

MINUTES OF THE MARKETING COMMISSION
September 12, 2022, 6:00 p.m.
Kallsen Center Conference Room

Members Present:

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

Associate Members Present:

Garrett Gray

Members Not Present:

Daniel Fitzgerald (Chair)
Dennis Suglich

Associate Members Not Present:

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

Staff Members Present:

Donna Framke, Marketing Director
Amanda Gaus, Special Events Specialist
Denise Maly-Politano, Commission Secretary

CALL TO ORDER

Jackie Bobbitt called the September 12, 2022 meeting to order at 6:03 p.m.

APPROVAL OF THE AGENDA

Motion made by **Deb Melchert**, seconded by **Paul Michael Yedwofski** to approve the agenda with two additions. Motion carried.

APPROVAL OF THE MINUTES

Motion made by **Jim Green**, seconded by **Kelly Oswald** to approve the minutes of the July 11, 2022 Marketing Commission. Motion carried.

DISCUSSION ITEMS:

1. Draft of Visittinleypark.com (Donna Framke)

The website would include: First section will be Happenings (anything open to the public) one year out, Attractions with the idea that we want to promote Tinley Park first and then other places in the surrounding area, Hotels with link and basic information, Restaurants, Shopping and History. The sample link will be sent to all commissioners for further review and comment. Very much a work in progress.

Paul Michael Yedwofski asked if this will be controlled in house?

Donna Framke stated it will be controlled and updated by the Marketing Department. We are working on the finishing touches to make it Tinley Park specific and also focus on marketing and meeting planners. 70/30 split of promoting to meeting planners and travelers.

2. 20th Anniversary of Benches

Kelly Oswald will be handling the benches for 2023. This upcoming year is the 20th anniversary of the benches. A survey was provided with three selections for benches to be voted on for next year's top three themes: Game Night; Food Around the World; or Industry, Invention and Progress. [Further discussion on bench theme continued.]

3. Boo Bash – October 30th, Noon to 3:00 p.m.

Amanda Gaus stated there will be a DJ, two bounce houses, mad scientist, magician, stilt walker, themed story hour with the Tinley Park Library, and hayrides. Currently have thirteen business booths for trick-or-treating, eight booths for crafts and games. New decorations for photo opportunities and three food vendors.

Deb Melchert suggested having “Foam Daddy” either for Boo Bash/Farmer’s Market/Christmas market or another event. You can rent or purchase the foam machine, buy biodegradable solutions, and create witches brew. More information can be found at www.foamdaddy.com. It is about \$2,700.00 for the canon, tripod, and enough foam to run for eight hours. Makes 400 gallons of foam.

Donna Framke will have **Amanda Gaus** check into it.

Deb Melchert asked what time volunteers need to be there.

Amanda Gaus said 10:00 a.m.

4. Santa arrival and Photos with Santa – volunteers

Donna Framke asked for input on photos with Santa. Same format and set up? Other ideas?

Al Siegers would like to have Santa moved to the north side of the train tracks with the rest of the market. Feels that something is lost when Santa is in the train station and the rest of the market is in the tent on the other side of the tracks. Thin on volunteers, especially when divided on the north side and the south side of the tracks. Does not member any trustee coming over to the train station. It is a little cramped in the train station. Thinks it is doable to have Santa in the tent.

Donna Framke was concerned about crowds in the tent. Had over 400 pictures.

Deb Melchert thinks it would work in the tent. Able to keep people in the tent and cue up the line while keeping people in the tent.

Paul Michael Yedwofski suggested another number machine for people to see inside the tent while they are walking around inside.

Garrett Gray stated the “sweet spot” would be in the NE corner near the double doors. Have to avoid the band area as that gets too crowded.

Donna Framke stated the best we could do is have Amanda Gaus look at layout and evaluate whether or not how feasible it actually is with the vendors and set up.

5. Holiday Market – Tree Lighting Ceremony, Toyland Parade, Parade of Lights

Amanda Gaus secured holiday train, picture/snow globe, blowing snowman, tree lighting and carolers. Have a pretty good line up of vendors. Working out details for Toyland Parade and Parade of Lights.

