

MINUTES OF THE MARKETING COMMISSION
November 1, 2021, 6:00 p.m.
Kallsen Center Conference Room

Members Present:

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

Members Not Present:

Daniel Fitzgerald
Barbara Moore (resigned)
Dennis Suglich

Associate Members Present:

Garrett Gray
Jeff Metzger

Associate Members Not Present:

Carol Bradtke
Janet Czuchra
Jason Freeland
Nick Halikias
Courtney Rourke

Staff Members Present:

Donna Framke, Marketing Director
Vicki Sanchez, Special Events Coordinator

Guests:

Hamish McDonald and Rob Gruson from Point B Communications

CALL TO ORDER

Jackie Bobbitt called the November 1, 2021 meeting to order at 6:02 p.m.

APPROVAL OF THE AGENDA

Motion made by **Deb Melchert**, seconded by **Kelly Oswald** to approve the agenda. Motion carried.

APPROVAL OF THE MINUTES

Motion made by **Paul Yedwofski**, seconded by **Bernie Greenawalt** to approve the minutes of the September 13, 2021 Marketing Commission. Motion carried.

DISCUSSION ITEMS:

1. Presentation of Point B Discovery session recap and discuss next steps in tourism marketing process. [Recap on the Village website for further review.]

Full day session was held with Point B. Some highlights/recap include:

What is Tinley Park trying to accomplish and how will Tinley get people to visit?

Nice branding, long-term sustainability advantages.

What will drive traffic to the village?

Life Amplified Brand – time to bring it to life.

Music-leisure-vibrancy-fun-green spaces-year round events-entertainment

Personality of Tinley Park and its brand. Somewhat contemporary, attract younger demographics.

Brand manifesto - Nightlife and family life coexist.

Variety in music entertainment.

Content is there but government feel is still present, need to separate.

Website update with visitor tabs, dining guide, hospitality and special events.

Mike Sevier suggested looking into Branson and Tennessee for ideas. Where can smaller events be held during the winter?

Al Siegers suggested looking into past shows from the old Holiday Star Theater or have smaller bands for an indoor concert at the convention center.

2. Winter events review and discussion

Vicki Sanchez is looking for lots of volunteers for the Holiday Market, Thursday through Sunday. 4 volunteers needed to decorate the stage on Thursday, Noon to 3 or Friday a.m.; Friday setup for Photos with Santa: Al, Deb, Denise, Kelly, and Mike

Saturday: Photos with Santa, 10:30 – 5:00: Al, Deb, Denise, Paul and volunteers from the Sister Cities Commission.

Toyland Parade: volunteers for line-up, 11:00 a.m. to help Al and Kelly, also need to get characters ready for parade, 10:30 to noon; and Info Booth 11:30-2:30

Sunday: Photos with Santa, 10:30-5:00: Al, Deb, Denise and volunteers from the Sister Cities Commission.

Stage Tear-down: 5-6:00 p.m.

Characters: 4:00-5:30 p.m. drive to parade lineup and pick up at end of parade.

- **Holiday Walk**

Vicki Sanchez said it was a big success last year. Didn't want to discount the Holiday Walk this year because businesses did see an increase in business leading up to the holidays. Couple of new additions.

- **Tree lighting ceremony**
- **Toyland parade**

Vicki Sanchez gave an update. Stepping off at 11:45 a.m. from Vogt Visual Art Center, down 174th Place, Oak Park Avenue to North Street. Already have seven groups signed up and more coming in. Stilt walker will head it off.

