

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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