Al Siegers asked if the Toyland Parade line up can be moved to a larger location since Julie Dekker is no longer involved and last year there were many larger vehicles and trucks in the parade and nowhere to park them. This was also dangerous for the kids. Suggested lining up in the Bettenhausen parking lot and asking them to open up their showroom for changing clothes and use of the restrooms.

6. Holiday show, Tinley Park Convention Center – December 9th, 7:00 to 10:00 p.m.

Amanda Gaus reported new this year is the holiday show at the Tinley Park Convention Center. Plan on this being an annual event the second weekend in December. This year we secured Trans Infinity Orchestra to perform. This will be a ticketed event. Cost of tickets to be determined. [Video shown.]

Paul Michael Yedwofski asked how many years they have been doing this show.

Amanda Gaus stated they have been doing this show for many years. Offer a refund if you are not happy with the show.

Al Siegers asked if they will be serving alcohol or other concessions. Sounds interesting. Hope it puts some heads in beds.

Amanda Gaus stated the convention center will be providing concessions. It is open seating but might need some volunteers for ticket taking. Hoping to have some sort of a holiday tradition every year.

Jackie Bobbitt asked if there is anything we can do to draw people into the downtown area before or after the show. Maybe the restaurants can offer holiday specials.

Deb Melchert suggested a flyer to hand out stating who is doing what.

Al Siegers stated it would be a good opportunity for a Christmas trolley.

Deb Melchert suggested carriage rides from the convention center down to the restaurants.

The Amaze Light Festival still in the works. It is a drive through light show at the Odyssey, November 18th through January 8th. Run Wednesday through Sundays until December 19th then it will run seven days a week. The show will not be open on Christmas Day. Open New Year's day, New Year's Eve and Christmas Eve. Similar to the event in Rosemont but a lot more spread out.

7. 2023 Proposed Special Event Dates

Music in the Plaza (Amanda Gaus)

Music in the Plaza had a very large attendance for American Pie this past weekend. Tentative bands have been lined up for 2023. The dates are June 10th (Libido Funk Circus), June 24th (Bella Cain), July 8th (Boy Bank Night), July 22nd (High Five Superstar), August 5th (open), August 19th (Cadillac Grove), August 26th (Sixteen Candles), and September 9th (American English). [See link for more detailed information.]

Block Party (Amanda Gaus) – July 15th – 16th

The Block Party will be a two day event in 2023. The tentative music lineup for both stages is in the works. Rock Star Rodeo would open on the east stage from 2-4; west stage Reckless, Johnny Ressler, Blooze Brothers, Infinity closing the night on the east stage. Sunday ARRA opening up on the east stage 12-3; west stage 1-4 the Walk-Ins, Bill Elton, closing by Reggae Express. Two full days of constant live music on both stages. [See link for more detailed information.]

Tuesday Cruise Nights will continue. No cruise night on July 4th or August 2nd, which is National Night Out.

8. Farmer's Market update (Kelly Oswald)

Farmer's Market has been well attended.

Flat Can Recycling will be attending during August, September and October.

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

9. New Marketing Commissioners (Amanda Gaus)

Looking for new commissioners. Possible new commissioners were expected at tonight's meeting. No shows.

10. Downtown Tinley Decorated Tree program

This will be handled by **Kelly Oswald**. **Kelly Oswald** explained this is a new event that will be similar in fashion to the Benches on the Avenue. Artists will decorate and paint 6-8 foot wood carved trees that will be placed along Oak Park Avenue for viewing.

GOOD OF THE ORDER

Deb Melchert has secured the American Vet Service Dog Academy to attend with their handlers at the Holiday Market on Friday, Saturday, and Sunday to showcase various training service dogs. Also something to consider would be a practice space or garage for bands, choirs, etc. to practice in, especially since the village is so music orientated.

Garrett Gray thinks it's a great idea and have people sign up so that we can control it.

COMMENTS FROM THE PUBLIC

N/A

ADJOURNMENT

Motion by **Garrett Gray** to adjourn the September 12, 2022 meeting, seconded by **Paul Michael Yedwofski** at 7:00 p.m.

/dmp