

Marketing & Branding Commission

Meeting Minutes – February 25, 2019

Members Present

Daniel Fitzgerald, Chairman
Julie Dekker
Dennis Suglich
Beth McKernan
Jackie Bobbitt
Diane Galante

Members Not Present

Stephanie Pyrzyński
Jay Damm
Beth Fahey

Staff Present

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

Associate Members Not Present

Nick Markowitz
Jason Freeland
Courtney Rourke
Eduardo Mani
Nick Halikias

Chairman Fitzgerald called the meeting to order at 6:02 p.m.

Approval of Agenda & Minutes – Motion to approve agenda made by Dennis Suglich, seconded by Diane Galante. Motion to approve the Jan. 28, 2019 minutes made by Jackie Bobbitt, seconded by Beth McKernan. Approved by voice vote.

Chairperson's Report – None

Discussion Items:

Benches on the Avenue –

About 30 artist submissions from approximately 20 artists were on display for commissioners to vote on; a selection will be made based on ones with the most votes. There will be a meeting with the artists Wednesday, February 27th. At that time they will also share the concept of the musical chairs and get their feedback and input.

Harmony Square –

Renderings:

Donna passed out renderings with the most up to date concepts and conceptual illustrations showing how the plaza would look and be utilized during spring, summer, fall, and winter. It's still a work in progress, but changes have been made to make more time available to use the ice rink. A commissioner suggested integrating a boardwalk through the garden areas. Another commissioner noted that the trees that are planted need to be high enough to provide adequate eye shot of the area and stage. Commissioners also discussed not skimping on the stage and loading area, making sure it is accommodating for the bands and performers.

Groundbreaking:

The groundbreaking is scheduled for March 13th at 4:00 p.m. They plan on having a 4x8 banner with renderings, and fence screens for backdrops which can also be used later throughout the season. They will have branded hard hats, gold shovels, branded flags and are open to other suggestions. Lakota and elected officials will be there. A tent will be set up to have a gathering area. Central Middle School Band will perform; they may also have cheerleaders come out. Marketing will send out press releases to the developer community, travel writers, and entertainment writers, both local and in the Chicago area.

Co-Op Radio Advertising –

Donna shared an idea in hopes to get some feedback from the commissioners. WGN Radio put together a proposal for advertising Tinley over a six-month period with on-air spots, highlighting local businesses, advertising during White Sox games, narrated (bench walk) tours, etc. Because of the expense, they are looking at applying for a tourism grant through the Illinois Bureau of Tourism.

If they could get the grant then they could reach out to the businesses to do some co-op advertising, most likely featuring bars and restaurants, auto dealers, etc. under a combined umbrella.

There was discussion on other advertising ideas, notably at the amphitheater: encourage the acts to refer to the location as Tinley Park instead of Chicago (give them a swag bag of Tinley/Life Amplified logo items to reinforce it), have a Life Amplified backdrop for stars to stand in front of for a picture and have a giant visual in a gallery or on a wall of bands that have performed in Tinley Park.

Pop Up Bars –

Donna has talked to some bar owners that do pop-up bars and found most of them have partnered with local art groups. They are done in existing bars since they already have a liquor license. They pick a theme. The concept could be brought up to bar owners, bench artists, art groups, etc.

Staff Report –

Vicki gave an update on the Irish Parade being held on March 10th. There are 77 entries so far. The Consulate General of Ireland, Brian O'Brien, is the Grand Marshal. There are four pipe and drum bands, and a marching band.

The dates have changed on a couple of the Music in the Plaza events. There is a lot of entertainment scheduled for the Block Party; it will be a tropical theme. She is working on getting some Hawaiian dancers, hula lessons, steel drums, etc. Cruise Nights will begin the Tuesday before Memorial Day and run through August.

Donna stated that KMA put together a location maps showing where the wayfinding signs will be. There will be a staff meeting on March 8th to discuss what will be on each sign. Funds need to be approved in the budget. Hopefully they'll be able to have some start to be installed this summer. A commissioner suggested that temporary signs be installed for now, until the permanent ones are in place.

Comments from the Public – None

Adjournment – Motion to adjourn meeting made by Diane Galante, seconded by Julie Dekker. Meeting adjourned at 7:21 p.m.