

NOTICE OF SPECIAL MEETING OF THE ECONOMIC DEVELOPMENT & MARKETING COMMITTEE

A Special Meeting of the Economic Development & Marketing Committee is scheduled for Tuesday, November 28, 2017, beginning at 6:45 p.m. in the

Council Chambers located at the
Village Hall of Tinley Park
16250 South Oak Park Avenue
Tinley Park, Illinois

A copy of the agenda for this meeting is attached hereto and can be found at
www.tinleypark.org.

Kristin A. Thirion
Clerk
Village of Tinley Park

**NOTICE OF 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 6:45 p.m. on Tuesday, November 28, 2017, in the 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 SPECIAL ECONOMIC DEVELOPMENT AND MARKETING COMMITTEE MEETING HELD ON OCTOBER 24, 2017.
3. DISCUSS ORDINANCE ESTABLISHING THE MARKETING AND BRANDING COMMISSION OF THE VILLAGE OF TINLEY PARK.
4. DISCUSS APPOINTMENTS – BRANDING/MARKETING COMMISSION MEMBERS AND THE MAIN STREET COMMISSION MEMBERS.
5. DISCUSS STAFFING STUDY/MARKETING PORTION.
6. DISCUSS APPROVAL OF THE OAK PARK PLAYBOOK GRANT PROGRAMS.
7. RECEIVE COMMENTS FROM THE PUBLIC.

ADJOURNMENT

KRISTIN A. THIRION
VILLAGE CLERK

MINUTES
Special Meeting of the Economic Development and Marketing Committee
October 24, 2017 - 6:30 p.m.
Village Hall of Tinley Park – Council Chambers
16250 S. Oak Park Avenue
Tinley Park, IL 60477

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

Members Absent: None

Other Board Members Present: K. Thirion, Village Clerk
M. Glotz, Village Trustee

Staff Present: P. Carr, Assistant Village Manager
P. Connelly, Village Attorney
B. Bettenhausen, Village Treasurer
D. Framke, Marketing Director
P. Hoban, Economic Development Manager
E. Weber, Interim Planner
S. Malmborg, Planner
L. Valley, Executive Assistant
L. Godette, Deputy Village Clerk
L. Carollo, Committee/Commission Secretary

Item #1 - The meeting of the Special Meeting of the Economic Development and Marketing Committee Meeting was called to order at 6:55 p.m.

Item #2 – CONSIDER APPROVAL OF THE MINUTES OF THE SPECIAL MEETING OF THE ECONOMIC DEVELOPMENT AND MARKETING COMMITTEE MEETING HELD ON AUGUST 1, 2017 – Motion was made by Trustee Pannitto, seconded by Trustee Mangin, to approve the minutes of the Special Meeting of the Economic Development and Marketing Committee Meeting held on August 1, 2017. Vote by voice call. Chairman Berg declared the motion carried.

Item #3 – DISCUSS NEW VILLAGE WEBSITE - D. Framke, Marketing Director, provided an update on the new Village website redesign. The process to redesign the Village website began in March 2017 and is currently in the finalizing design and migrating information from the existing website to the new website. Ms. Framke presented an overview of the website design, which includes on the home page of the Village website branding and new colors. Of note; there will be a tab titled "How Do I?" This was designed for citizens to be able to find information easily. A special emphasis will relate to music on the home page as well as Village news, a calendar for upcoming events, and special interest articles. The interior pages will act as a virtual department where information relating to that department can be found. The Life Amplified page will also include information specifically related to music within Tinley Park. The new website will also be responsive, gathering feedback from residents. A "soft" launch is planned in December and "full" launch the beginning of January 2018.

Item #4 – DISCUSS DOWNTOWN INCENTIVE/GRANT PLAN - P. Hoban, Economic Development Manager, presented a PowerPoint presentation on the Oak Park Playbook. At the Mayor's request staff created incentive programs to encourage business owners to spur investment and

improvement of properties within the Legacy Zoning Districts. The key goals for these incentive programs are to strengthen the pedestrian friendly business district, create a stronger synergy of specialty dining and retail, maintain safe buildings with distinctive architecture and signage, improve economic viability and competition of existing buildings, spur start-up, attraction, and expansion of sales tax producing businesses, build public spaces with an orientation to music and entertainment, enhance aesthetics of the entire corridor including landscaping on residential properties. Eligible businesses and properties located are within the Legacy Plan zoned districts.

Funding for these programs is recommended to be from Tax Increment Finance (TIF) with potential to also use General Funds. The purpose of the TIF is to provide assistance where "but for" that assistance the development will not occur.

