
MINUTES OF THE MARKETING COMMISSION
August 2, 2021, 6:00 p.m.
Kallsen Center Conference Room

Members Present

Jackie Bobbitt
Bernie Greenawalt
Jim Green
Deb Melchert
Barbara Moore
Kelly Oswald
Mike Sevier
Al Siegers
Paul Yedwofski

Associate Members Present

Carol Bradtke
Garrett Gray

Staff Present

Vicki Sanchez, Special Events Coordinator
Donna Framke, Marketing Director

Trustee Diana Galante

Members Not Present

Daniel Fitzgerald, Chairman
Julie Dekker
Stephanie Pyrzynski
Dennis Suglich

Associates Members Not Present

Janet Czuchra
Jason Freeland
Nick Halikias
Courtney Rourke

CALL TO ORDER

Jackie Bobbitt called the August 3, 2021 meeting to order at 6:06 p.m. Denise Maly-Politano took roll call.

APPROVAL OF THE AGENDA

Motion made by **Bernie Greenawalt**, seconded by **Jim Green** to approve the agenda. Motion carried.

APPROVAL OF THE MINUTES

Motion made by **Jim Green**, seconded by **Kelly Oswald**, to approve the minutes of the April 12, 2021 Marketing Commission. Motion carried.

DISCUSSION ITEMS:

1. Creation of the Tinley Park Tourism Alliance

Donna Framke explained the 55 point plan prepared by Roger Brooks regarding rebranding and the reevaluation of Item #30. We pay the CVB 95% of 1% of the hotel/motel tax that is collected in Tinley Park, around \$250,000-260,000 a year pre-pandemic and last year was around \$220,000. Started a plan to disband. Outline distributed. The Chicagoland Southland Convention and Visitor's Bureau is funded by the state covering 62 communities. Tinley has 10 hotels and 1,000 hotel rooms, the most in the southland. Cannot promote Tinley specifically. June 1st we gave our 90 day notice.

Need support for meeting planners and a true planning guide. Need to fine-tune and target marketing. Updated tourism video would be completed by a professional. Want to bring in event planners, bloggers, etc. to showcase the community. Would need to expand the Marketing Department and work with the Tinley Park Convention Center.

Paul Yedwofski asked if Tinley can't be mentioned how can we list events? Is there a way to negotiate our hotel rates to lower the percentage?

Donna Framke explained there are costs involved.

Jackie Bobbitt inquired about the timeline.

Donna Framke stated the 90 days would end September 1st, wrapping up during the course of the next ½ year, ending May 1st.

Trustee Galante thinks they do a lot and have a staff of 12. Her concern is the expertise. Like the apps they have, especially the biking app showing trails. For every dollar the revenue is \$19.00. Need to consider costs of being in-house would increase, need to hire more staff, cost of printing, cost of planners, etc.

Donna Framke thinks the leads are poor and stale. Need something new.

Jackie Bobbitt asked if we know of any other communities that have done this?

Donna Framke stated Oak Lawn has. Chicago Southland is not a popular brand with meeting planners. We can at least try and see how it goes. Can always go back to them but marketing is the same.

Garrett Gray stated Tinley has a lot of attractions, restaurants with music and/or trivia night to bring in more people.

Bernie Greenawalt asked what Southland's reaction was.

Trustee Galante said they were shocked. Tinley has been with them for 27 years. They provided a good presentation and their apps are a huge benefit. Biggest concern is their expertise and the cost involved. Struggling with having this done in-house. Need to hire staff.

Vicki Sanchez explained the more the Tinley Park name gets out there the more it helps with economic development and getting the businesses we want into Tinley Park.

Mike Sevier asked if we knew how they would judge if it's a success or not? Is there a figure in mind to judge?

Donna Framke explained it is a heads and beds figure. ROI would be the barometer. We can try this and see if it works.

2. September 11, 2021 – 20th Anniversary of 9/11

Vicki Sanchez stated the fire department will begin with a recognition by the beam at Fire station 46 at 7:46 a.m., then the annual open house will be held. It will be live streamed. A quartet from the Tinley Park Community Band will play patriotic music from 9 a.m. to noon at the Farmer's Market. 6:00 to 8:00 pm there will be a touch-a-truck with first responder equipment. Hoping to have the Tinley Park Police honor guard, a National Anthem singer, Tinley Park H.S. pre-show with patriotic music, a ceremony presented by EMA, main band, Austin Edwards, 8:00 p.m. to 10:00 p.m..

3. Rescheduled Music in the Plaza Concert – September 25, 2021

Vicki Sanchez stated the first 2 music concerts were cancelled due to weather. Able to reschedule one band, Shock the System, September 25th.

4. Halloween Boo Bash – Sunday, October 24, 2021

Vicki Sanchez stated Boo Bash will be back to normal with a DJ, inflatables, food, magic show, games, prizes, vendors and crafts. Noon to 3:00 p.m.

Jackie Bobbitt suggested a family pumpkin decorating contest or something similar.

Carol Bradtke said the Park District is having a pumpkin carving event on October 26th.

Other ideas: decorating hats, bats, cats, scarecrows, witches costume contest, etc.

Carol Bradtke asked about having the Halloween house decorating contest again this year. Discussion followed.

5. Holiday Happenings 2021 – December 3rd-5th

Vicki Sanchez stated plans are underway for the Holiday Happenings event. On 12/3 there will be carolers and the tree lighting; 12/4 the Toyland Parade, holiday market and ice sculptures; 12/5 the holiday market continues with the Parade of Lights at night. Asked if there would be a volunteer for Head Elf to run the photos with Santa. Would like to split up the shifts and now have the same people there all day every day.

Garrett Gray agreed it is a big effort. An involved process for setup and execution.

Al Siegers agreed it is a big commitment.

Donna Framke explained to everyone that in the past the CRC took full responsibility, coordinated the intake the line, handing out numbers, coordinating the pictures, handling the giveaways, organizing with Mrs. Claus, etc.

Denise Maly-Politano reminded everyone there is also the booth setup on Thursday night, Friday is the setup in the train station, then Sunday night take down and pack up to return to storage.

Al Siegers suggested spreading out the ice sculptures along Oak Park Avenue.

Kelly Oswald inquired about Elf in the Window contest for this year.

Trustee Galante asked about musical chairs.

6. Block Party 2022 recommendation

Vicki Sanchez said there have been recommendations to make the Block Party a two day event. Preliminary plans and maps were shown. Initial thoughts would be Saturday 2:00 to 10:00 p.m. and Sunday Noon to 7:00 p.m. Probably schedule as many bands and performers but spread out over the two days using one main stage.

GOOD OF THE ORDER

N/A

Comments from the Public

No public, no comments.

Adjournment

There being no other business, a motion was made by **Garrett Gray**, seconded by **Paul Yedwofski** to adjourn the meeting. Meeting adjourned at 7:40 p.m.

/dmp