

**MINUTES**  
**Finance and Economic Development Committee**  
**May 17, 2016 6:15 p.m.**  
**The Auditorium at Victor J. Andrew High School,**  
**9001 W. 171<sup>st</sup> St. m Tinley Park, IL 60477**

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

Members Absent:

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. Tilton, Assistant Village Manager  
                                  B. Bettenhausen, Village Treasurer  
                                  D. Framke, Marketing Director  
                                  L. Valley, Executive Secretary  
                                  L. Godette, Deputy Clerk  
                                  B. Bennett – Commission Secretary

**Item#1 – OPEN THE MEETING** – Motion was made by Chairman Maher, seconded by Trustee Pannitto to open the Finance and Economic Development Committee meeting on Tuesday May 17, 2017. Vote by voice call. Chairman Maher declared the motion carried and called this meeting to order at 6:15 p.m.

**Item #2 – CONSIDER APPROVAL OF THE MINUTES OF THE FINANCE & ECONOMIC DEVELOPMENT COMMITTEE MEETING HELD ON APRIL 12, 2016 -** Motion was made by Trustee Pannitto seconded by Trustee Maher, to approve the minutes of the Finance and Economic Development Committee meeting held on April 12, 2016. Vote by voice call. Chairman Maher declared the motion carried.

**Item #3 – DISCUSS VILLAGE WEBSITE PROVIDER/CITIZEN ENGAGEMENT STRATEGY-** Marketing Director, Donna Framke gave an overview of the proposal to look into options for website providers. The current website provider is Civic Plus. The current website was designed in 2008 and is operating on an older platform which does not provide all of the functionality (including responsiveness, mobile friendliness and ability to offer live web streaming of board meetings) that we need. We received \$14,900 in funding in the FY2017 budget to update and redesign the site. The marketing department is seeking direction on one of two options:

**Option 1:** Stay with Civic Plus (whom we have been happy with) and contract with them to do a site redesign. This option will deliver a new site faster, require less of a learning curve for staff and eliminate any issues related to transference of information from one provider to another.

**Option 2:** Go out to bid for a brand new website which would require a complete redesign. This option will take more time and funding.

She stated there is another option for web streaming through a company called Granicus that can allow us to have single camera to record meetings. They would give us an encoder as part of our contract with them which would allow us to web streaming with our existing website at a cost of \$500.00 per month.

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She noted that this project will need to roll out in synchronization with other initiatives that are currently on the table. She expects the branding initiative to be finalized in February 2017 which is when deliverables are expected (including design and creative).

The potential timeline for execution of these projects would likely be:

June 2016 Hire Citizen Engagement Coordinator

July, 2016 Begin Branding initiative

Fall, 2016 Roll out comprehensive social media campaign

October, 2016 Brand Camp

January, 2017 Finalize Tinley Park brand and assume deliverables

February, 2017 Begin website redesign (with the new Branding) initiate wayfinding signage program.

Trustee Maher asked what the cost would be if we stay with Civic Plus. Ms. Framke answered that she got a quote of \$14,900 which was the amount in the budget.

Trustee Pannitto noted we should go out to bid to make sure we are getting the lowest price. Trustee Maher noted that going out to bid would take time, but it may still be a good idea as it would be possible to do it by February 2017.

Trustee Vandenberg stated that the Granicus option may be a good idea in the interim at it is a reasonable cost of \$500.00 per month to get the web streaming started within 60 days. This would give us the option to take our Board Meetings back to Village Hall which would save additional expenses.

Direction was given to go out to bid and use the Granicus option in the interim.

### ADJOURNMENT:

Motion was made by Trustee Pannitto, seconded by Trustee Maher, 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 6:25 p.m.

bb

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