

NOTICE OF STANDING COMMITTEES

Scheduled for
Tuesday, October 23, 2018,
beginning at 6:30 p.m. in

Council Chambers
Village Hall of Tinley Park
16250 S. Oak Park Avenue
Tinley Park, Illinois

**ADMINISTRATION & LEGAL COMMITTEE
ECONOMIC DEVELOPMENT COMMITTEE
FINANCE COMMITTEE**

A copy of the agendas for these meetings is attached hereto.

Kristin A. Thirion
Clerk
Village of Tinley Park

NOTICE OF MEETING OF THE
ECONOMIC DEVELOPMENT AND MARKETING COMMITTEE

Notice is hereby given that a 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, October 23, 2018, 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 REGULAR ECONOMIC DEVELOPMENT AND MARKETING COMMITTEE MEETING HELD ON AUGUST 28, 2018.
3. DISCUSS WAYFINDING & MARKETING SIGNS.
4. RECEIVE COMMENTS FROM THE PUBLIC.

ADJOURNMENT

KRISTIN A. THIRION
VILLAGE CLERK

MINUTES
Economic Development and Marketing Committee
August 28, 2018 - 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. Pannitto, Village Trustee

Members Absent: None

Other Board Members Present: None

Staff Present: D. Niemeyer, Village Manager
B. Bettenhausen, Village Treasurer
P. Hoban, Economic Development Manager
D. Framke, Marketing Director
S. Clemmer, Lead Computer Technician
T. Ketchum, FOIA and Compliance Coordinator
L. Carollo, Commission/Committee Secretary

Item #1 - The Economic Development and Marketing Committee Meeting was called to order at 6:30 p.m.

Chairman Berg asked if Trustee Curran has been appointed to the Economic Development and Marketing Committee. D. Niemeyer, Village Manager stated Trustee Curran will be officially appointed to committees in September.

Item #2 – CONSIDER APPROVAL OF THE MINUTES OF THE SPECIAL ECONOMIC DEVELOPMENT AND MARKETING COMMITTEE MEETING HELD ON JULY 24, 2018 –

Motion was made by Trustee Pannitto, seconded by Chairman Berg, to approve the minutes of the Special Economic Development and Marketing Committee Meeting held on July 24, 2018. Vote by voice call. Chairman Berg declared the motion carried.

Item #3 – DISCUSS INTERGOVERNMENTAL AGREEMENT WITH SOUTH SUBURBAN LAND BANK

- The South Suburban Land Bank and Development Authority (SSLBDA) was formed in 2012, with an Intergovernmental Agreement passed by the Village of Park Forest, City of Oak Forest and City of Blue Island. Land banks exist as a regional economic development tool for municipalities with limited manpower and financial resources to legally hold, manage and develop tax or bank foreclosed properties and put them back into productive use. The land bank was made possible by a (U.S. Department of Housing and Urban Development) HUD Sustainable Communities Grant awarded to the South Suburban Mayors and Managers Association (SSMMA) in 2011. SSMMA helped establish and provide technical assistance for the SSLBDA.

The SSLBDA facilitates the redevelopment of acquired properties through strategic partnerships with developers, community organizations, lenders and local governments to improve quality of life, stabilize the tax base and enhance economic activities that promote sustainable, healthy and stable communities in a manner consistent with local government plans and priorities. The Tinley Center located at 17700 Oak Park Avenue is interested in working with the SSLBDA. The SSLBDA could possibly acquire liens on properties, bring them up to code and find new tenants.

P. Hoban, Economic Development Manager stated the SSLBDA could additionally assist in properties with back taxes. Russ Rydin was present to provide additional information and answer questions.

Mr. Rydin explained the SSLBDA has an Internal Committee, Executive Committee and a full Board and their roles and functions relating to property sales. Mr. Rydin stated the Village would appoint a board member to represent the Village of Tinley Park and could potentially appoint an alternate if needed. Mr. Rydin stated commonly a proxy from the Village could attend and participate in the meeting after notifying Mr. Rydin. Regarding the Intergovernmental Agreement, the attorney for the SSLBDA would be open in communicating with the Village attorney of any concerns.

