

MINUTES OF THE MARKETING COMMISSION
February 7, 2022, 2021, 6:00 p.m.
Kallsen Center Conference Room

Members Present:

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

Members Not Present:

Daniel Fitzgerald
Dennis Suglich

Associate Members Present:

Garrett Gray

Associate Members Not Present:

Carol Bradtke
Janet Czuchra
Jason Freeland
Nick Halikias
Jeff Metzger
Courtney Rourke

Staff Members Present:

Donna Framke, Marketing Director
Vicki Sanchez, Special Events Coordinator
Trustee Diane Galante

CALL TO ORDER

Jackie Bobbitt called the February 7, 2022 meeting to order at 6:12 p.m.

APPROVAL OF THE AGENDA

Motion made by **Deb Melchert**, seconded by **Julie Dekker** to approve the agenda. Motion carried.

APPROVAL OF THE MINUTES

Motion made by **Kelly Oswald**, seconded by **Jim Green** to approve the minutes of the November 1, 2021 Marketing Commission. Motion carried.

DISCUSSION ITEMS:

1. Select 2022 Benches on the Avenue renderings

Commissioners voted on Benches on the Avenue renderings. Twenty-one total benches will be on display early May per **Donna Framke**.

2. Review Creative from Point B Communications

Discovery session recap and discuss next steps in tourism marketing process.

[Recap on the Village website for further review and discussion, LTSCA, pillars of what Tinley Park brand really is, sustainable, draws visitors from across the Midwest, regional

convention center, busy restaurant and bar scene, offers easy access, fully loaded meeting destination, etc. Slide show presented, reviewed, and discussed.]

Concept One “Now Playing”

Gives a sense of fun and anticipation, ability to reconnect, advertises “a seriously good time” for groups of 2-2,000 are now playing in Tinley Park.

Paul Yedwofski asked what targeted audience is.

Donna Framke explained it is 70/30 of meeting planners, put heads in beds. 30/% to the general public, the leisure traveler. Persona of the brand won’t change. Tweak it as you take it out to market. This concept is a nod to the poster, a mailer, not specific to the picture but you get an idea as to the type of artwork that might be mailed out.

Concept Two “A Rhythm All its Own”

Tinley Park provides a mecca of live music, attracts people from across the country, family getaways, corporate trade shows and a place to hang out, dine out or rock out. Tinley Park is the vibe you are looking for, one that follows it’s own beat in a rhythm all its own.

Concept Three “Life Amplified”

Tinley Park is bigger, brighter and larger than life with choice bars and restaurants, more energized. Life in Tinley Park feels more amplified, it is the place to experience your “life amplified”.

Garrett Gray thought all three concepts were strong and liked “Now Playing”, however, “Life Amplified” is Tinley’s moto and we should stick with that but change the font. “A Rhythm All its Own” had clearer messaging. Would like to see a combination under the “Life Amplified” concept.

Julie Dekker and **Jackie Bobbitt** agreed. Likes “Life Amplified” but not the font.

Paul Yedwofski thinks “Life Amplified” is more personalized association, high energy, everything we are trying to promote in Tinley Park. Did not like the voice in the video.

Mike Sevier liked the second concept, “A Rhythm All its Own” but it did not focus on the demographic.

Al Siegers liked Concept Three the most.

Kelly Oswald liked Concept 3 but thought fonts would fizzle. Likes the vibe and how it encompassed everything.

Deb Melchert thought Concept Three was too distracting and did not like the font. Needs to be eye-grabbing but also professional. The message is you should come for the convention center but stay for the other stuff Tinley has to offer.

Donna Framke hopes for an April kick off from Point B. Also bringing to the next meeting the Proposed Media Plan.

3. **Winter/Spring/Summer Event Update**

Holiday Market

Vicki Sanchez received very little feedback regarding the Holiday Market, but everyone enjoyed Elf in the Window. 120 people participated. This was the 2nd year we did Elf in the Window. This was a planned COVID event but was requested we have it again.

Julie Dekker was happy we did Elf in the Window. Brought in a lot of people trying to find the Elf. It brought a lot of people down Oak Park Avenue on the other side of the tracks.

Photos with Santa, big thank you to all volunteers and Al, Deb, Denise, Paul, Garret and volunteers from the Sister Cities Commission for helping.

Toyland Parade: did not have much of a donation of toys, which is the purpose of the parade. Need ideas to stress the need for bringing a toy donation next year.

Tree lighting ceremony had sound problems.

