

MINUTES OF THE MARKETING COMMISSION
May 2, 2022, 6:00 p.m.
Kallsen Center Conference Room

Members Present:

Daniel Fitzgerald (Chair) (Late)
Jackie Bobbitt
Julie Dekker
Jim Green
Deb Melchert
Kelly Oswald
Mike Sevier
Al Siegers
Paul Michael Yedwofski

Associate Members Present:

Garrett Gray

Members Not Present:

Dennis Suglich

Associate Members Not Present:

Carol Bradtke
Janet Czuchra
Jason Freeland
Nick Halikias
Courtney Rourke

Staff Members Present:

Donna Framke, Marketing Director
Amanda Gaus, Special Events Specialist
Mary Kay Campbell (Chamber Director)

CALL TO ORDER

Jackie Bobbitt called the May 2, 2022 meeting to order at 6:05 p.m.

Introduction of new Event Specialist, **Amanda Gaus**, and Executor Director of the Tinley Park Chamber, **Mary Kay Campbell**.

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 April 4, 2022 Marketing Commission. Motion carried.

DISCUSSION ITEMS:

1. Summer Events Updated Status update by Amanda Gaus

Benches go out on Wednesday, May 4th. Animal theme. Friday is the reception for artists at the VFW.

Music in the Plaza has really great bands. Still looking for vendors. This year we have eight concerts.

2. Farmer's Market updated by Kelly Oswald

Farmer's Market begins June 4th through October 15th, 8:00 a.m. to 12:30. Music almost every Saturday. Different format this year with an educational series for certain dates. We have forty-eight vendors including:

Pekoe & Bean
Do-Rite Donuts
Great American Bagel
Spartan Gourmet Foods
Stamper Cheese

There will be a digital map. This will be more of a destination event with crafts, more scheduled events, educational events, more seating with tables and chairs, yoga twice a month. Also will be selling farmer's market canvas reusable bags with the logo on it. Price to be determined but hopes to be in the \$4-5.00 range.

Donna Framke stated it will feel more like a retail setting with the set up this year. Definitely looking for ways to get the word out. Will be doing a full event mailer to all households in Tinley Park. Looking for suggestions to get the word out. Flyers will go out to the high traffic areas in Tinley Park. Trying to draw people from outside of the community as well, more of a regional event.

Deb Melchert liked the tables and chairs idea, especially with the food vendors and there being no place to sit in prior years.

Kelly Oswald is looking for volunteers to help, especially the first weekend.

Deb Melchert suggested having signage around the market.

3. Cruise Nights starting June 7th through August 30th

Show starts at 4:30 to 8:00 p.m.

DJ will be out there with music, VFW will be out with the grill and beverages.

4. Block Party recap by Amanda Gaus – July 16th – 17th

2-day event this year. Working on map so it can be more centralized. Lots of rides, games and entertainment, including:

Wrecking Ball
Carousel
2 inflatables
Overside dart games
Bean bag tournament
Obstacle courses, possible craft tent
Ballistic swings
Kid Zone
Mini-golf

Two entertainment stages, essentially the same idea as prior years but more centralized and with music going on all day.

Donna Framke stated the idea is to have three performance areas and keep traffic flowing. VFW has committed, Open Bottle interested in coming back as well. Looking for more food vendors. Have not heard from Village Pizza. Amanda has done a great job stacking the entertainment so that something is always going on at one stage or another.. Not a finished product. Still meeting with businesses. [Map shown on overhead.]

Al Siegers asked if Oak Park Avenue will be open at night.

Donna Framke stated it will not be open. Closed from Avocado Theory south to the tracks.

Paul Michael Yedwofski asked about parking.

Donna Framke stated there will be parking on all of Hickory Street, on the old Central Middle School property, and a trolley will be available to pick up and drop off.

Amanda Gaus stated it is still a work in progress but there will be bands throughout the day. Some bands on the schedule include:

Cadillac Grove

Rockstar Rodeo

Infinity

Reckless

Five Guys Named Moe

The Walk-ins

Johnny Ressler and the Beach Bums

Brass from the Past

Still working on a couple for one of the stages throughout the day and should be filled in this week.

Jim Green asked if we will ever entertain bringing back battle of the bands.

Donna Framke stated it is something that is still on the table but not doable this year. Will have to revisit for next year.

Kelly Oswald suggested having volunteers from school bands.

Deb Melchert suggested inviting Army, Navy, Marines, Air Force, who would have a massive obstacle course.

5. Updated Tourism Concepts

Donna Framke stated from much input from many we took everyone's input and made changes. This is not a commercial or finished product. [Video and slide show shown.] Will be shared with hotels and restaurants. Presentation gives a sense of graphics. Kept

more of a vertical format. Concepts for mailers, potential billboards, digital screen, apps., etc. Next step will be the tourism website, about a four month process to build it out.

6. Scholarship Program Update

Denise Maly-Politano provided the scholarship update. **Al Siegers, Deb Melchert, Garrett Grey,** and **Mike Sevier** were judges. Applications were given to the local schools. Four \$1,000.00 scholarships were available. Twenty total applicants: 7 boys, 13 girls. Andrew H.S. and Tinley Park H.S. each had seven applicants, Providence Catholic had six applicants. Four were selected – Austin Aron, Grace and Sarah Hecht, and Timothy James. Winners are invited to a future Village Board meeting for the presentation. Trying for a June date for the presentation. Garrett Grey has agreed to be the speaker and present the awards at the meeting.

Al Siegers thanked Denise. She was a great help pulling it all together. Pleased that the committee was able to start again and put this together. Thanks to the mayor and staff for helping.

7. Community Art Enhancement Ideas

Donna Framke is looking for artists to participate in decorating the big brick wall with a mural at the shopping center. Looking into hiring artists. There is a company that is willing to do a large vinyl mural. [Mural shown.] Also looking for artists to decorate utility boxes in town. The timing is right to add another facet to our branding and take on initiative to support the brand.

Garrett Gray thought the sample shown looked too much like clip art. Need more of a graphic artist. Would rather have the Tinley Park logo with a big musical clef.

Julie Dekker said this is such a big wall, not really using the space with this sample. Need something oversized.

Robert Ryan Studios was suggested by **Mary Kay Campbell**.

GOOD OF THE ORDER

Future Ribbon Cutting Ceremonies:

- 1. Floor and Décor – May 3rd**
- 2. Starbucks (171st & LaGrange) – Tuesday, May 10th**
- 3. Popus Popcorn – Wednesday, May 11th**

Studio

Donna Framke stated the village manager would like to get the Studio up and running. Idea is to clean up and start with some video of departments.

Banging Gavel had their financing approved. They will also be opening the patio beer garden Thursdays through Sundays. **Julie Dekker** was at the location taking pictures.

Sons of American Legion is having a barbeque cook off on June 4th. It will at Sip Wine Bar, Banging Gavel and the property in between.

Mary Kay Campbell suggested having people take the train, get off in Tinley, hang around, then take the train home.

COMMENTS FROM THE PUBLIC

N/A

ADJOURNMENT

Motion by **Garrett Gray** to adjourn the May 2, 2022 meeting, seconded by **Paul Michael Yedwofski** at 6:59 p.m.

/dmp