

Marketing Commission Agenda
Monday, October 5, 2020 – 6:30 p.m.
Tinley Park Village Hall: Kallsen Center, Rooms C & D

OPENING

APPROVAL OF AGENDA

APPROVAL OF 8/12/20 (CRC) and 8/17/20 MINUTES (MBC)

DISCUSSION ITEMS

1. Introductions: Commissioners (former CRC and MBC) and marketing department staff

2. Discuss goals and objectives of new Tinley Park Marketing Commission:
Events and volunteers; Tourism and branding; Community engagement and TPTV

3. Review and discuss current events and activities
 - a) Summer event recap
 - b) Boo Bash – October 25, 2020
 - c) Holiday events – restructuring for social distancing
 - d) Benches on The Avenue 2021 theme and 2020 scavenger hunt results

4. Review and discuss current tourism and branding initiatives
 - a) Brand Awareness Posters
 - b) Visitor App
 - c) Harmony Square
 - d) Musical chairs
 - e) Wayfinding sign program

5. Review and discuss current Community engagement and TV studio initiatives
 - a) TV Studio upgrades
 - b) Discover Tinley show and Chamber Spotlight show
 - c) Informational videos

6. Next meeting:

a) Confirm date and time

b) Idea sharing and prioritization of initiatives for updated marketing action plan.

Suggestions include volunteer program, business outreach efforts, populating a list of video topics and surveys/polls.

COMMENTS FROM THE PUBLIC

ADJORNMENT