Chairman Berg asked Mr. Niemeyer who the liaison trustee might be to serve on the board. Mr. Niemeyer stated the decision will be made after further communication with staff. Trustee Pannitto stated the Village would need to establish a protocol on how decisions would be made.

Motion was made by Chairman Berg, seconded by Trustee Pannitto, to recommend the South Suburban Land Bank Development Authority Intergovernmental Agreement be brought forward to the Village Board for future Board approval on September 18, 2018. Vote by voice. Chairman Berg declared the motion carried.

Item #4 – DISCUSS BUSINESS RETENTION SPECIALIST - Due to the recent Business Retention Specialist vacancy, staff has evaluated long-term needs of the Economic Development Department. Business Retention and Expansion (BRE) is the primary economic development activity a community can execute. Currently, the Business Retention Specialist is a part-time position. Economic Development has many other focuses outside of BRE and the Business Retention Specialist is often asked to perform other duties as assigned such as event planning, research and site selection. Benefits to offering this as a full-time position include increased interested applicants, succession planning and employee retention.

Staff recommended reclassifying the part-time Business Retention Specialist position to a full-time position. The Economic Development and Marketing Committee received a full description of duties and responsibilities outlined for a full-time Business Retention Specialist. Discussion continued on the advantages of creating this position to full-time.

Motion was made by Chairman Berg, seconded by Trustee Pannitto, to recommend moving the part-time position of Business Retention Specialist to full-time to the Board for the next Village Board meeting. Vote by voice. Chairman Berg declared the motion carried.

Item #5 – RECEIVE UPDATE ON OAK PARK AVENUE 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 and enhance aesthetics of the entire corridor including landscaping on residential properties. Eligible businesses and properties are located 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.

Mr. Hoban stated to date the Village has received twelve (12) applications for sign, façade, code compliance, retail and landscape grants and mostly consist of restaurants.

The Marketing Department created an ad to promote the Oak Park Avenue Playbook to local prospective entrepreneurs and proposed an advertising plan to include a half page color ad to be placed in the Tinley Junction and the Chicago Tribune, posters in high traffic/publicly accessible areas within Tinley Park, community college message boards and postings on key social media sites. Promotion of the Oak Park Avenue Playbook concomitantly with announcement of the Downtown Tinley Plaza start will maximize impact and will be measured by a number of inquiries.

Item #6 – DISCUSS HIGH NOTES: THE BEST OF TINLEY PARK BROCHURE - Per the Branding Action Plan, *High Notes: The Best of Tinley Park* brochure has been created, which identifies attractions and businesses meeting key criteria to include operating hours and days, curb appeal, organic to Tinley Park, positive reviews on websites such as Yelp, Google and Trip Advisor and producing a guide easily available to visitors. The Marketing Department plans to print and distribute the brochure to all Tinley Park hotels, convention center, high visibility areas in town and regional visitor information centers. High Notes will also be downloadable on the visitor's page of the Village website. Funding for High Notes has been included in the FY-19 Budget.

Item #7 – RECEIVE COMMENTS FROM THE PUBLIC - No comments from the public.

ADJOURNMENT

Motion was made by Chairman Berg, seconded by, Trustee Pannitto to adjourn this meeting of the Economic Development and Marketing Committee. Vote by voice call. Chairman Berg declared the motion carried and adjourned the meeting at 6:47 p.m.

lc



Interoffice Memo

Date: October 18, 2018

To: Economic Development and Marketing Committee

From: Donna Framke, Marketing Director

Subject: Wayfinding Sign Design Concepts

For the past few months, the Marketing Department, in coordination with the Marketing and Branding Commission, has been working with KMA on the development of a Village-wide wayfinding sign program. To date, this initiative has included the development and review of the Village's existing sign inventory, the facilitation and analysis of a public survey, research on local and federal regulatory signage requirements and the collection of vehicular traffic counts throughout the community. As a result of this analysis, eight potential gateway sign locations have been identified:

West 159th Street at 86th Avenue
West 159th Street at South Harlem Avenue
167th Street at Anna Marie Avenue
183rd Street at Ridgeland Avenue
South Harlem Avenue at 183rd Street
South 80th Avenue at Lakeside Drive
LaGrange Road at 179th Street, and
LaGrange Road at 171st Street

Additionally, the following destinations have been identified as key points of interest for the Village:

Brookside Marketplace
Convention Center hotel district
Downtown Metra train station
Downtown Tinley
Hollywood Casino Amphitheater
Odyssey Fun World
Tinley Park Convention Center
Tinley Park High School
Tinley Park Public Library
Tinley Park Village Hall



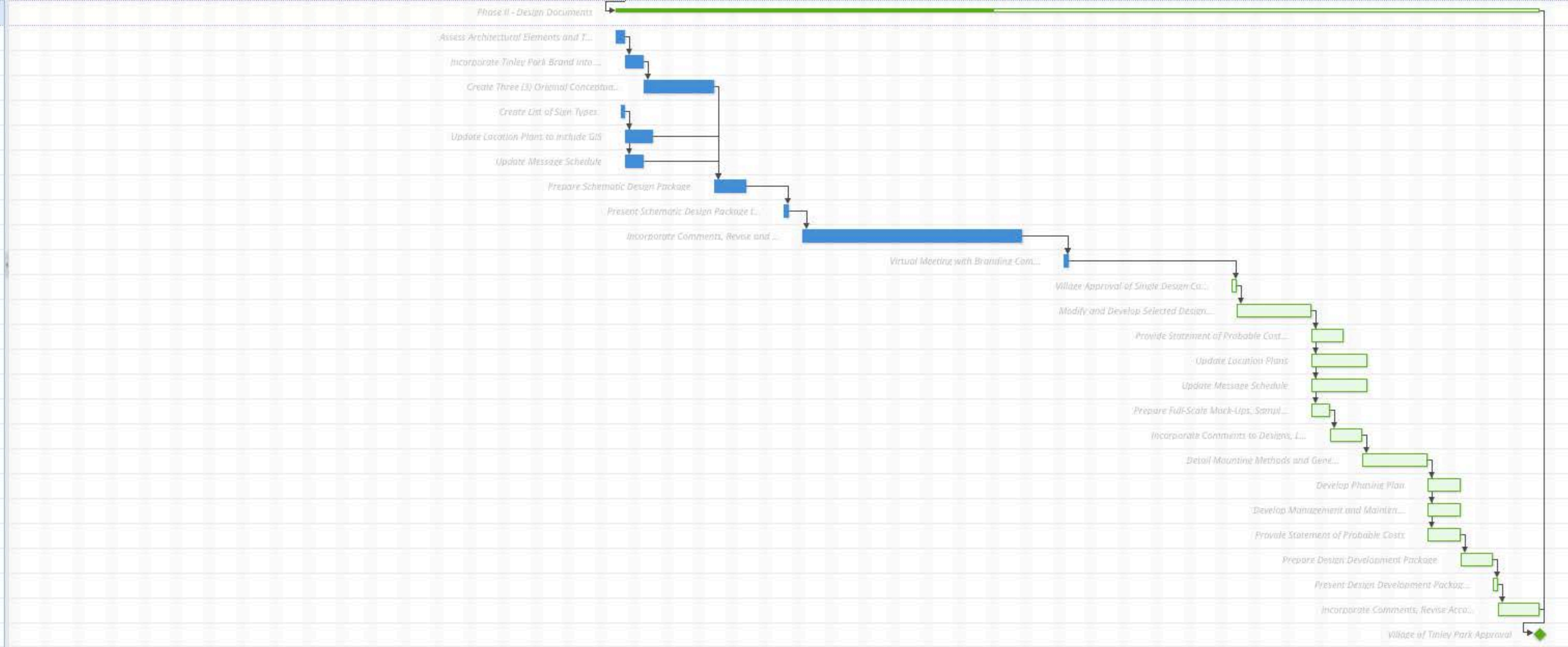
Victor J. Andrew High School
Vogt Visual Arts Center
West hotel district
White Water Canyon Water Park
80th Avenue train station