The following grants are proposed as prototypes to assist with the improvement of the Legacy Districts:

- Main Street Sign Grants - Introduce creative and attractive signs that compliment downtown buildings and support the pedestrian orientation of downtown.
- Façade Improvement Grants - Improve the appearance of existing buildings.
- Fire Code Grants - Improve the safety of older buildings, protect property values, and improve economic visibility of older structures, and remove barriers that might stop a property owner from making any improvement in the property.
- Amplify Retail Forgivable Loan - Incentivize the expansion of existing Tinley Park businesses and attract targeted retail, entertainment and dining uses.
- Four Season Landscape Grants - Introduce additional landscaping to strengthen the "street wall," creative visual interest, and signal special attention to an area of the Village.

Trustee Pannitto commented on the Oak Park Playbook being a great idea. He likes the idea of helping businesses comply with the fire codes, updating signage, making façade improvements, etc. Trustee Pannitto asked if there would be a way to widen sidewalks. Funds for these programs will be further discussed in budget discussions. A question was presented if businesses would be eligible for multiple incentive programs or if there should be limitations in place. Trustee Mangin commented he would like time to be able to study the information presented further and very much liked the ideas. He also noted that there is a need to make such improvements in the downtown area. Chairman Berg asked if the Amplify Retail Forgivable Loan would be on new construction and E. Weber, Interim Planner stated it could be used as a buildout of an existing or new building. Chairman Berg also stated she liked all of the ideas presented.

Item #5 – DISCUSS RFQ - WAYFINDING - A recommendation from the 2017 Branding, Development, and Marketing Action Plan was to develop a Roadway and Pedestrian Wayfinding system, which incorporates the Village's new branding initiative "Life Amplified!" The present wayfinding system was installed 15 years ago and is outdated. The new Wayfinding plan should direct visitors in Tinley Park easily to their destinations such as gateway signs, parking, public amenities, etc. A phased approach to Wayfinding is proposed. Phase one would include the creation of the Wayfinding system, design various types of signage, and probable cost estimates of signage. Phase two would include execution of the plan with sign fabrications and installation as budget permits. The Request for Qualifications (RFQ) will seek individuals and/or firms with expertise in civic wayfinding. Staff requests direction regarding the document and approval to release this week. Firms will undergo an interview process. Any recommendations for a written contract would be brought forward for approval by the Village Board.

Motion was made by Chairman Berg, seconded by Trustee Mangin, to recommend going forward with the RFQ. Vote by voice. Chairman Berg declared the motion carried.

Item #6 – DISCUSS RENTAL OF HOLIDAY MARKET TENT - As part of the Village's Holiday Happenings weekend scheduled for Friday, December 1 through Sunday, December 3, the Village will be hosting the 13th annual Tinley Park Holiday Market under a large tent to be located in the Southwest Metra lot of the Oak Park Avenue train station. Staff requested a quote from two Chicago-area providers for a 200 foot tent available for rental, Partytime Productions and Area Americas. Area Americas quoted \$20,501 and Partytime \$20,155. Staff recommends moving forward with the tent rental from Partytime. Installation of the tent will begin Wednesday, November 29 and the tent will be disassembled by Monday, December 4.

Trustee Pannitto asked if instead of renting a tent every year would there be a possibility to purchase a tent for such events. Ms. Framke stated the Village can look into the possibility of purchasing a tent.

Motion was made by Trustee Mangin, seconded by Trustee Pannitto, to recommend going forward with Partytime for tent rental and adding this item to the next meeting. Vote by voice. Chairman Berg declared the motion carried.

Item #7 – DISCUSS ORDINANCE REGARDING THE CREATION OF A STAND-ALONE BRANDING AND MARKETING COMMISSION - The Branding Action Plan calls for the creation of an active Brand Leadership Team (BLT) tasked with being the "voice of the brand." It was originally structured as a subcommittee of the Main Street Commission. Three commissioners opted to participate in the BLT. Due to time constraints to the commissioners active in both groups, staff would like to recommend the BLT be spun off into a stand-alone Branding and Marketing Commission with the following objectives: Assist in increasing the local tax base and improving the quality of life in Tinley Park by supporting and expanding the Village's music brand through events held within the Village and to encourage, assist, inform and make recommendations to the Village Board and staff pertaining to marketing of Tinley Park to residents, businesses and visitors.

Motion was made by Chairman Berg, seconded by Trustee Pannitto, to recommend Village Board approval for creation of a stand-alone Branding and Marketing Commission. Vote by voice. Chairman Berg declared the motion carried.

