

**MINUTES OF THE MARKETING COMMISSION**  
**April 4, 2022, 6:00 p.m.**  
**Kallsen Center Conference Room**

**Members Present:**

Daniel Fitzgerald  
Jackie Bobbitt  
Julie Dekker  
Deb Melchert  
Kelly Oswald  
Mike Sevier  
Al Siegers  
Dennis Suglich  
Paul Michael Yedwofski

**Associate Members Present:**

Garrett Gray

**Members Not Present:**

Jim Green

**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**

**Daniel Fitzgerald** called the April 4, 2022 meeting to order at 6:02 p.m.

**APPROVAL OF THE AGENDA**

Motion made by **Deb Melchert**, seconded by **Jackie Bobbitt** to approve the agenda. Motion carried.

**APPROVAL OF THE MINUTES**

Motion made by **Garrett Gray**, seconded by **Julie Dekker** to approve the minutes of the February 7, 2022 Marketing Commission. Motion carried.

**DISCUSSION ITEMS:**

1. Status update on the Tinley Park Life Amplified creative concept  
**Donna Framke** stated the messaging will change but on the event but everything will look like it goes under this brand. Don't have video yet but wanted to start the process. Took feedback on the font. Happy medium to keep the font consistent. A lot of people like the bright colors so they have been asked to gravitate towards the bright colors as we move forward. It will remain the "Life Amplified" brand with the creation of a true tourism destination site. Visittinleypark.com domain.

## 2. Spring/Summer Events Update (Donna Framke)

- Benches  
22 benches to be installed on Oak Park Avenue May 4<sup>th</sup>. The theme is “Animal Adventures”. QR codes of the artists in action will be added. Reception for the artists is Friday, May 6<sup>th</sup> at the VFW along with video interviews of the artists.
- Easter Bunny Photos  
Easter Bunny photos at the Oak Park Avenue train station this Sunday, April 10<sup>th</sup>, noon to 3:00 p.m.
- Music in the Plaza
  - 6/11 Blooze Brothers
  - 6/25 Hillbilly Rockstarz
  - 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 American Pie

**Donna Framke** explained they are working on getting lower level sponsorships. The two sponsors so far are Massage Envy and Avocado Theory.

**Paul Michael Yedwofski** asked about t-shirts, shot glasses, glasses, etc. being sold at Music in the Plaza.

**Donna Framke** said we are bringing back the Downtown Tinley t-shirts this year. Have to figure out the full set up with the new event coordinator.

- Farmer’s Market 6/4-10/15 (Kelly Oswald)  
Market will now be run by Kelly Oswald. **Kelly Oswald** stated there are 43 committed/paid vendors and waiting on four others. 12 new vendors and over 50% is food/plant based. Past vendors were invited back, no one was turned away from previous markets. Music scheduled for every weekend, very few openings left. Looking for guest speakers and possibly chefs for food demonstrations. There will also be activities for kids. Some music highlights will be a brass quintet, guitar, and a saxophonist. Trying to get people to stay and mingle throughout the market. Tables and chairs set up to encourage people to stay longer.
- **Deb Melchert** inquired about cooking demonstrations and if you needed to be a professional chef. Some people from the Legion might be interested in demonstrating.
- Cruise Nights 5/31-8/30, Tuesdays, 5:00 p.m. to 8:30 p.m. (Donna Framke)  
Similar to prior years. Oak Park Avenue will be shut down from the Subway lot to North Street.

- **Block Party 7/16-7/17 (Donna Framke)**  
Planning a 2-day event. Music on both days. Cadillac Groove, Rockstar Rodeo and Infinity on Saturday. Brass from the Past and Johnny Russler on Sunday. One main stage and 2 smaller days on the East and West ends. North lot will be closed for rides. Main stage on 173<sup>rd</sup> Street. VFW will be operating out of the North lot.

**Paul Michael Yedwofski** asked if the street would be open overnight or shut down for both days.

**Donna Framke** said we are looking at the street behind Holstein's for vehicles. No one living in the area will be locked out.

### 3. Scholarship Program

**Denise Maly-Politano** provided the scholarship update. Put together a packet with **Al Siegers, Deb Melchert, Garrett Grey, Mike Sevier** helping and judging. Applications were given to the local schools. Four scholarships are available for \$1,000.00 each. Students have until Wednesday to submit applications. Winners will be invited to the Village Board meeting on May 17<sup>th</sup> for the presentation. Garrett Grey has agreed to be the speaker and present the awards at the meeting.

**Al Siegers** would like to have the students divided by school and have 1 per school. Have the scholarships spread out.

**Garrett Grey** understood Al's point but it does not always worked out that way after tallying the scores. Thanked everyone for making the scholarship program happen. It is important and important for the kids.

**Deb Melchert** suggested inviting the sponsors for recognition to the meeting. Also would like to have an open account for donations into the scholarship fund throughout the year.

**Julie Dekker** agreed there should be an account for anything left over to use in later years.

**Donna Framke** suggested addressing with the finance committee.

### **GOOD OF THE ORDER**

**Deb Melchert** reported a deposit of \$315.00 in donations from the Christmas market to the Sempra Fi America Fund. Also suggested high-top tables for judges at parades.

May 4<sup>th</sup> is the Business Breakfast at the Tinley Park Convention Center. Laurence Msall from the Civic Federation is the guest speaker.

June 10<sup>th</sup> is the Tinley Park White Sox night with discount tickets.

**Trustee Galante** would like to see a QR code to link to the business that sponsored the benches.

**Trustee Galante** clarified the submission form will be linked to the current website and app for the tourism site. Have to have an app. Wants to know exactly what we are getting at this point.

**Donna Framke** stated there is an app right now linked to our visitor's site. Have to be migrated over to the new segment.

**Daniel Fitzgerald** explained it depends on the season. Better in the summer with the amphitheater open. This region is outperforming. Step in the right direction. Already ahead since COVID. Chicago was down, Tinley up.

**Dennis Suglich** stated the only thing I would say is if we do some type of app need some sort of compelling reason for people to go and get that app. Need to give something in return to build our contact database and get local business involved to be part of that build out. Also asked about the signage. All the traffic going down Harlem Avenue still does not know where downtown Tinley is.

**Trustee Galante** stated she will be asking about the signage. All this money spent and all these years still not getting the traffic in downtown Tinley.

**Donna Framke** stated it is designed and built and the request was submitted. Ready to go.

#### **COMMENTS FROM THE PUBLIC**

N/A

#### **ADJOURNMENT**

Motion by **Jackie Bobbitt** to adjourn the April 4, 2022 meeting, seconded by **Kelly Oswald** at 6:52 p.m.

/dmp