Looking for volunteers to help **Al Siegers** with line up around 11:00 a.m. **Kelly Oswald** offered to help. Possibly help with character dressing and handling costumer characters.
- **Holiday market weekend (Vicki Sanchez recap)**

Victorian Carolers 5:30-6:15, tree lighting will follow.
 Friday 6:00 to 9:00 p.m.
 Saturday 11:30 a.m. to 5:00 p.m.
 Sunday Noon to 5:00 p.m.
 Tent was expensive. Upgraded kids crafts and will charge \$1.00.
 Women's Auxiliary will be doing cookie decorating kits for a small fee.
 Train ride will replace carousel. Also have a giant inflatable snow globe with a character inside.
 Carriage rides will stay on southside of tracks.
 Ice carving unknown. Difficulty in finding anyone to make the large blocks of ice for carving.
- **Elf in the window**

Kelly Oswald is waiting on two more businesses. Have to be displayed by November 27th through New Year's weekend. End of next week should have everything compiled.
- **House decorating contest**

Vicki Sanchez said information on the website right now. It is a contest, fill out form, submit a video and/or a photo. Deadline to submit is Sunday, December 5th and judging taking place December 6-8th, winners announced December 10th.

Bernie Greenawalt interested in being a judge. Looking for other volunteers. **Kelly Oswald, Jackie Bobbitt** and **Paul Yedowski** will also be judges. **Kelly Oswald** asked about Avon Lane. **Donna Framke** said collectively the village will be providing public safety as needed.
- **Trim a tree**

Jeff Metzger provided trim-a-tree sponsorship forms and information. November 27th is decorating day. Home Depot will have delivery of trees by November 14th or sooner then Public Works will pick up.
- **Parade of lights**

Jeff Metzger is looking for a parade judge for the parade. Some changes are possible.

Vicki Sanchez stated the village and the Chamber always work together. Crowd control fencing has always been expensive but has gone up greatly this year. Some ideas is to limit crowd control fencing that we need to rent by considering shortening the parade and have the route go from 175th Street to 173rd Street and turn at Durbins. Just ideas at this time. Up for discussion.

Vicki Sanchez reported that our typical Santa for Parade of Lights will be unable to participate this year. Looking for ideas for anyone that can be Santa.

- **Photos with Santa**

Al Siegers stated Photos With Santa will be changed this year. Mrs. Claus will be asked to stay at the North Pole this year to eliminate congestion. Wednesday meeting will determine how to set up at the train station, look over concerns with seating, maintaining social distancing, use same number system, warming tent outside, use the adjacent doors to the train tracks, not allow so many people in unless they are buying something. Set up we only need 3-4 people. Need same amount of pipe and drape and stanchions.

Vicki Sanchez is looking for a bench for Santa to raise him up and have kids sit or stand in front of Santa. Also looking for volunteers for the Soldier display and info booth set up on Friday. Sister's City offered to help with photos. Solid group of entertainers this year but no preschool groups due to COVID.

3. Branded apparel and premium items

Donna Framke stated branded quarter zips will be ordered this year if anyone wants to place an order. You can wear your CRC red shirts or any other red attire when working at the Christmas Market. Next year we will look into purchasing apparel. Postcards, hats, shot glass, and a few other items will be available.

4. Halloween Boo Bash Recap – Sunday, October 24

Vicki Sanchez estimated about 300 attended despite the horrible weather. All vendors were there.

Kelly Oswald heard it was a fun time, kids got to do a lot without waiting in a big line.

5. Benches on the Avenue theme for 2022

Donna Framke stated there was a split tie. Went to the community with a survey and Animal Adventure came back as the winner.

GOOD OF THE ORDER

- Veterans Day ceremony – Thursday, November 11 at the General Rea Plaza (80th Avenue train station)
Might be moved to the Odyssey next year.

- Employee/Commissioner Christmas Party – Wednesday, December 15, 6:00 pm, at the Tinley Park Convention Center
Commissioners and guests will be invited.

No December meeting.

Deb Melchert suggested having all the benches on future postcards.

Julie Dekker suggested a thumbnail of all the benches.

Al Siegers suggested allowing traffic down Oak Park Avenue after concerts so they can possibly get to the restaurants and bars afterwards. Also, possibly a trolley or shuttle bus to transport people.

COMMENTS FROM THE PUBLIC

N/A

ADJOURNMENT

Motion by Garrett Gray to adjourn the November 1, 2021 meeting, seconded by Julie Dekker at 7:43 p.m.

/dmp