
MINUTES OF THE MARKETING & COMMUNITY RESOURCES COMMISSION

February 1, 2021, 6:00 p.m.
Kallsen Center Conference Room

Members Present

Jackie Bobbitt (Remote)
Mike Cutrano (Remote)
Bernie Greenawalt
Jim Green (Remote)
Debbie Melchert (Remote)
Beth McKernan (Remote)
Kelly Oswald (Remote)
Carol Racine (Remote)
Mike Sevier (Remote)
Al Siegers (Remote)
Paul Yedwofski (Remote)

Associate Members Present

Carol Bradtke (Remote)
Garrett Gray (Remote)

Members Not Present

Daniel Fitzgerald, Chairman
Janet Czuchra
Julie Dekker
Stephanie Pyrzyński
Dennis Suglich
Barbara Rose Whalen

Associates Members Not Present

Jason Freeland
Nick Halikias
Nick Markowicz
Courtney Rourke

Staff Present

Vicki Sanchez, Special Events Coordinator (Remote)
Donna Framke, Marketing Director

CALL TO ORDER

Chairman Jackie Bobbitt called the February 1, 2021 meeting to order at 6:05 p.m. Remote meeting protocol reviewed and Denise Maly-Politano took roll call.

APPROVAL OF THE AGENDA

Motion made by **Garrett Gray**, seconded by **Beth McKernan** to approve the agenda. Motion carried.

APPROVAL OF THE MINUTES

Motion made by **Carol Racine**, seconded by **Bernie Greenawalt**, to approve the minutes of the October 5, 2020 Marketing Commission. Motion carried.

DISCUSSION ITEMS:

1. Special Events

- **Recap Fall And Winter 2020 Events**

Vicki Sanchez recapped events. Charitable drives were a good turnout for clothing, coats and food collection. Very generous donations for Tinley wish. Santa and other characters appeared for pictures. Elf in the window was a huge success with the residents and the businesses. Would like to have something similar for upcoming holidays.

Donna Framke stated the plan was to have events in a socially distant manner and with that in mind we were able to have successful, limited events.

- **Scholarship Program**

Discussion followed regarding the scholarship program and how/if/when scholarships can be conducted with schools not fully in session. Garrett Gray and Denise Maly-Politano gave an overview of the program with emphasis on student's GPA's, volunteer activities and the timing of scholarships. Garrett will contact prior commissioners for information and guidance.

Al Siegers would like to see a minimum of six sponsors to be able to cover more schools.

Donna Framke stated that community involvement is stressed. Might be difficult this year with everything shut down.

Garrett Gray agreed. With COVID and a turnover of staff at the Village Hall it has been difficult. We obviously needs funds first before we can award students.

- **Youth In Government Program**

Garrett Gray stated he does not know how the YIG program would be possible with schools not fully in attendance. He does not feel comfortable asking parents, students and staff to participate and it would be a difficult program to run remotely as the whole idea is for the student to shadow the Village employee in their job duties. This would result in a smaller number of kids involved and it would have to be all virtual. His recommendation is to table the program this year until students can meet with Village officials.

Al Siegers agreed this is the year to consider taking a pass from YIG as we are not able to do a lot of the program under today's conditions.

Deb Melchert agreed stating that the students cannot shadow virtually.

Garrett Gray made a motion, seconded by **Deb Melchert** to put YIG 2021 on hiatus for this school year because of the pandemic, to be revisited in the fall for the 2022 program.

Denise Maly-Politano took the vote of all present. All in agreement with the motion to table YIG for 2021.

- **Valentine's Day**

Vicki Sanchez said February is "love and kindness" month. There will be new artwork in the plaza created by local artists and Public Works will be installing pink, red and white lighting in the area.

Al Siegers suggested decorating the fountain.

- **St. Patrick's Day**

Vicki Sanchez said there will be no parade this year. Looking for other ideas similar to Elf in the window. Maybe Leprechaun in the window or a pot of gold. Thinks the businesses will be on board. Might have a downtown treasure hunt similar to Elf in the Window and a village-wide story map during the month of March which will include things happening in the village. Anybody can participate as long as it is in Tinley Park and has a St. Pat's theme to it, i.e. wear green to get a discount at a business.

Donna Framke said it's all about supporting businesses in any way we can. The businesses will miss the parade so we are trying to support them.

- **Music In The Plaza Concert Series**

Vicki Sanchez stated we are still planning on having a music series but have to be flexible as we do not know what it will look like then. Hope to have 7 concerts. Band budget was decreased so looking for more local bands and talent. House of Music volunteered to perform free of charge. One of the dates of the music concert series falls on the 20th anniversary of 9/11 so hoping to get a military band or something similar on that date.

Deb Melchert will ask her friend in the Marine Corp. for ideas on military bands.

Beth McKernan suggested a talent show with local kids.

Garrett Gray agreed. Or a Battle of the Bands like in previous years.

Donna Framke stated there were logistical challenges last year due to COVID. On March 24th the board looks at the budget with a May 1st start date for the fiscal year. Budget is a concern. We will see where we are at then.

Jim Green agreed with Garrett Gray on a Battle of the Bands series.

- **Benches On The Avenue – Review Sketch Submissions**

Donna Framke asked everyone to review the bench sketches and get their votes in by Thursday, February 4th. Benches will be out on Oak Park Avenue May 10th.

2. Update on Tourism and Branding initiatives

Donna Framke stated we are in the process of building a visitor's app. There will be a test group to look at the app and give feedback.

HARMONY SQUARE

Donna Framke reported there was a court date in January. The case was transferred to Tax and Revenue Court with the next court date of March.

MUSICAL CHAIRS

Musical Chairs will be brought back when things open up and chairs can be safely placed in the businesses.

Stay Informed Campaign

Flyer/information will be mailed in water bills. Internal incentive to stay in touch with the Village. How to stay informed. The challenge is to bridge the gap to create more connections with others not usually on social media platforms. Connectivity ideas.

**NEXT MEETING – CONFIRM DATE AND TIME
MARCH 1, 2021 AT 6:00 P.M.**

Starting in April and mandatory by October we will need to dial all 10 digits for phone calls.

Comments from the Public

No public, no comments.

Adjournment

There being no other business, a motion was made by **Bernie Greenawalt**, seconded by **Deb Melchert** to adjourn the meeting. Meeting adjourned at 7:10 p.m.

/dmp