

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

Members Present:

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

Associate Members Present:

Members Not Present:

Daniel Fitzgerald (Chair)

Associate Members Not Present:

Carol Bradtke
Janet Czuchra
Jason Freeland
Garrett Gray
Nick Halikias
Mary Kay Campbell
Courtney Rourke

Staff Members Present:

Donna Framke, Marketing Director
Amanda Gaus, Special Events Specialist

CALL TO ORDER

Jackie Bobbitt called the June 6, 2022 meeting to order at 6:04 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 **Paul Yedwofski** to approve the minutes of the May 2, 2022 Marketing Commission. Motion carried.

DISCUSSION ITEMS:

1. Summer Events Update (Amanda Gaus)

Benches go out on Wednesday, May 4th. Animal theme.

2. Farmer's Market update (Kelly Oswald)

Farmer's Market began June 4th and continues through October 15th, 8:00 a.m. to 12:30. Music almost every Saturday. We have forty-eight total vendors participating.

Paul Yedwofski suggested a special events board at the entrances to give visitors an idea of what is happening that day.

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

Show starts tomorrow, Tuesday, 4:30 to 8:00 p.m. DJ will be there with music, VFW will be out with the grill and beverages.

4. Music in the Plaza (Amanda Gaus)

Music in the Plaza begins this weekend with “The Blooze Brothers”. Durbin’s will be selling food and Popus selling popcorn. New summer event t-shirts will be available at the village tent.

Dennis Suglich stated a number of years back we went to the businesses to budget more money for more known names and suggested looking for more money, getting a better or more known name, possibly shutting down Oak Park Avenue to accommodate the crowds. Looking for more of a regional representation that is known and has a national presence that everyone is going to recognize. A lot of the surrounding towns are getting those bigger acts that we need to bring in.

Donna Framke wants to watch attendance and see what capacity is. We don’t have the ability to ticket these events. Will take it under advisement. Keep your eyes open for any other bands you might be interested in. Earlier the better, especially for next year.

5. Block Party recap (Amanda Gaus) – July 16th – 17th

Biggest change is it is a 2-day event this year. Working on map so it can be more centralized. Lots of rides, games, and entertainment. East and West stages this year with a continuous live schedule of music on both stages throughout the day, including:

The Walk-Ins
Five Guys Named Moe
Reckless
Matt Zach and Tom Band
Cadillac Groove
Rockstar Rodeo
Infinity
Johnny Ressler and the Beach Bums
Brass from the Past

Looking for volunteers for ticket sales, running booths, and ice truck rental or ice runners to deliver ice to the vendors. In previous years we had an ice vendor come in and provide ice to vendors throughout the day. This year we are unable to find an ice company willing to do that. Looking to possibly rent an ice truck from a Tinley Park business.

Jackie Bobbitt will supply information on ice truck rental she has used in the past. Will need ice runners.

Donna Framke is thinking 20 bags per vendor. **Dennis Suglich** suggested 1,000 lbs. per vendor per day.

[Map and Power Point shown on overhead with maps and layout.]

6. Amaze Light Festival

Amanda Gaus stated an Amaze Light Show Festival is coming to the Odyssey on November 16th through January 8th. Open Wednesday through Sunday, 4pm to 10pm. Beginning December 14th the show will be 4pm to 10pm, 7 days a week. It is open Christmas Eve and New Year's Eve as well.

Donna Framke stated this was a show that previously at Rosemont last year. It is a very elaborate show. Ticketed event. Characters come to life based on a children's book. Ice sledding, Santa's workshop, etc. Promoted nationally. Estimated crowd of 6,000-8,000 per evening. Other shows are in New York and Los Angeles.

Amanda Gaus showed a sample of the event t-shirts that will be available along with canvas Farmer's Market bags, purple tumblers, clear tote tags, Christmas ornaments, ear buds, socks, lip balm, guitar picks, foam guitars. T-shirts will have social media information on the back along with sponsors and summer event information.

Paul Yedwofski suggested shot glasses and beer mugs.

Donna Framke is expecting a mailer will be sent out next week to households in Tinley. Looking for input on other ideas to get the word out.

Paul Yedwofski suggested advertising on the digital billboard on 159th Street.

7. Tourism Marketing Media Plan Review

Donna Framke stated we are in the process of finalizing the video drone shots. Identified that meeting and events are 70%, leisure 30%. \$75,000.00 hotel/motel, heavy on digital dashboard with daily reports and adjust and optimize as we move forward.

[More information on Tactic Details and Investment Details can be found in the link.]

<https://www.dropbox.com/s/dm7zanl1ewgpxki/Tinley%20Park%20Summer%20Planning%20Alternate%20copy-July.pdf?dl=0>

- 1) Identifying and targeting meeting planners in the Midwest and Chicago with digital banners. Heavily feature the convention center through that advertising. Broader reach, more precise advertising.
- 2) Identify event planners through LinkedIn.
- 3) Advertising on Cable TV in the Chicagoland area.
- 4) Eleven week campaign starting around July 4th.

Dennis Suglich asked for the break down of budget across the three areas.

Donna Framke explained it is 70/30. Bring people in for stays “heads in beds”; generally increase awareness in Chicagoland area. Event planners are booking two years out.

Dennis Suglich asked what the goal is. Trying to get people in hotel rooms? Convention Center? Trying to get people to discover things in downtown Tinley Park? Suggested looking at Las Vegas and Nashville for ideas.

Donna Framke stated it is 1) Heads in beds, cross promoting for our hotels, share our hospitality, 2) generally raise awareness in the Chicagoland market. Promoting the region.

Dennis Suglich explained it is important for small businesses to understand what is going on so that it is possible for them to make the same investment into our businesses so as to make it worthwhile.

Mike Sevier asked if there will be a registry either printed or with access to a website to promote the businesses and hotels.

Donna Framke responded that step one is to get people here, then support it.

Dennis Suglich brought up revisiting the trolley idea.

Donna Framke is looking for ideas of what else we need to focus on in the video. Sending out photographers to get better photos with drone footage. Dutch Farms Expo is coming to the Convention Center July 27th so we will get good footage there. If you are out and about and can take a picture or a short video, please share.

Julie Dekker suggested disc golf course and the remodeled outdoor area of Hailstorm.

Dennis Suglich suggested trying to attract 35 and under crowds. The current music lineup is for 35 and over.

Jackie Bobbitt suggested Oktoberfest pictures.

8. Solicitation of New Marketing Commissioners

Due to the resignation of members, including **Julie Dekker** tonight, **Donna Framke** is looking for new commissioners. **Dennis Suglich** suggested inquiring about an organization where we can recruit younger members.

GOOD OF THE ORDER

- 1. Dennis Suglich** stated he has a Blues Jam on Sunday. Lots of world-renowned artists come through the village to Cousins on Sundays.
- 2. Village Board meeting and Scholarship Presentation** June 7th, 6:30 p.m.
- 3. Julie Dekker** stated there is a Vogt art show on Saturday from 10am to 3pm. Music, food trucks and art vendors will be inside and outside.

COMMENTS FROM THE PUBLIC

N/A

ADJOURNMENT

Motion by **Deb Melchert** to adjourn the June 6, 2022 meeting, seconded by **Julie Dekker** at 7:25 p.m.

/dmp