

Marketing & Branding Commission

Meeting Minutes – January 22, 2018

Members Present

Daniel Fitzgerald, Chairman
Julie Dekker
Dennis Suglich
Diane Galante
Beth Fahey
Jay Damm
Jackie Bobbit
Beth McKernan

Staff Present

Donna Framke, Marketing Director
Vicki Sanchez, Special Events Coordinator
Kathy Congreve, Commission Secretary

Associate Members Not Present

Jason Freeland
Nick Halikias
Vince Aiello
Nick Markowitz

Associate Members Present

Courtney Rourke

Chairman Fitzgerald called the meeting to order at 6:03 p.m. and welcomed everyone to the first meeting of the Marketing and Branding Commission.

Approval of Agenda & Minutes – It was noted that the agenda will be approved with the following additions: Explanation of the change from Branding Committee to a new Marketing and Branding Commission and its' Purpose, Powers and Duties, and adding item 5. Events Recap and moving Action Plan Discussion down to item 6.

Motion to approve agenda with noted adjustments made by Julie Dekker, seconded by Dennis Suglich. Motion to approve the Oct. 16, 2017 minutes made by Diane Galante, seconded by Julie Dekker. Approved by voice vote.

Chairman's Report – Daniel read an excerpt from Ordinance No. 2017-O-074 which explained the changes in the Committee/Commission structure, its purpose, and powers and duties.

Discussion Items:

Harmony Square –

Three plaza concepts were on display, including a Concept 2 Revision. Lakota took all of the data captured from the Envision site and the November public meeting. They will work with their vendor to put together a full programming plan. The first draft should be available in the next 2-3 weeks. Lakota will be asked to attend the February meeting in order to give an explanation of the draft and get feedback from the commission. The first step is to identify the space and then continue with programming plan.

Wayfinding Project –

Six proposals were submitted and a group made up of staff from Public Works, Marketing, and Community Development interviewed four of them. Everybody concurred that KMA's design and creativity knowledge and experience was the best. They would design the signs that define our brand and determine the locations for them. KMA's proposal will be brought to committee tomorrow evening and if recommended, be brought to the Board for approval on February 6th. It is anticipated to be about a six month project and funds are figured into the budget. A commissioner suggested that temporary signs be erected in the meantime.

Small Business Outreach –

Vicki gave a recap of a small group meeting that was held. The group discussed getting small businesses on board with the brand. Julie suggested a Musical Chairs program (a smaller version of our Benches program) and having them be interactive. A discussion ensued with more ideas on integrating the chairs. They discussed business outreach and what the best way to approach the businesses would be—as a group or one on one.

Set aside some funding for advertising and getting the message out about the brand at the movie and music theatres was discussed.

The group will meet again in mid-February to go over the plan and finalize the approach they'll take.

Commissioners discussed having a wrapped vehicle or decals promoting the brand and subsequently initiating conversation with the public.

New Village of Tinley Park Website –

Donna stated that they would be bringing the draft website changes to committee tomorrow evening. She reviewed some of the pages with the commissioners and asked for feedback. If all gets approved it should be ready to launch the first weekend in February.

Events Recap –

The Irish parade will be held this year on Sunday, March 18th; there will be 3-4 Irish bands. There are establishments along the parade route that will have special event to coincide with the parade.

There are proposed dates for eight Music In The Plaza concerts; Vicki is working on booking the bands.

They are bringing back some of the Movies In The Plaza and they will be music related to support the brand.

The Block Party will be held this year on July 15th and will be an 80's theme.

National Music Day is Thursday, June 21st this year. Vicki will be checking into it and get Tinley Park registered.

Free music in a public area will be provided. Vicki asked commissioners for ideas and it was suggested to have a marching band parade.

Action Plan Check/Budget Discussion –

Donna stated that items 1-10 have been completed and the others items through item 18 are currently in development.

The next regularly scheduled meeting of the Marketing and Branding Commission would fall on Monday, February 19th. However, with that being Presidents' Day, it will be moved back to Monday, February 26th.

Comments from the Public - none

Adjournment – Motion to adjourn meeting made by Dennis Suglich. Approved by Daniel Fitzgerald, seconded by Jackie Bobbitt. Meeting adjourned at 7:27 p.m.