
MINUTES OF THE MARKETING & COMMUNITY RESOURCES COMMISSION
April 12, 2021, 6:00 p.m.
Kallsen Center Conference Room

Members Present

Jackie Bobbitt
Mike Cutrano
Julie Dekker
Bernie Greenawalt
Jim Green
Debbie Melchert
Beth McKernan
Mike Sevier
Al Siegers
Paul Yedwofski

Associate Members Present

Garrett Gray

Members Not Present

Daniel Fitzgerald, Chairman
Kelly Oswald
Stephanie Pyrzynski
Dennis Suglich
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

CALL TO ORDER

Chairman Jackie Bobbitt called the April 12, 2021 meeting to order at 6:05 p.m. Remote meeting protocol reviewed. Denise Maly-Politano took roll call.

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 **Garrett Gray**, seconded by **Paul Yedwofski**, to approve the minutes of the February 1, 2021 Marketing & Community Resources Commission. Motion carried.

DISCUSSION ITEMS:

1. Proposed Mural on new Brixmoor Development

Donna Framke along with the Community Development Department has been talking with the Bixmoor Development about a mural on the red brick mall facing north and covering the entire wall. The developer is asking the Marketing Commission for ideas and the developer is footing the bill. It would never be a walkup, take pictures by it kind of mural. It is just to beautify the area.

Julie Dekker explained you are creating a three dimensional piece on a flat surface. For example, there is a fantastic mural located in Nashville which portrays a bunch of famous musicians.

Bernie Greenawalt said it is a no brainer and a good use of space.

Garrett Gray said the mural would be a good identifier.

Paul Yedwofski suggested using our Tinley logo and then a branding symbol such as a clef note.

Jackie Bobbitt agreed we should have the mural focus on branding/history.

Donna Framke asked if we should have one larger or 4 smaller murals on the wall.

Garrett Gray thought bigger is better.

Julie Dekker suggested 4 if they can go together and can make sense.

2. 2021 Special Events

Vicki Sanchez provided the special events update.

Armed Forces Day is planned by the Veteran's Commission for May 15th from 10 AM to 12PM on Veteran's Parkway. There will be a dedication, guest speakers, and a band. Additions will be made to Timber and Veteran's Parkway and the "Howe Development Center Veterans Memorial".

Julie Dekker inquired about the banner program and asked if there are still openings for the memorial. Applications are due May 1st.

Memorial Day Ceremony at the Veteran's Plaza is May 31st from 10AM to 11:30AM. This event will be live streamed. Hoping and planning for a regular ceremony.

Cruise Nights on Oak Park Avenue begin June 1st through August 31st from 5PM to 9PM with the same set up as 2019. You are allowed 500 people in an outdoor space. Still in discussions with the VFW and the time slot.

Donna Framke explained the state has developed a bridge phase with 75% of the population being inoculated and the numbers on a decline. Then we start a 28 day bridge to Phase 5 if numbers continue to decrease. Hopeful we get to those numbers which is a bridge to Phase 5. Phase 5 can happen when 50% of those 16 and over have been inoculated. That will determine if we need any additional requirements like masking. Plan was to have events in a socially distant manner and with that in mind we are able to have successful, limited events.

Vicki Sanchez stated we are waiting to see what the state regulations are for Farmer's Markets at that point in time and go from there. Thinking more people will be allowed.

Benches on the Avenue

Donna Framke said there are 20 benches this year. A QR code with the artist's name, sponsor and song from that album will be available. Benches are scheduled to be placed on May 10th.

Music in the Plaza

Vicki Sanchez stated we had to choose some new bands and thinks we got a really good lineup in such a short timeframe. There will be a new format this year to focus on supporting local musicians and artists. June 26th to August 28th concerts will have an opening band from the House of Music perform from 7:00 to 7:45PM with the headliner band from 8PM to 10PM. The schedule is as follows:

6/26	Shock the System (Hard Rock)
7/10	Whiskey Road (Country)
7/24	The Walk-Ins (Variety)
8/7	Five Guys Named Moe (Classic Rock)
8/21	95 th Street Band (Horn Band)
8/28	Reckless (Variety)
9/11	Austin Edwards Band (Country)

This year is the 20th anniversary of 9/11 and we want to make it special. Austin is a police officer and an America's Got Talent finalist with a group called Broken Roots. Austin started his own country band. Two members are police officers and veterans. Thinks they will do a good job honoring first responders.

