

**MINUTES**  
**Finance and Economic Development Committee**  
**January 6, 2015**  
**Fulton Conference Room**

Members Present: D. Seaman, Village Trustee – Chair  
P. Leoni, Village Trustee  
G. Hannon, Village Trustee

Elected Officials  
Present: None

Staff Present: D. Niemeyer, Village Manager  
M. Mertens, Assistant Village Manager  
S. Tilton, Assistant Village Manager  
B. Bettenhausen, Village Treasurer  
D. Framke, Marketing Director

Others Present: G. Pratt, Tribune  
E. Skalac, Tinley Junction

**Item #1 - Open the Meeting** - Chairman Seaman called this meeting to order at 7:30 p.m.

**Item #2 – Consider Approval of the Minutes of the Finance and Economic Development Committee Meeting held on December 16, 2014.** Motion was made by Trustee Leoni, seconded by Trustee Seaman to approve the minutes of the Finance and Economic Development Committee meeting held on December 16, 2014. Vote by voice call. Chairman Seaman declared the motion carried.

**Item #3 – Receive update on grant from the Illinois Bureau of Tourism** – The Marketing Director advised that the Village will be receiving a tourism grant from the Illinois Bureau of Tourism in the amount of \$33,800. This grant supports marketing the Village as a destination location to visitors outside of a 50 mile radius. This grant requires a 50/50 funding with the Village for which the Marketing Department has the funds currently budgeted. The initiatives would need to be completed by June 30, 2015. There are 6 areas that will be focused on as part of this grant funding and they are as follows:

1. An ongoing public relations campaign, sending monthly press releases to national and trade media sources. \$11,610.00
2. An update to the VisitTinleyPark.com website. This website was designed over five years ago and is in need of updating with a newer version of the platform to make the site mobile-friendly. \$12,500.00
3. An update to the Visit Tinley Park video used on all of the tourism websites and by the Convention Center. \$7,100.00
4. A community assessment performed by Roger Brooks International, a renowned tourism expert. The community assessment will consist of Roger spending a week in our community, assessing our “tourism-friendliness”. \$19,999.00
5. A SWOT Analysis of Tinley Park as a tourism destination, and \$9,800.00
6. A tourism branding campaign. \$6,600.00

Motion was made by Trustee Leoni, seconded by Trustee Hannon, to adjourn the regular meeting of the Finance and Economic Development Committee. Vote by voice call. Motion carried and the regular meeting of the Finance and Economic Development Committee was adjourned at 7:44 p.m.

MSM:lv

cc: Village Board  
Village Manager  
Assistant Village Manager  
Village Treasurer  
Deputy Village Clerk