Item #8 – RECEIVE COMMENTS FROM THE PUBLIC - Nancy O'Connor asked if there is a timeframe for implementation of the Oak Park Playbook, which will be May 2018. Ms. O'Connor also asked if there is a potential if businesses could receive up to \$100,000 under the plan. It was explained that consideration will be given to fairness to the businesses as well as the Village and will be discussed further in future discussions. It was clarified that the Oak Park Playbook programs discussed would not exceed \$350,000 in total yearly. Ms. O'Connor strongly feels the five locations for LPR cameras should be funded prior to any of these programs to ensure public safety.

Diane Galante stated she hopes the Oak Park Playbook goes through other avenues for approval besides Main Street Commission. Ms. Galante also asked if there is a time period for businesses to remain in Tinley Park after receiving the benefits of the programs. Trustee Mangin stated in some cases there is a 3-year payback, which would be in place and there will be further discussions regarding the details of the Oak Park Playbook. Ms. Galante also stated she likes the idea as long as stipulations are put in place.

ADJOURNMENT

Motion was made by Trustee Mangin, seconded by Trustee Pannitto, to adjourn this meeting of the Special Meeting of the Economic Development and Marketing Committee. Vote by voice call. Chairman Berg declared the motion carried and adjourned the meeting at 7:48 p.m.

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Interoffice Memo

To: Cynthia Berg, Chair Economic Development and Marketing Committee

From: Donna Framke, Marketing Director

cc: Village Board
David Niemeyer, Village Manager 
Patrick Carr, Assistant Village Manager
Patrick Connelly, Village Attorney

Date: October 20, 2017

Subject: **Creation of a stand-alone Marketing and Branding Commission**

The Branding Action Plan calls for the creation of an active Brand Leadership Team (BLT) tasked with being the “voice of the brand”, working in a hands-on capacity as advocates for the brand vision and being instrumental in fulfilling the recommendations set forth in the branding plan.

At the time the Brand Leadership Team was created, it was structured as a sub-committee of the MainStreet Commission. Three of the (then seven) MSC commissioners opted to participate with the brand leadership team.

The BLT has been a very active group, often meeting twice per month – once as the full BLT and then as working subcommittees. The time demands on the commissioners that are serving on both groups has become burdensome.

Staff would like to recommend that the BLT be spun off into a stand along Branding and Marketing commission with the following objectives:

- To assist in increasing the local tax base and improving the quality of life in Tinley Park by supporting and expanding the Village's music brand through the arts, culture and events held within the Village of Tinley Park
- To encourage, assist, inform and make recommendations to the village board and staff on matters pertaining to the marketing of Tinley Park to its current and prospective residents, businesses and tourists/visitors;

The commission would be comprised of up to 11 marketing-focused professionals representing different sectors of the community such as:

- Downtown/independent business community
- Chamber of Commerce
- Tourism – hotels, convention center, attractions
- Entertainment and Music
- Transportation
- Schools and Colleges
- Park District
- Legislators
- Residents

The existing, appointed members of the BLT are active and meet this criteria so the recommendation would be to retain that existing group of volunteers and spin them off into a separate, stand-alone commission. Of the three commissioners that are on both the BLT and the MSC, one is no longer on the MSC and the two remaining commissioners would remain with the branding and marketing commission, leaving three MainStreet Commissioners. Recommendations for new appointees to the MainStreet Commission will be forthcoming at a future meeting.

A draft ordinance creating this stand-alone commission is attached for consideration.

THE VILLAGE OF TINLEY PARK

**Cook County, Illinois
Will County, Illinois**

ORDINANCE NO. _____

AN ORDINANCE ESTABLISHING THE MARKETING AND BRANDING COMMISSION OF THE VILLAGE OF TINLEY PARK

**JACOB C. VANDENBERG, PRESIDENT
KRISTIN A. THIRION, VILLAGE CLERK**

**MICHAEL J. PANNITTO
BRIAN H. YOUNKER
CYNTHIA A. BERG
WILLIAM P. BRADY
MICHAEL W. GLOTZ
MICHAEL J. MANGIN
Board of Trustees**

Published in pamphlet form by authority of the President and Board of Trustees of the Village of Tinley Park
Peterson, Johnson, and Murray Chicago, LLC, Village Attorneys
200 W. Adams, Suite 2125 Chicago, IL 60606