Staff and commissioners have also been working diligently on the creation of a new sign design concept that incorporates a sense of identity with a common, brand-inspired design with cohesive fonts and colors, so that the Village becomes well defined and more easily navigable within its boundaries. This sign package will include entrance identification signs (at the gateway sign locations identified above), vehicular directional signs, destination identification signs, public parking identification and pedestrian information kiosks in the Downtown. The signage will help visitors to recognize the Tinley Park as a vibrant, music-focused village.

The creative process started with three concepts and proceeded through several refinements. At the October 15th commission meeting, concurrence was reached on the attached design concept, which is being brought to you for approval to proceed. Upon approval, this concept will be moved to the next phase of the process, which will include finalizing a defined location plan and further development of this design scheme to include full-scale mock-ups, samples and prototypes. A project schedule is attached for reference.



Phase II - Design Documents	Jun 13, 2018	Dec 27, 2018
Assess Architectural Elements and Th...	Jun 13, 2018	Jun 14, 2018
Incorporate Tinley Park Brand into Wa...	Jun 15, 2018	Jun 18, 2018
Create Three (3) Original Conceptual ...	Jun 19, 2018	Jul 03, 2018
Create List of Sign Types	Jun 14, 2018	Jun 14, 2018
Update Location Plans to include GIS	Jun 15, 2018	Jun 20, 2018
Update Message Schedule	Jun 15, 2018	Jun 18, 2018
Prepare Schematic Design Package	Jul 04, 2018	Jul 10, 2018
Present Schematic Design Package to ...	Jul 19, 2018	Jul 19, 2018
Incorporate Comments, Revise and Re...	Jul 23, 2018	Sep 07, 2018
Virtual Meeting with Branding Commi...	Sep 17, 2018	Sep 17, 2018
Village Approval of Single Design Conc...	Oct 23, 2018	Oct 23, 2018
Modify and Develop Selected Design S...	Oct 24, 2018	Nov 08, 2018
Provide Statement of Probable Costs f...	Nov 09, 2018	Nov 15, 2018
Update Location Plans	Nov 09, 2018	Nov 20, 2018
Update Message Schedule	Nov 09, 2018	Nov 20, 2018
Prepare Full-Scale Mock-Ups, Samples...	Nov 09, 2018	Nov 12, 2018
Incorporate Comments to Designs, Lo...	Nov 13, 2018	Nov 19, 2018
Detail Mounting Methods and General...	Nov 20, 2018	Dec 03, 2018
Develop Phasing Plan	Dec 04, 2018	Dec 10, 2018
Develop Management and Maintenanc...	Dec 04, 2018	Dec 10, 2018
Provide Statement of Probable Costs	Dec 04, 2018	Dec 10, 2018
Prepare Design Development Package	Dec 11, 2018	Dec 17, 2018
Present Design Development Package...	Dec 18, 2018	Dec 18, 2018
Incorporate Comments, Revise Accord...	Dec 19, 2018	Dec 27, 2018
Village of Tinley Park Approval	Dec 27, 2018	Dec 27, 2018

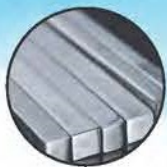


Face Lit Channel Letters (w/ metal borders)

