

MINUTES
Finance and Economic Development Committee Meeting
March 7, 2017 – 6:45 p.m.
Council Chambers at
Tinley Park Village Hall
16250 S. Oak Park Ave.
Tinley Park, IL 60477

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

Members not Present: K. Suggs, Village Trustee

Other Board Members Present: D. Seaman, Mayor
 T. J. Grady, Village Trustee
 B. Younker, Village Trustee

Staff Present: D. Niemeyer, Village Manager
 S. Tilton, Assistant Village Manager
 B. Bettenhausen, Village Treasurer
 P. Hoban, Economic Development Manager
 D. Framke, Marketing Director
 S. Neubauer, Police Chief
 P. Connelly, Village Attorney
 L. Valley, Executive Secretary
 B. Bennett, Commission Secretary

Item #1 - The meeting of the Finance and Economic Development Committee Meeting was called to order at 6:48 p.m.

Item #2 – CONSIDER APPROVAL OF THE MINUTES OF THE FINANCE AND ECONOMIC DEVELOPMENT COMMITTEE MEETING HELD ON FEBRUARY 14, 2017 – Motion was made by Trustee Pannitto, seconded by Trustee Maher to approve the minutes of the Finance and Economic Development Committee Meeting held on February 14, 2017. Vote by voice. Chairman Maher declared the motion carried.

Item #3 – DISCUSS BRANDING PLAN APPROVAL - Donna Framke, Marketing Director gave a PowerPoint presentation of The Branding Action Plan. The Village of Tinley Park is in receipt of a 55-point Branding Development and Marketing Action Plan which was developed through a collaborative process between Roger Brooks International (RBI) and the residents and stakeholders of Tinley Park. The recommendations made in this plan are based on information provided to RBI by many caring and concerned citizens, research, best practices in other locations, the findings of previous plans and studies as well as RBI's experience and expertise in the field.

Motion was made by Trustee Pannitto, seconded by Trustee Maher to recommend to the Village Board the adoption of the Branding Plan. Vote by voice. Chairman Maher declared the motion carried.

Item #4 – DISCUSS AND APPROVE REQUEST FOR QUALIFICATION – BUSINESS PROGRAM, MARKETING ACTION PLAN FOR DOWNTOWN TINLEY PLAZA – Item number nine of the branding action plan is the creation of a year-round, programmed, public plaza in the center of its

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Downtown. This plaza will be programmed with activity at least 250 days per year and is intended to be a destination for local residents, area residents and visitors to Tinley Park. The objective is to create a sense of place and a sense of community in Tinley Park and to meet the goals of reducing leakage of locally earned money being spent in neighboring communities, increasing the investment and tax base in Tinley Park and dramatically increasing visitor spending locally. To accomplish these goals, activities need to be developed that will attract local residents to the Downtown on a consistent basis, spurring reinvestment in downtown properties and ensuring the success of downtown as the central gathering place.

With the approval, the Village will issue an RFQ to solicit an expert to develop a detailed plan that addresses these considerations through the development of a Business, Programming and Marketing Action Plaza for a Downtown Tinley Plaza.

Motion was made by Trustee Pannitto, seconded by Trustee Maher to post the RFQ for an expert to develop a detailed plan that addresses these considerations through the development of a Business, Programming and Marketing Action Plaza for a Downtown Tinley Plaza. Vote by voice. Chairman Maher declared the motion carried.

Item #5 – DISCUSS AND APPROVE REQUEST FOR QUALIFICATION–STYLE GUIDE –

Item number three of the branding action plan is the creation of a brand style. The Brand Style Guide of Graphics Standards Manual will contain graphic design standards for logo identity and slogan use, guidelines for website page layout and the production of printed sales and marketing materials, as well as the proper use of key marketing, advertising and promotional messages.

Motion was made by Trustee Pannitto, seconded by Trustee Maher to issue an RFQ to solicit a vendor to take the marketing concepts created during Brand Camp and create a brand style guide. This guide will be paid for from the tourism marketing budget. Vote by voice. Chairman Maher declared the motion carried.

Item #6 – RECEIVE COMMENTS FROM THE PUBLIC –

Resident 1 – noted he is glad the 55 point Branding Plan will be on the Web Site. He is looking forward to it. Are there drawings on the proposed plaza?

ADJOURNMENT

Motion was made by Trustee Pannitto, seconded by Trustee Maher to adjourn this meeting of the Finance and Economic Development Committee. Vote by voice call. Chairman Maher declared the motion carried and adjourned the meeting at 7:10 p.m.

bb

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