

MINUTES
Special Meeting of the Economic Development and Marketing Committee
November 28, 2017 - 6:45 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: D. Niemeyer, Village Manager
P. Carr, Assistant Village Manager
S. Neubauer, Police Chief
P. Hoban, Economic Development Manager
D. Framke, Marketing Director
R. Gibson, Senior Accountant
P. Connelly, Village Attorney
L. Valley, Executive Assistant
L. Godette, Deputy Village Clerk
L. Carollo, Committee/Commission Secretary

Item #1 - The Special Meeting of the Economic Development and Marketing Committee Meeting was called to order at 7:25 p.m.

Item #2 – CONSIDER APPROVAL OF THE MINUTES OF THE SPECIAL MEETING OF THE ECONOMIC DEVELOPMENT AND MARKETING COMMITTEE MEETING HELD ON OCTOBER 24, 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 October 24, 2017. Vote by voice call. Chairman Berg declared the motion carried.

Item #3 – DISCUSS ORDINANCE ESTABLISHING THE MARKETING AND BRANDING COMMISSION OF THE VILLAGE OF TINLEY PARK - Chairman Berg stated she has concerns creating another commission when there are already fifteen (15) currently in place. Chairman Berg also states she will have a discussion with Mayor Vandenberg in order to combine Economic Development and Main Street as she feels they are redundant. Trustee Pannitto stated there is a lot of work to be done in Marketing. Trustee Mangin stated a lot of positives have come out of Marketing such as the Village's upcoming new website, which is a great asset to the community and there is value for Marketing as a stand-alone committee for feedback from many people. It was clarified that Marketing will remain as is, Branding currently is a subcommittee, and the issue is whether Main Street Commission and Economic Commercial Commission (ECC) may be combined. Chairman Berg stated a concern that the Marketing and Branding Commission would only be a transitional committee until projects are completed, however, it was further discussed marketing and branding within the community will be long-term and ongoing within the Village. It was also discussed Branding would no longer be a subcommittee if the Marketing and Branding Commission was established.

Motion was made by Trustee Pannitto, seconded by Trustee Mangin, to recommend the establishment of the Marketing and Branding Commission for approval by the Board. Vote by voice. Chairman Berg declared the motion carried.

Item #4 – DISCUSS APPOINTMENTS - BRANDING/MARKETING COMMISSION MEMBERS AND THE MAIN STREET COMMISSION MEMBERS - After discussion, the consensus of the Committee was to defer the Main Street Commission member appointments until further discussions.

Motion was made by Trustee Mangin, seconded by Trustee Pannitto, to recommend appointments of members of the Branding/Marketing Commission for approval by the Board. Vote by voice. Chairman Berg declared the motion carried.

Item #5 – DISCUSS STAFFING STUDY/MARKETING PORTION - As per the Staffing Study, which was performed over a year ago, one of the recommendations was to have a full-time Marketing Director. Dave Niemeyer, Village Manager stated the Marketing Department is comprised of part-time employees, including the Marketing Director and responsibilities have increased over the last few years. In addition, the Marketing Department is leading the Village's branding effort, which has also increased responsibilities for the Marketing Director. Mr. Niemeyer recommends the Marketing Director be made a full-time position effective May 1, 2018, next budget year. Donna Framke, the Marketing Director's new salary will be included in the new budget.

Motion was made by Trustee Mangin, seconded by Trustee Pannitto, to recommend the Marketing Director position be made a full-time position for Village Board approval. Vote by voice. Chairman Berg declared the motion carried.

Item #6 – DISCUSS APPROVAL OF THE OAK PARK PLAYBOOK GRANT PROGRAMS - Pat Hoban, Economic Development Manager stated as per previous discussions regarding the Oak Park Playbook Grant Program staff recommends a cap of the amount of grants per business per year of \$70,000. If a business requires more than \$70,000, the Village Board may approve an individual development agreement with the business. After discussion, the consensus of the Committee was to consider approval of the Oak Park Playbook Grant Program with funds available in each of the programs and then consider the overall program costs and other details in ongoing future discussions.

Motion was made by Trustee Pannitto, seconded by Trustee Mangin, to recommend the preliminary concept of the Oak Park Playbook Grant Program for Village Board approval. Vote by voice. Chairman Berg declared the motion carried.

Item #7 – RECEIVE COMMENTS FROM THE PUBLIC - Mike Stuckly asked for clarification on how funds will be distributed for the Oak Park Playbook Grant Program. Diane Galante stated her support for incentives given to businesses, however, stated concerns regarding transparency and would like to see the amount of funds being allocated to the businesses benefiting from these programs. Ms. Galante also stated at least a 3-year requirement be set up to ensure businesses benefiting from the incentive programs remain in Tinley Park. Nancy O'Connor suggested setting up a commission of residents who do not own businesses on Oak Park Avenue to make fair and impartial recommendations regarding the Oak Park Playbook Grant Program.

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.

lc