

MINUTES
Special Meeting of the Economic Development and Marketing Committee
December 4, 2018 – 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. Pannitto, Village Trustee
J. Curran, Village Trustee

Members Absent: None

Other Board Members Present: None

Staff Present: D. Niemeyer, Village Manager
P. Carr, Assistant Village Manager
B. Bettenhausen, Village Treasurer
K. Workowski, Public Works Director
J. Urbanski, Assistant Public Works Director
P. Wallrich, Interim Community Development Director
K. Clarke, Planning Manager
P. Hoban, Economic Development Manager
D. Framke, Marketing Director
R. Zimmer, Executive Assistant to the Mayor
L. Valley, Executive Assistant to the Mayor and Trustees
L. Godette, Deputy Village Clerk
L. Carollo, Commission/Committee Secretary

Item #1 - The Special Meeting of the Economic Development and Marketing Committee was called to order at 6:47 p.m.

Item #2 – CONSIDER APPROVAL OF THE MINUTES OF THE ECONOMIC DEVELOPMENT AND MARKETING COMMITTEE MEETING HELD ON OCTOBER 23, 2018 – Motion was made by Trustee Curran, seconded by Trustee Berg, to approve the minutes of the Economic Development and Marketing Committee meeting held on October 23, 2018. Vote by voice call. Chairman Berg declared the motion carried.

Item #3 – DISCUSS ECONOMIC DEVELOPMENT STRATEGIC PLAN – The Village of Tinley Park is the first and only Accredited Economic Development Organization (AEDO) by the International Economic Development Council (IEDC) in the state of Illinois. To retain AEDO accreditation, the Village must update the economic development strategic plan. The Economic Commercial Commission (ECC) created the last economic development strategic plan in 2013.

The ECC began the strategic plan process in July 2018. Staff discussed three (3) standard economic development goals with four (4) objectives to accomplish each goal, for a total of twelve (12) economic development objectives.

Economic Development Goals:

- Prospect Development – Attract new development by creating incentives, encouraging development, sales and project management.

- Resource Development – Develop community resources.
- Business Development – Develop local businesses through business expansion, advocacy, technology transfer and entrepreneurship.

Strategies:

- Update Legacy Code
 - Objective – Encourage Development
 - ECC Recommendation – Review Legacy Code language and district locations.
- Continue and Advance Downtown Development – Start one major project every year.
 - Objective – Encourage Development
 - A major downtown development would create density retailers are looking for in a vibrant downtown. Preference will be given to music-based businesses.
- Harlem and 159th Retail
 - Objective – Sell Tinley
 - ECC Recommendation – Work with brokers and retail site selectors to recruit retailers.
- See Ongoing Downtown Development and Reinvestment
 - Objective – Nurture Entrepreneurs
 - The Village Board budgeted \$350,000 to encourage small business development with the Oak Park Avenue Playbook.
- Develop a Long-Term Plan for North Street Improvements
 - Objective – Neighborhood Beautification
 - The Lakota Group is working on plans for Village Plaza
- LaGrange Road Infrastructure
 - Objective – Adequate infrastructure
 - Multiple developers have approached VOTP, but taxes and lack of infrastructure are a challenge.
- See Substantial Start to the Old State Mental Health Center Property Redevelopment with Projects Underway and Remediation Completed
 - Objective – Blight Removal
 - The state-owned mental health center is the single largest development opportunity.
- As Part of our Economic Development Strategies, Work to Attract Businesses with Good Paying Jobs by the Panduit Headquarters Property and Other Locations.
 - Objective – Sell Tinley
 - The Economic Commercial Commission (ECC) identified office, tech, manufacturing and vocational, training as targeted businesses for the I-80 corridor.
- Redevelop Panduit TIF (Tax Increment Financing) site; See improvements at the 45-acre site on the east side of town.
 - Objective – Encourage Development
 - The former Panduit headquarters is slated for demolition, leaving 45 acres of developable land.
- Secure a Major New Development in Rich Township.
 - Objective – Sell Tinley
- Conduct a Village-wide Business Retention Analysis/Assessment Survey as part of our economic development efforts.
 - Objective – Business Retention & Expansion
- Complete the Assessment and Evaluation of unincorporated parcels and possible annexations where appropriate or desirable.
 - Objective – Adequate infrastructure

