and engaging than its printed counterpart. Beyond cost savings, presenting information in this medium will allow us the flexibility of linking it with our current marketing communication channels.

I would recommend that we begin by airing a monthly program. If successful, we could consider the possibility of increasing to every two weeks. Potential video segments could include:

1. Mayor's Corner – a forum for mayor to talk about overall issues concerning the Village
2. Village Clerk Report – forum for clerk to talk about Clerk's Department issues
3. For the Record – a forum for the Village Manager to talk about day-to-day operations issues in the Village
4. Video PSAs – various informational segments pertaining to a particular Village issue. – i.e., "Lock It or Lose It" (PD), "Water Meter Replacement" (PW), "Smoke Alarm Safety" (FD)
5. Department Spotlight – interviews with Village staff, who discuss their department
6. Commission Spotlight – interviews with commission members about each commission
7. News and Events – a program covering key new stories and events of the month/week
8. Local Music Spotlight – a short segment that features a particular band that has played or will play in the Village, or an overview of upcoming concerts in town
9. Around Town – on-location spotlight of an aspect of town (dining, entertainment, etc.)

COMMENTS FROM THE PUBLIC

ADJOURNMENT