

MINUTES
Finance and Economic Development Committee
February 16, 2016 – 7:00 p.m.
Kallsen Center

Members Present: B. Maher, Chair
M. Pannitto, Village Trustee
B. Brady, Village Trustee

Members Absent: None

Elected Officials
Present: D. Seaman, Village President
T. Grady, Village Trustee
J. Vandenberg, Village Trustee
B. Younker, Village Trustee

Staff Present: D. Niemeyer, Village Manager
S. Neubauer, Chief of Police
M. Mertens, Assistant Village Manager
S. Tilton, Assistant Village Manager
B. Bettenhausen, Village Treasurer
T. Melody, Village Attorney
D. Framke, Marketing Director
L. Godette – Deputy Clerk
B. Bennett – Commission Secretary

Others Present: S. Eberhardt, Resident

Item #1 – OPEN THE MEETING – Motion was made by Trustee Pannitto, seconded by Trustee Brady to open the Finance and Economic Development Committee meeting on Tuesday, February 9, 2016. Vote by voice call. Chairman Maher declared the motion carried and called this meeting to order at 7:00 p.m.

Item #2 – CONSIDER APPROVAL OF THE MINUTES OF THE FINANCE AND ECONOMIC DEVELOPMENT COMMITTEE MEETING HELD ON FEBRUARY 9, 2016 - Trustee Vandenberg noted that Peterson, Johnson and Murray were missing from the list of Comprehensive Services Attorney's included Item #3 of the February 9, 2016 minutes. Motion was made by Trustee Pannitto, seconded by Trustee Brady, to approve the minutes as amended of the Finance and Economic Development Committee meeting held on February 9, 2016. Vote by voice call. Chairman Maher declared the motion carried.

Item #3 – DISCUSS BRANDING RFQ – Donna Framke, Director of Marketing presented an overview of the Branding RFQ. She stated presented the project scope as follows:

The Village of Tinley Park is in the process of developing a brand for the Village of Tinley Park. The village has not had a consistent brand image in the past and is seeking to cross-functionally market Tinley Park to drive tourism, business, relocation and general perception with a consistent branding image. Under the contract to be awarded through the Request for Proposal (RFP), the Village seeks to develop a strategic assessment of the "brand" and recommendations for developing a conducting a sustainable branding campaign. The Village seeks a professional, experienced organization to analyze, conduct and

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interpret research as well as demonstrate extensive experience with creating destination brands. The goal is to identify a clear, strong brand identity that represents the Village of Tinley Park.

The strategic assessment and recommendation would consist of the following:

- Develop a clear understanding of the current brand awareness of the Village of Tinley Park and identify existing challenges and opportunities;
- Recommend additional information, if needed, and augment research as necessary;
- Facilitate surveys of key constituents;
- Craft the destination brand, and corresponding graphics, based upon results and visioning; and
- Deliver an action plan to assist Village staff and keep stakeholders in marketing Tinley Park.

The marketing department would like to issue an RFP to solicit an agency to facilitate a branding initiative for the Village with the above mentioned objectives. Funding of \$50,000 was earmarked in the FY 16 budget to facilitate a branding initiative. Upon approval from this Committee the Village would issue this RFP at the end of February 2016, request submissions by March 25, 2016, identify a prospective firm and bring it to the Village Board for approval at the first meeting in May.

Upon discussion, the Committee recommended approval of Staff's recommendation to issue an RFP for branding services. Once the proposals are received, bring them back to this Committee for review. It was also the recommendation to review the Committee Structure for proper placement of this type of project.

Motion was made by Trustee Brady, seconded by Trustee Pannitto, to adjourn the regular meeting of the Finance and Economic Development Committee. Vote by voice call. Chairman Maher declared the motion carried and the regular meeting of the Finance and Economic Development Committee was adjourned at 7:17 p.m.

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