VILLAGE OF TINLEY PARK
Cook County, Illinois
Will County, Illinois

ORDINANCE NO. _____

**AN ORDINANCE ESTABLISHING THE MARKETING AND BRANDING
COMMISSION OF THE VILLAGE OF TINLEY PARK**

WHEREAS, Section 6(a) of Article VII of the 1970 Constitution of the State of Illinois provides that any municipality which has a population of more than 25,000 is a home rule unit, and the Village of Tinley Park, Cook and Will Counties, Illinois, with a population in excess of 25,000 is, therefore, a home rule unit and, pursuant to the provisions of said Section 6(a) of Article VII, may exercise any power and perform any function pertaining to its government and affairs, including, but not limited to, the power to tax and to incur debt; and

WHEREAS, the Corporate Authorities of the Village of Tinley Park, Cook and Will Counties, Illinois, have determined that it is in the best interests of said Village of Tinley Park to establish and create a Marketing and Branding Commission of the Village of Tinley Park; and

NOW, THEREFORE, BE IT ORDAINED BY THE VILLAGE PRESIDENT AND BOARD OF TRUSTEES OF THE VILLAGE OF TINLEY PARK, COOK AND WILL COUNTIES, ILLINOIS, IN THE EXERCISE OF ITS HOME RULE POWERS, AS FOLLOWS:

SECTION 1: The foregoing recitals shall be and are hereby incorporated as findings of fact as if said recitals were fully set forth herein.

SECTION 2: That Marketing and Branding Commission of the Village of Tinley Park is hereby established as follows:

§ ____ MARKETING AND BRANDING COMMISSION

____ Purpose.

The policy of this Village is to encourage, assist, inform and make recommendations to the village board and staff on matters pertaining to the marketing of Tinley Park to its current and prospective residents, businesses and tourists/visitors. In addition, it is the policy of this Village to assist in increasing the local tax base and improving the quality of life in Tinley Park by supporting and expanding the Village's music brand through the arts, culture and events held within the Village of Tinley Park.

____. ____ ESTABLISHMENT.

This is created a Marketing and Branding Commission.

____. ____ MEMBERSHIP.

The commission will be comprised of up to 11 marketing professionals representing different sectors of the community all of whom shall be appointed. The Chairman of the Commission shall be designated by the President with the advice and consent of the Board of Trustees.

Departments and offices represented on the Committee shall include but limited to those listed below:

- Downtown business community
- Independent business community
- Auto Dealers
- Chamber of Commerce
- Tourism – hotels, convention center, attractions
- Entertainment and Music
- Transportation – e.g., Metra, Pace/RTA
- Schools and Colleges
- Park District
- Legislators
- Residents

The committee will also include associate members.

____. ____ POWERS AND DUTIES.

To prepare and recommend to the President and Board of Trustees of the village any and all plans which the Commission shall deem proper for the fulfillment of its purpose, specifically including recommending the marketing and branding of Tinley Park through the Village's music brand through arts, culture and events held within the Village of Tinley Park.

- (A) Identify specific Village assets available for marketing and desirable to potential commercial partners;
- (B) Prioritize these assets in terms of ease of marketing and short and/or long-term commercial value;
- (C) Develop a marketing plan for these assets;
- (D) Seek out commercial partners for asset-based transactions;
- (E) Structure marking programs

____. ____ MEETINGS.

The commission shall hold meetings as may be necessary, and the meetings shall be held in the village hall or in some other suitable place. The commission has established a regular meeting date of the third Monday of every month. The commission shall keep written records of its

proceedings. All Committee members involved agree to undertake a care, thorough, collaborative and deliberative process to preserve the character of the Village and its assets.

____. ____ TERMS AND VACANCIES.

The term of the office for the commissioners will be one year. A commissioner having been duly appointed shall continue to serve after the expiration of their term until their successor has been appointed. Vacancies shall be filled by appointments for unexpired terms only.

____. ____ TRUSTEE LIAISON.

The Chairman of the Village Board's Marketing and Economic Development committee with input from the Mayor and Board (in support of the strategic plan).

SECTION 3: Any policy, resolution or ordinance of the Village that conflicts with the provisions of this Ordinance shall be and is hereby repealed to the extent of such conflict.

SECTION 4: This Ordinance shall be in full force and effect from and after its passage and approval in the manner provided by law.

PASSED THIS ____ day of _____, 2017.

AYES:

NAYS:

ABSENT:

APPROVED THIS ____ day of _____, 2017.