Trustee Curran asked about infrastructure on LaGrange Road. P. Hoban, Economic Development Manager stated special designated areas to work on reclassification are needed from 183rd heading north. Trustee Pannitto asked what the Village can do regarding interest in the 159th Street and Harlem location. Mr. Hoban stated that special designated areas to work on reclassification would again be needed, such as a class 7 to lower taxes. Additionally, Mr. Hoban stated due to a challenging retail market, interest from restaurants would be more likely in this location as opposed to retailers. Trustee Berg thanked Mr. Hoban for his hard work

Staff recommended approval of the strategic plan to complete the IEDC accreditation process and prioritize economic development efforts.

Motion was made by Chairman Berg, seconded by Trustee Pannitto, to recommend the Economic Development Strategic Plan be placed on the agenda for the Village Board meeting scheduled December 18, 2018. Vote by voice. Chairman Berg declared the motion carried.

Item #4 – DISCUSS MARKETING ACTION PLAN – In coordination with the Marketing and Branding Commission, the Marketing department has made significant progress on the 2017 Branding, Development and Marketing Action Plan including creating a brand style guide, securing domain names and logo trademarking, rebranding of the Village website with music calendar, rebranding the Village communication channels and creating the “Best of” brochure, media ads and logo gear. The plan below reflects a continuation of the branding plan and other overall Village marketing initiatives.

- Begin Construction of Harmony Square – Spring 2019 through plaza opening spring/summer 2020.
- Wayfinding Signage program – Installation to begin spring 2019-2020.
- Manage brand visibility initiatives including distribution and installation of brand awareness posters, pole banners, street printing, brand support/signage at the music theatre and convention center – Spring/Summer 2019.
- Evaluate options for better, more direct reinvestment of hotel/motel funds to support the Village’s tourism needs and consider the potential development of Tinley Park Destination Management Organization – Begin winter 2018/19.
- Add Tinley Park businesses to GPS services and web-based applications and create a database of clubs and organizations and large nonprofit organizations – Fall 2019.
- Develop an enhanced public art project: “Musical Chairs” – Spring 2019.
- Develop a new “Community Profile & Opportunities” brochure and other marketing support materials requested by Tinley Park hoteliers.
- Develop community pride campaign – Summer/Fall 2019.
- Evaluate participation in new resident engagement platforms such as Next Door – Winter 2019/20.
- Evaluate the visitor experience at Hollywood Casino Amphitheatre, including pedestrian flow and alternate transportation initiatives.
- Evaluate feasibility of creating a year-round, music-centric destination, such as a “wall” of signed photos from famous musicians having performed in Tinley Park.
- Make concierge training available to front line staff of all hospitality-related businesses in Tinley Park – Winter 2019/20.
- Evaluate and make recommendations on the development of a trolley transportation program.
- Develop and execute brand and tourism-focused advertising and PR campaign to include media ads, co-op advertising campaigns, boosted social media posts, travel writing/editorials, video and visitor outreach and get a brand spokesperson on film – Spring/Summer 2020.

- Evaluate feasibility of creating a winter draw to fill hotel rooms during slow season – Summer 2020.

Chairman Berg thanked the Marketing department and Marketing and Branding Commission. Chairman Berg asked the Economic Development and Marketing Committee if there were any questions.

Motion was made by Chairman Berg, seconded by Trustee Curran, to recommend Marketing Action Plan be placed on the agenda for the Village Board meeting scheduled December 18, 2018. Vote by voice. Chairman Berg declared the motion carried.

Item #5 – 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 7:07 p.m.

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