
MINUTES OF THE MARKETING & COMMUNITY RESOURCES COMMISSION
October 5, 2020, 6:30 p.m.
Kallsen Center Conference Room

Members Present

Daniel Fitzgerald, Chairman
Mike Cutrano
Janet Czuchra
Julie Dekker
Bernie Greenawalt
Jim Green
Debbie Melchert
Beth McKernan
Kelly Oswald
Carol Racine
Mike Sevier
Al Siegers
Paul Yedwofski

Members Present Remotely

Dennis Suglich

Associate Members Present

Garrett Gray

Members Not Present

Jackie Bobbitt
Stephanie Pyrzynski
Barbara Rose Whalen

Associates Members Not Present

Carol Bradtke
Jason Freeland
Nick Halikias
Nick Markowicz
Courtney Rourke

Staff Present

Vicki Sanchez, Special Events Coordinator
Donna Framke, Marketing Director
Jason Freeman, Public Information Coordinator
Nichole Gardiner, Community Engagement Coordinator

CALL TO ORDER

Chairman Daniel Fitzgerald called the October 5, 2020 meeting to order at 6:36 p.m. Daniel Fitzgerald reviewed the remote meeting protocol with all in attendance and Denise Maly-Politano took a roll call to acknowledge all in attendance.

APPROVAL OF THE AGENDA

Motion made by **Bernie Greenawalt**, seconded by **Julie Dekker** to approve the agenda. Motion carried.

APPROVAL OF THE MINUTES

Motion made by **Deb Melchert**, seconded by **Al Siegers**, to approve the minutes of the August 17, 2020 Marketing & Branding Commission and the minutes of the August 12, 2020 Community Resources Commission meetings. Motion carried.

INTRODUCTION OF COMMISSIONERS

Donna Framke welcomed everyone to the first meeting of the combined commissions. Introductions were made.

DISCUSS GOALS AND OBJECTIVES OF NEW TINLEY PARK MARKETING COMMISSION:

1. **Events**
2. **Tourism and Branding - Continuing to build out the music brand as a major goal**
3. **Studio and Tinley Park television**
4. **Community engagement side and ways to engage the community**

REVIEW AND DISCUSS CURRENT EVENTS AND ACTIVITIES

Vicki Sanchez summarized the two summer music in the plaza events, artist night recognizing the bench artists right before the concert; the last summer music event was cancelled. Upcoming “boo bash” event with preregistration of up to 950 people, with staggered entry of 50 people in each group. Looking for volunteers.

Vicki Sanchez stated that we will not be able to have the Holiday Market this year as we normally do. Looking into a different format. Photos with Santa would be behind a partition and allow families to take their own pictures. The goal is how to bring people to the downtown area to see the decoration and the downtown area. Looking into multi-day events/weekends to spread people out, carriage rides, tree lighting, and participation of the downtown restaurants.

Donna Framke asked about ideas/feedback for the holiday activities.

Julie Dekker suggested a seasonal celebration and something completely different. Asked how we could control the crowds at tree lighting.

Chairman Daniel Fitzgerald commented that spreading out events over multiple weekends would be interfering with people’s holiday plans and adding to the cost to hold multiple events.

Garrett Gray stated it would mean more volunteers, more volunteer times, and events would have to be well staggered as the photos draw a huge crowd.

Deb Melchert suggested looking into a live reindeer exhibit.

Al Siegers thought this year would be an exception for Santa. No one wants to be in those lines with all of those people visiting Santa as it is such a big draw.

Vicki Sanchez would like to continue the food and toy drive like we have in past years.

BENCHES ON THE AVENUE 2021 THEME AND 2020 SCAVENGER HUNT RESULTS

Benches 2021 themes discussed. After discussion and vote, “Album Covers” was selected.

REVIEW AND DISCUSS CURRENT COMMUNITY ENGAGEMENT AND TV STUDIO INITIATIVES

Jason Freeman explained broadcasts on Comcast 4, U-verse 99, You Tube channel and social media outlets for PSA’s.

Donna Framke discussed interlacing Discover Tinley shows and Chamber Spotlight shows.

Garrett Gray stated the Studio is very small and not much has been done recently as many of the volunteers are under 18 years old. Programming has been challenging at the Studio with the students. Met at the Studio with Donna and Jason to discuss working with a green screen. Looking for ideas and other adult volunteers. Right now it is all in a holding pattern.

Al Siegers agreed with Garrett. Would like to see us take the time to get the Studio upgraded, look at better ventilation with a professional HVAC company, professional sanitizing to make people comfortable being in there. Hoping Don Budny and Ron Centanni will come back to the Studio even though they are no longer on the commission. So many years of talent there.

Deb Melchert suggested extending a formal invitation to Don and Ron to invite them to stay involved with the Studio.

REVIEW AND DISCUSS CURRENT TOURISM AND BRANDING INITIATIVES BRAND AWARENESS POSTERS

Donna Framke stated several projects are on a hiatus as they are funded by the hotel tax. The idea is to have people identify famous quotes. These would be placed in high traffic areas within the community.

VISITOR APP

Nichole Gardiner stated the app will be tourist based regarding restaurants, hotels and special events.

HARMONY SQUARE

Donna Framke stated the village board decided at the end of last year to go forward with eminent domain. Looking forward to taking over that property. Could be a two year process as there is now a delay. Made progress on the actual design of the plaza and other plans.

MUSICAL CHAIRS

Nichole Gardiner stated the musical chairs were a big hit and will be back in the spring.

WAYFINDING SIGN PROGRAM

DONNA FRAMKE reported this program is complete and ready to go. When the money is there we will begin fabricating the signs.

NEXT MEETING – CONFIRM DATE AND TIME NOVEMBER 2, 2020 AT 6:00 P.M.

Donna Framke would like everyone to think about initiatives for updated marketing action plan, volunteer program, business outreach efforts, etc.

Comments from the Public

No public, no comments.

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Adjournment

There being no other business, a motion was made by Deb Melchert, seconded by Mike Cutrano to adjourn the meeting. Meeting adjourned at 7:50 p.m.

/dmp