VILLAGE PRESIDENT

ATTEST:

VILLAGE CLERK

STATE OF ILLINOIS)
COUNTY OF COOK) SS
COUNTY OF WILL)

CERTIFICATE

I, KRISTIN A. THIRION, Village Clerk of the Village of Tinley Park, Counties of Cook and Will and State of Illinois, DO HEREBY CERTIFY that the foregoing is a true and correct copy of Ordinance No. ____, "AN ORDINANCE ESTABLISHING THE MARKETING AND BRANDING COMMISSION OF THE VILLAGE OF TINLEY PARK," which was adopted by the President and Board of Trustees of the Village of Tinley Park on ____, 2017.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the corporate seal of the Village of Tinley Park this ____ day of ____, 2017.

KRISTIN A. THIRION, VILLAGE CLERK

DISCUSS APPOINTMENTS

Marketing & Branding Commission

Members

Daniel Fitzgerald, Tinley Park Convention Center

Beth Fahey, Creative Cakes

Dennis Suglich, Cuzin's

Julie Dekker, Vogt Visual Arts Center

Jackie Bobbit, Tinley Park Chamber of Commerce

Diane Galante, Resident

Beth McKernan, Resident

Jay Damm, Resident

Associate Members

Courtney Rourke, Hollywood Casino Amphitheater

Vince Aiello, Tinley Park High School, Music Dir.

Jason Freeland, Central Middle School, Music Dir.

Nick Halikias, Odyssey Country Club

Nick Markowicz, Third Coast Advertising

Eduardo Mani, Resident

Main Street Commision

Members

Jim Richert, Banging Gavel

Ron Bailey, Bailey's Bar and Grill

Jim Long, Molly Maids

Ana Gonzalez, Byline Bank



Interoffice Memo

Date: November 22, 2017

To: Cynthia Berg, Chair Economic Development & Marketing Committee Chair

From: David Niemeyer, Village Manager 

cc: Village Board
Pat Carr, Assistant Village Manager
Donna Framke, Marketing Director
Patrick Connelly, Village Attorney

Subject: Staffing Study – Marketing Department

The Marketing Director is a professional, part time position working 34 hours per week that receives IMRF, is eligible for health insurance, and receives a reduced vacation benefit. The position oversees two distinct areas, Marketing and Special Events. Both of these areas have increased significantly in scope and responsibility over the last few years. In addition, the Village's branding effort is being led by the Marketing Director, which has added significant responsibilities to the position.

It is my recommendation that this position be made full time effective the next budget year, May 1, 2018. Recommendations on Donna's new salary will be included in the new budget.



Interoffice Memo

To: Economic Development and Marketing Committee

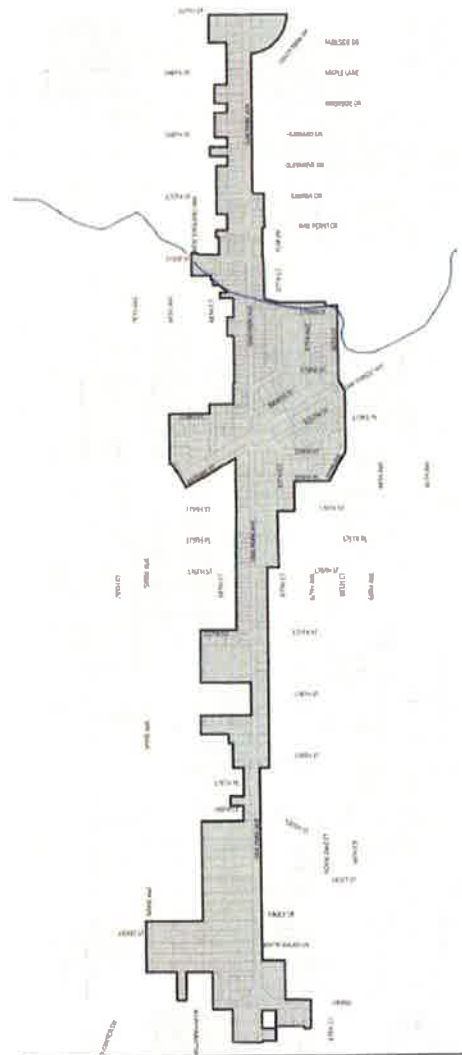
Cc: David Niemeyer, Village Manager *dm*
Paula Wallrich, Interim Community Development Director

From: Patrick Hoban, Economic Development Manager

Date: November 28, 2017

Subject: Oak Park Playbook Program

Staff recommends capping the amount of grants per business per year to \$70,000. If a business requires more than \$70,000 the Village Board could approve an individual development agreement with the business.



COMMENTS FROM THE PUBLIC

ADJOURNMENT