

MINUTES OF THE MARKETING COMMISSION
October 3, 2022, 6:00 p.m.
Kallsen Center

Members Present:

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

Members Not Present:

Daniel Fitzgerald (Chair)
Dennis Suglich

Associate Members Present:

Carol Bradtke
Garrett Gray (late)

Associate Members Not Present:

Janet Czuchra
Jason Freeland
Nick Halikias
Mary Kay Campbell
Courtney Rourke

Staff Members Present:

Mayor Glotz
Trustee William Brady
Donna Framke, Marketing Director
Amanda Gaus, Special Events Specialist
Denise Maly-Politano, Commission Secretary

Guests:

Amanda Daly
Samhar Hoz

CALL TO ORDER

Jackie Bobbitt called the October 3, 2022 meeting to order at 6:03 p.m.

APPROVAL OF THE AGENDA

Motion made by **Kelly Oswald**, 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 September 12, 2022 Marketing Commission. Motion carried.

DISCUSSION ITEMS:

1. Boo Bash

Amanda Gaus is looking for volunteers and participants. 19 businesses, 3 inflatables, 3 food vendors and 8 games are scheduled. New this year is the employee pumpkin carving contest. October 30th, 12:00 to 3:00 p.m. Looking for volunteers for setup, working games, and clean up.

2. Holiday Happenings Friday-Sunday, December 2nd -4th

Amanda Gaus is looking for volunteers. Tree lighting ceremony is Friday with food trucks.

Toyland Parade – Saturday

Discussion on where to line up for parade. **Al Siegers** suggested Bettenhausen.

Holiday Walk with 3-d Trees, angel wings and sleigh for photo opportunities along with the giant tree.

Photos with Santa – volunteers

Donna Framke stated the photos will be moved to the main tent this year.

[Discussion continues on Santa “gifts” to hand out to the kids.]

Holiday Market

Amanda Gaus secured the holiday train, picture/snow globe, blowing snowman, tree lighting and carolers. Good line up of vendors and crafters. Mix of food and beverage vendors. Full list of vendors. Some returning vendors, some new. Adding food trucks on Friday night.

Donna Framke stated Ashford House is having staffing issues and they might not be attending this year. Looking for a variety of food trucks.

3. Parade of Lights – Sunday

MaryKay Campbell from the Chamber is in charge of the parade. The parade begins at 5:00 p.m.

4. Amaze Light Show

Amanda Gaus reported new this year is the Amaze holiday light show at the Odyssey Fun World. This is an interactive outdoor event based on a storybook and animated. Ticket prices are \$45-50 VIP, \$30 for children, \$35 for adults, all tickets have a two hour window. Parking is an additional \$15.00.

5. Trans Infinity Orchestra Holiday Show December 9th, 7:00-10:00 p.m.

Amanda Gaus stated this will be held at the Tinley Park Convention Center. Plan on this being an annual event the second weekend in December marking the start of the holiday season. This will be a ticketed event. Cost of tickets are \$15.00 per person. This is run by the village utilizing the Convention Center.

Carol Bradtke inquired about when tickets are going on sale.

Paul Michael Yedwofski asked about capacity.

Amanda Gaus stated they are planning on 2,000-5,000 capacity. Starting with 2,000 but can have up to 5,000. It is open seating.

Donna Framke is looking for ideas on ways to promote the event.

Garrett Gray asked if volunteers will be needed and will tickets be able to be sold at the door.

Amanda Gaus stated there will be no will call or tickets sold at the door. Need to purchase in advance on your own device.

Paul Michael Yedwofski asked what is the incentive? What are the closest other shows to Tinley Park?

Amanda Gaus stated we will break even. We are the seat money for the Convention Center to host this. Convention Center has the concessions.

Donna Framke stated it is based on the 2,000 tickets. Anything over that will be added to the coffers to promote Life Amplified in Tinley Park.

6. Downtown Tinley Holiday Decorating Plan

Holiday Trees

Amanda Gaus stated this is a marriage of benches and holiday trees.

Donna Framke stated it is not unlike what the artists did for the benches. Artists provided renderings much like the benches format for submissions. There are 12 total artists. All are past bench artists except for one. These trees will be located on the eastside of the north lot in clusters of three along the holiday walk. Trees come in 6 foot, 7 foot and 8 foot sizes. Marty Rowe helped with this tree project.

Kelly Oswald stated there are 12 total artists. Some have lights, some have polychromatic paint so it changes during the day and night depending on the lighting. Trees will go out with the Holiday Walk and be on display. Exciting project.

Jim Green asked if this will be a yearly event.

Al Siegers stated that the design is clever and the artistry is clever. Asked if the trees can be dissembled and reused?

Donna Framke stated that depends on design, weather and how well constructed as to how well they will last.

7. Tinley Park Ornament 2022

Donna Framke announced there will be a new ornament available this year. Looking for new photography for future ornaments. This year it is a white glass-type ornament.

Garrett Gray asked if the artists would get recognition

Paul Michael Yedwofski asked where the ornaments will be selling and at what price.

Donna Framke anticipates the ornaments to be sold for around \$7.00 at the Holiday Market.

Amanda Daly suggested having a ribbon with the date attached to the ornament so it can be a “dated” ornament for collectors.

Amanda Gaus displayed new t-shirts that will be available for sale.

Jackie Bobbitt likes the long-sleeve t-shirt but with “Amplified” on front pocket area and design on the back.

Garrett Gray likes the classic with the fret.

Deb Melchert and **Paul Michael Yedwofski** like the new version on the right.

Mayor Glotz likes the one with the musical note in the center, kind of our branding.

[Discussion continued on color, style, printing, etc. of new shirts.]

8. VisitTinleyPark.com website

Donna Framke anticipates sending out a link that is 70% done in the coming days. All photography, all websites, all pictures updated. Will send link in the coming days for all to review.

9. Tinley Park Tourism Advertising

Donna Framke is working with **Daniel Fitzgerald** on this. Already have 2300 hits on meeting planner page in the last 2-1/2 weeks. Have been getting a lot of calls from meeting planners. More to come with data numbers after the coming months and activities.

GOOD OF THE ORDER

Carol Bradtke reminded everyone of the Tinley Park District Turkey Trot on November 6th and the Arts & Crafts show on October 8th.

Commission Christmas Party December 7th.

Jim Green asked if we are ever going to entertain the idea of a trolley.

Donna Framke said possibly in early next year looking into a pub crawl.

COMMENTS FROM THE PUBLIC

N/A

ADJOURNMENT

Motion by **Deb Melchert**, seconded by **Garrett Gray** to adjourn the October 3, 2022 meeting of the Marketing Commission at 6:50 p.m.

/dmp