

**MINUTES**  
**Economic Development and Marketing Committee**  
**October 23, 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  
J. Curran, Village Trustee

Members Absent: None

Other Board Members Present: None

Staff Present: D. Niemeyer, Village Manager  
B. Bettenhausen, Village Treasurer  
M. Zonsius, Assistant Village Treasurer  
M. Thomas, Information Technology Manager  
D. Framke, Marketing Director  
P. Connelly, Village Attorney – Arrived 6:40 p.m.  
L. Godette, Deputy Village Clerk  
L. Carollo, Commission/Committee Secretary

**Item #1** - The meeting of the Economic Development and Marketing Committee meeting was called to order at 6:36 p.m.

**Item #2 – CONSIDER APPROVAL OF THE MINUTES OF THE ECONOMIC DEVELOPMENT AND MARKETING COMMITTEE MEETING HELD ON AUGUST 28, 2018** – Motion was made by Trustee Pannitto, seconded by Trustee Curran, to approve the minutes of the Economic Development and Marketing Committee meeting held on August 28, 2018. Vote by voice call. Chairman Pannitto declared the motion carried.

**Item #3 – DISCUSS WAYFINDING AND MARKETING SIGNS** – The Marketing Department, in coordination with the Marketing and Branding Commission, has been working with KMA on development of a Village-wide wayfinding sign program, which has included review and development of the Village’s existing sign inventory, facilitation and analysis of a public survey, research on local and federal regulatory signage requirements and collection of vehicular traffic counts throughout the community. As a result, eight potential gateway sign locations have been identified:

- West 159<sup>th</sup> Street at 86<sup>th</sup> Avenue
- West 159<sup>th</sup> Street at South Harlem Avenue
- 167<sup>th</sup> Street at Anna Marie Avenue
- 183<sup>rd</sup> Street at Ridgeland Avenue
- South Harlem Avenue at 183<sup>rd</sup> Street
- South 80<sup>th</sup> Avenue at Lakeside Drive
- LaGrange Road at 179<sup>th</sup> Street
- LaGrange Road at 171<sup>st</sup> 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
- 80<sup>th</sup> Avenue train station

Staff and commissioners have also been working on creating a new sign design concept, which incorporates a sense of identity with a brand-inspired design, for which the Village will become more well-defined and more easily navigable within its boundaries. The sign package will include entrance identification signs, vehicular directional signs, destination identification signs, public parking identification and pedestrian information kiosks downtown.

The creative process started with three concepts and proceeded through several refinements. At the October 15<sup>th</sup> Commission meeting, concurrence was reached for the design concept, which is being brought forward to the Economic Development and Marketing Committee for approval. 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 mockups, samples and prototypes.

Chairman Berg asked the Economic Development and Marketing Committee if there were any questions or comments. Discussion continued on next steps, timeframes and other types of signage.

**Item #4 – RECEIVE COMMENTS FROM THE PUBLIC** - No comments from the public.

**ADJOURNMENT**

Motion was made by Trustee Pannitto, seconded by Trustee Curran, 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 6:44 p.m.

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