Donna Framke hopes to have a parade. Also working with the fire chief to upgrade the beam at station 46 and embellish the area. Possibly a logo on a patch.

Paul Yedwofski suggested a name reading to memorialize the victims and mark the day.

Garrett Gray suggested red/white/blue shirts for 9/11.

Julie Dekker suggested 5 minutes of silence and/or candle/flashlight/lighter during intermission.

Vicki Sanchez stated the Austin Edwards Band has a special song dedicated to 9/11 that will be performed. Vince Aiello and the TPHS seniors will be playing patriot music.

Bernie Greenawalt inquired about admission requirements.

Donna Framke stated it will be contingent on where we are on the Restore Illinois plan. If we are in the current phase we will have to do what we did last year with a ticketed event in a certain area but hopes to be back to Phase V by June so it will not be an issue and will be back to the way it has been in past years.

3. Tinley Park TV Studio

The studio has been closed for the past year due to the pandemic. When is it the appropriate time to pick back up, modify format, reopen?

Garrett Gray said the studio is still on hiatus. The studio space is very tight and that presents a different challenge. There will be an opportunity to have outdoor shows. Restore IL perhaps will help to increase comfort levels and safety levels. Biggest issue is that we have adult volunteers and then we have teenage volunteers who are not adults then you need to ask the parents for permission. Until COVID cases drop and the confidence level goes up that everyone is safe not much we can do. Probably needs cleaning. It is a tiny space and question how the ventilation is. Need to limit bodies in there.

Donna Framke suggested maybe going out on location, to the business we are showcasing. Would be nice to have some sort of a threshold to use for reopening.

Garrett Gray stated going out on location is not the problem. The problem is that it takes more time for editing in the studio. Work in the studio presents a challenge as more time is needed for editing. Perhaps it is not a bad idea to visit format. Most of the interviews are 8 minutes for Chamber and 14 minutes for Discover Tinley for an interview. Maybe we need to do more in less.

Jackie Bobbitt suggested a 30 second clip to talk about their businesses and we can use that throughout the year. Start collecting info now to use later. Easy to put on FB, Instagram, etc. Green screen option with a picture of the business behind them.

Beth McKernan stated that some people don't know where the businesses are and show a couple of storefronts getting to the spot then they would know where it is at.

Garrett Gray will need to give a call to interested teens and young adults for more volunteers. Need to update format.

Donna Framke said the plan is that we will watch the metrics, and we will at the appropriate time do another call for volunteers and give some thought to updating the format.

4. Projects in Development:

- **Pop up Village Hall**

Donna Framke wants to create something that has some presence, have staff interact with people and answer questions. 2-way line of communication for anybody that wants to know what is going on. Creating a hybrid model with a cart branded and available to take out around town. Start with events this summer. Sandwich board with QR code.

- **Tinley Messenger (On-solve) Code Red Platform**
Donna Framke explained this was originally intended for emergency calls. Side system allows you to create a community list. Started with those on senior status for vehicle stickers and the list was created from that list. High profile messages sent to senior population for those not engaged with the village electronically or on social media. Have 4700 names. Anyone can sign up or opt out. Tinleypark.org/stayinformed and create an account to receive calls.
- **Tinley Park app**
Donna Framke explained Tinley Park app would include information on dining, attractions, hospitality and any information supported by visitors. Music theater is trying to get bands back in August. Also throwing out the idea of magic lights show which is an animated drive-thru light show at the theater.
- **Tinley Park TikTok account**
Donna Framke explained we are working on creating a TikTok account for the village.

GOOD OF THE ORDER

Donna Framke informed everyone that commissioner Carol Racine resigned.

Julie Dekker suggested merchandise should be where people are going, not just at the village hall. Needs to be more accessible and in a central location. Drink specials with a commemorative glass/shot glass only available at our local bars and restaurants.

Jackie Bobbitt suggested speaking with 350 for ideas.

Al Siegers suggested starting with a series of postcards.

Beth McKernan suggested a cart that rotated locations with merchandise.

Comments from the Public

No public, no comments.

Adjournment

There being no other business, a motion was made by **Deb Melchert**, seconded by **Beth McKernan** to adjourn the meeting. Meeting adjourned at 7:22 p.m.

/dmp