Photos with Santa

Al Siegers stated Photos With Santa had many adjustments this year due to COVID but went well. Big turnout on Saturday but not Sunday with the rain. Thought photos should be moved over to the large tent (or at least in the same parking lot). Consensus that we might be on the wrong side of the tracks with the big tent and events on the other side from the photos.

[Discussion continued on Santa visits, photo set up and location.]

Deb Melchert suggested using lights in the booth inside the tent as it was very dark. Suggested selling ugly Christmas shirts and patriotic shirts at the booth. Also suggested looking into having Lite FM broadcast for a few hours one day. Thought bouncy snow globe was a huge hit and suggested it returns next year. Other idea was to have a scavenger hunt throughout the market and the area with a “candy cane lane” path going from the tent to Photos with Santa, Historical Society, etc. to get to all the points. Sold lots of shot glasses and wine glasses. Suggested having a different shot glass every year so people might want to collect the glasses, even if we just put the year or change the color.

Julie Dekker said it was standing room only for the magic show. Talked to everyone lining up for the parade and passed out tickets for the show. Hard in previous years to leave the tent and get people over there to see a show.

Garrett Gray thanked all the veterans that helped along with the new people. First day was very nice and brought a lot of people over to the carriage rides and pictures. Would like to see the ice sculptors come back next year. Thought more food vendors were needed. Also stated there was ample seating and the street with the decorated trees looked great along with the exterior decorations.

Julie Dekker inquired about postcard picture details. Challenge of presenting the village with new eyes.

Jackie Bobbitt suggested having an art show with people voting for the winners. Open up the medium if someone wants to paint something.

Spring/Summer Events

Vicki Sanchez needs volunteers for the Irish Parade Sunday, March 6th at 1:00 p.m. Looking for volunteers for the lineup from 11:00 a.m. to 1:00 p.m. You would be on your feet the entire time. Also, if any business is doing anything Irish in Tinley Park, let her know by Thursday. Virtual map will be going out a couple of days before.

Photos with the Easter Bunny – Sunday, April 10th from Noon to 3:00 at the Oak Park Avenue train station. Looking for someone to be the bunny and for other volunteers.

Monday, May 30th - **Memorial Day ceremony** at 80th Avenue.

June – September - Music in the Plaza with the following (tentative) schedule:

6/11	Blooze Brothers
6/25	Hillbilly Rock
7/9	Boy Band Night
7/23	Libido Funk Circus
7/30	ARRA Classic Rock
8/13	Rod Tuffcurls & the Bench Press
8/27	Student Body
9/10	TBD

June 7th to August 30th – Cruise Nights

June 4th to Mid-October – Farmer’s Market

Donna Framke stated Beth Nichols wants to retire after 25 years and **Kelly Oswald** is going to assist with that. Most of the vendors are coming back. Trying to strategically reposition it to be more focused on food and plants which would negatively impact some of the vendors that have been with us. Out of the 30 we have it is close to 50/50 split with those who are plant based and those who are profit based. Definitely will be having music, also looking for guest chefs.

Kelly Oswald asked what the deadline is for applications.

Donna Framke stated the deadline is February 15th. In addition to the seating at the train station, will be putting out temporary tables and benches.

Julie Dekker inquired about updates on the plaza and Banging Gavel.

Donna Framke stated the plaza is still snagged in the courts. Banging Gavel supposed to get their financing this month, which was a hang up on whether or not he would be able to continue. Still looking at 6-8 months for the build out. All contingent on financing being completed but it is looking promising. Between Banging Gavel and Sip the new patio added a new dimension to the downtown area.

Block Party July 16th and 17th

Vicki Sanchez did some research into rides and attractions. Bands are still in the works. Basically have 5 bands, 3 on Saturday and 2 on Sunday.

Kelly Oswald stated the website is confusing as it has third Sunday in July along with the dates that do not correspond.

4. **Scholarship Program**

Donna Framke did not have much of an update except for the mayor looking into three donators.

GOOD OF THE ORDER

Al Siegers inquired about use of the Studio. **Donna Framke** stated the Chamber has not brought back their show but they did have a new restaurant spotlight segment. Updates have not been done at the Studio.

Irish Parade Sunday, March 6th at 1:00 p.m.; Photos with the Easter Bunny – Sunday, April 10th from Noon to 3:00; Monday, May 30th Memorial Day ceremony at 80th Avenue

350 Closed

Potential new business where Tribes used to be, new taco place on 183rd is very good.

COMMENTS FROM THE PUBLIC

N/A

ADJOURNMENT

Motion by **Garrett Gray** to adjourn the February 8, 2022 meeting, seconded by **Julie Dekker** at 7:31 p.m.

/dmp