

# Marketing & Branding Commission

## Meeting Minutes – Sept. 17, 2018

### **Members Present**

Daniel Fitzgerald, Chairman  
Julie Dekker  
Beth McKernan  
Stephanie Pyrzynski  
Jackie Bobbitt  
Jay Damm  
Diane Galante

### **Members Not Present**

Dennis Suglich  
Beth Fahey

### **Staff Present**

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

### **Associate Members Present**

Nick Markowitz

### **Associate Members Not Present**

Jason Freeland  
Courtney Rourke  
Eduardo Mani  
Nick Halikias

Chairman Fitzgerald called the meeting to order at 6:00 p.m.

### **Approval of Agenda & Minutes –**

Motion to approve agenda made by Diane Galante, seconded by Jackie Bobbitt. Motion to approve the July 30, 2018 minutes made by Stephanie Pyrzynski, seconded by Julie Dekker. Approved by voice vote.

**Chairman's Report – None**

### **Discussion Items:**

#### **Wayfinding Sign Concept Review –**

A live WebEx meeting was held with three representatives from KMA: Barbara, Vickie, and Ashley. Three concepts were shown, with multiple options for each. Commissioners reviewed the concepts for each and gave their feedback regarding how each fits with our brand, the design, the balance of color, and materials.

Commissioners favored two of the concepts and made suggestions for changes; KMA's designers will work on incorporating those changes. Refinements will be ready for the commissioners to review at the next meeting and to the Board on the third Tuesday of October.

#### **Winter Events –**

Vicki stated that the last event for the summer was last Saturday. The next event is the Kiddie Boo Bash on October 28<sup>th</sup>; it will be held on the north side of the tracks this year due to construction. The Holiday Happenings event will be held on November 30<sup>th</sup> through December 2<sup>nd</sup>.

#### **Downtown Plaza Update –**

Donna showed some refinements for the Harmony Plaza, showing concepts for both summer and winter and festival/farmer's market layouts. The design is continuing to be refined. They are working with engineers to get the full engineering scope on this, including the streets and surrounding infrastructure. The board has given them a preliminary ok to work with the developer on land swaps. They are on schedule for a March 2019 groundbreaking.

**Benches on the Avenue/Musical Chairs Program 2010** –

The survey results are in; the chosen benches theme for next year will be Prized Page Turners. The Musical Chair program is still being worked out.

**Downtown Tinley Playbook** –

Marketing will be placing some ads in local papers, posts on Facebook and put out fliers to create a buzz about the redevelopment to encourage new businesses. Also will do some PR on the Legacy Code.

**Comments from the Public** - none

**Adjournment** – Motion to adjourn meeting made by Diane Galante, seconded by Jay Damm. Meeting adjourned at 7:31 p.m.