Cut-out Music Pattern

Dimensional Metal Accents

Precast



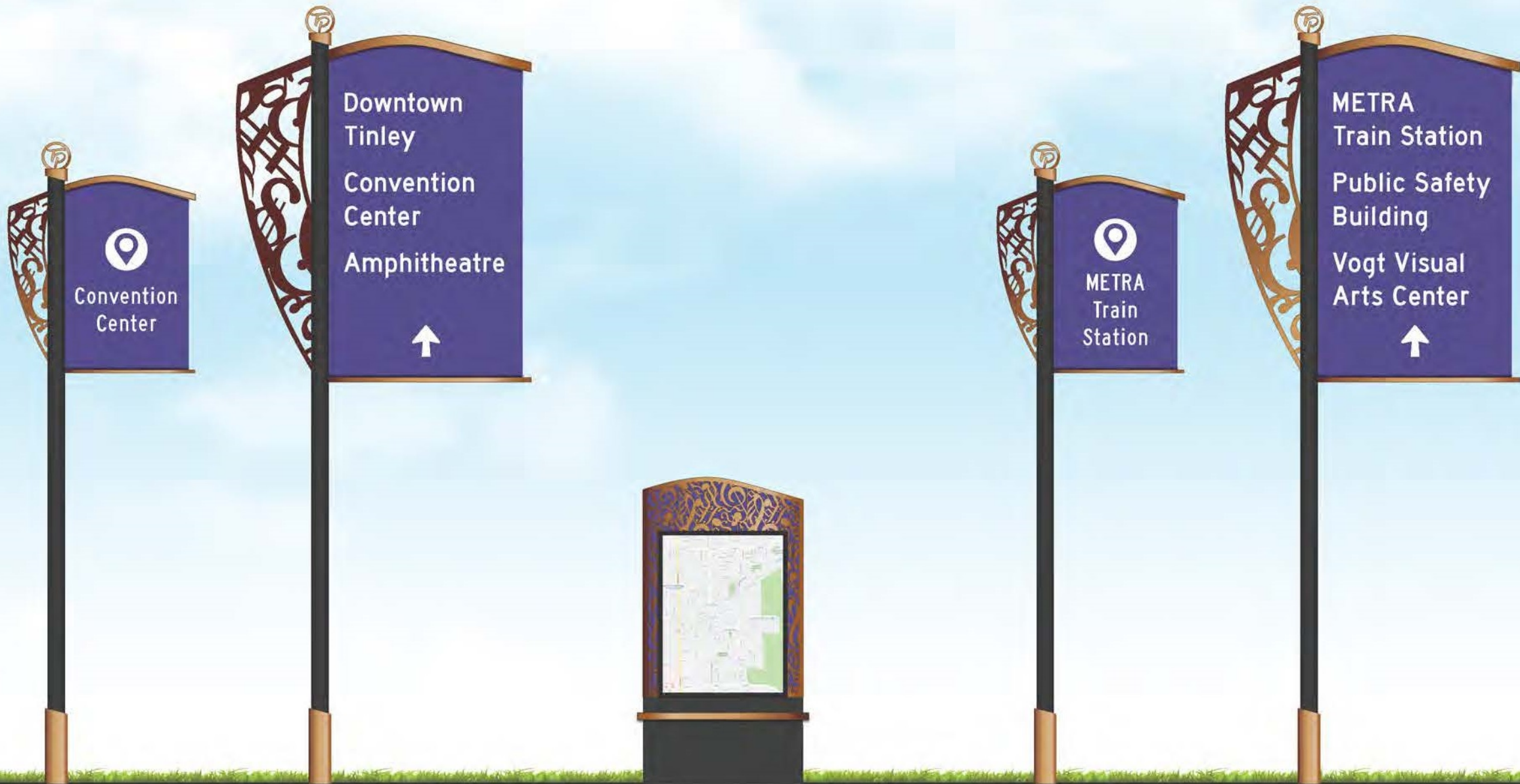
Horizontal Gateway



Vertical Gateway



Downtown Tinley Gateway



Destination

Directional

Downtown Tinley Pedestrian Kiosk

Downtown Tinley Destination

Downtown Tinley Directional



Horizontal Gateway



Vertical Gateway



Downtown Tinley Gateway

COMMENTS FROM THE PUBLIC

ADJOURNMENT