

MINUTES
Special Meeting of the Economic Development and Marketing Committee
August 1, 2017 – 6:40 p.m.
Council Chambers at
Tinley Park Village Hall
16250 S. Oak Park Ave.
Tinley Park, IL 60477

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

Members Absent: None

Other Board Members Present: M. Glotz, Village Trustee

Staff Present: D. Niemeyer, Village Manager
P. Connelly, Village Attorney
B. Bettenhausen, Village Treasurer
D. Framke, Marketing Director
R. Zimmer, Assistant to Mayor
L. Valley, Executive Assistant
L. Godette, Deputy Clerk
T. Woolfalk, Commission Secretary

Item #1 - The Special Meeting of the Economic Development & Marketing Committee was called to order at 6:40 p.m.

Item #2 – CONSIDER APPROVAL OF THE MINUTES OF THE ECONOMIC DEVELOPMENT AND MARKETING COMMITTEE MEETING HELD ON JUNE 27, 2017 – Motion was made by Trustee Mangin, seconded by Trustee Pannitto to approve the minutes of the Economic Development and Marketing Committee Meeting held on June 27, 2017. Vote by voice call. Chairman Berg declared the motion carried.

Item #3 – DISCUSS VILLAGE EXCHANGE AND ALTERNATIVE RESIDENT COMMUNICATIONS – Marketing Director Donna Framke presented the history of the Exchange which 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.

Donna Framke asked for the Committee's input on the suggestion of transitioning the Exchange publication at the start of the fiscal year. This would be cost neutral to printing one edition of the Exchange. She asked 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. The program would deliver all 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 the flexibility of linking it with our current marketing communication channels.

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Donna Franke recommended that the Committee consider the possibility of increasing the following to every two weeks. The potential video segments would include:

The Mayor's Corner
Village Clerk Report
For the Record
Video PSAs
Department Spotlight
Commission Spotlight
News and Events
Local Music Spotlight
Around Town Local

Trustee Mangin noted that he likes the idea that residents would receive one publication per year to receive updates. Trustee Pannitto also liked the idea but is concerned that some residents are not receiving internet access and asked if there are any additional publications that could come out more than once annually. Marketing Director Donna Franke noted the Water Quality Report which is a required publication and explained that in the past, a post card has been sent to residents directing them to the website. However, residents can request a hard copy and it would be mailed.

Chairman Berg asked if residents could receive a subscription to receive the annual report and the Marketing Director stated this can be done.

Trustee Berg directed Staff to move forward with this plan to transition the Exchange publication into an annual report published at the start of the fiscal year.

Item #4 – RECEIVE COMMENTS FROM THE PUBLIC - There were no comments from the public.

ADJOURNMENT

Motion was made by Chairman Pannitto seconded by Trustee Mangin to adjourn this Special Meeting of the Economic Development and Marketing Committee. Vote by voice call. Chairman Berg declared the motion carried and adjourned the meeting at 6:46 p.m.

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