

MINUTES OF THE MARKETING COMMISSION
January 23, 2023, 6:00 p.m.
Kallsen Center

Members Present:

Jackie Bobbitt
Amanda Daly
Maureen Dillon
Deb Melchert
Kelly Oswald
Mike Sevier
Al Siegers
Dennis Suglich
Paul Michael Yedwofski

Members Not Present:

Daniel Fitzgerald (Chair)
Jim Green

Associate Members Present:

Garrett Gray

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
Mayor Michael Glotz
Village Manager Pat Carr
Police Chief Matthew Walsh

CALL TO ORDER

Jackie Bobbitt called the November 28, 2022 meeting to order at 6:00 p.m.

APPROVAL OF THE AGENDA

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

APPROVAL OF THE MINUTES

Motion made by **Deb Melchert**, seconded by **Garrett Gray** to approve the November 28, 2022 minutes of the Marketing Commission. Motion carried.

DISCUSSION ITEMS:

1. Holiday Market Recap

Amanda Gaus stated we had 609 Santa visits vs. last year we had 503. Event was well attended. Two vendors mentioned they made on Friday night alone what they thought they would make the entire weekend.

Deb Melchert voiced her concern about people bringing dogs into the tent. Also would like to see more spacing in the tent. Keep aisle clear near door and stage, add a row for wheelchairs/handicapped.

Amanda Daly suggested switching the seating and the stage to the far back for more of a natural flow then add a barrier so that it does not become a big congestion.

Paul Michael Yedwofski stated the Santa line was a little rough at first but once it was more organized it worked well. Maybe a sign or arrow so everyone knows where to go.

Deb Melchert again asked for a patriotic shirt and pajama pants to sell at the booth. Some residents were asking for village flags.

Denise Maly-Politano suggested having Elf in the Window copies of the map at the village booth. Lots of people asked for copies so that they could look around at the windows while they were there and we did not have copies to provide them.

Deb Melchert stated the Academy for Service Dogs was supposed to be at the Battlefield cross and they were a no show for three days. Donations were very low due to not having someone at that booth. A family medical issue prevented them from attending but they would like to attend next year.

Garrett Gray stated the high school volunteers helped a lot with the line management for Santa.

2. **Holiday Music Show Recap**

Amanda Gaus stated it went very seamless and smooth, found a system that works well, the ticket system worked really well, we had over 1,000 people checked in under 30 minutes, we had lines but the lines were constantly moving, looking at this potentially being an annual event. Looking for bands and ideas with holiday themes for next year.

Deb Melchert asked if the company can specify that the email with the sample QR Code is not the actual email/ticket to get in. There is a link that you have to actually click on to get to their own personal email and barcode. Barcode check in was extremely easy and worked very well.

Paul Michael Yedwofski noted the sound board took up a lot of area the way they set it up in the middle. Many people said where the sound board was they couldn't see. Ran out of a lot of food and drinks items.

Jackie Bobbitt inquired about the Amaze lightshow.

Amanda Gaus stated there was some confusion in that people did not realize it was not a village event.

Donna Framke stated they definitely did not meet their numbers and closed early.

Deb Melchert saw a lot of negative comments on social media.

3. **Bench Selection 2023**

Kelly Oswald choosing this year was different. Have not received as many submissions as we have in the past. Tried to accommodate artists and allow them more time. Pushed submissions up two weeks early to give them more time to make benches. Expecting a few more to come in this week. Sponsorship letters will be going out this week. We will have 15 to 18 benches. Theme is Industry, Invention and Progress. Benches will be placed May 8th until October. Benches are due April 28th.

[Bench final selection continues after meeting concludes.]

4. **Irish Parade – Marth 5th**

Amanda Gaus stated we have a full line of sponsors, 27 entries so far, 9:00 line up, 1:00 p.m. step off, should last 2-3 hours. Looking for parade marshals and volunteers for line up help. Start line up 9:00 a.m.

Patrick Elwood and Dina Barrett from WGN will be the Grand Marshals.

5. **2023 Event Schedule (Amanda Gaus)**

Irish Parade - March 5th

Easter Bunny Photos - April 2nd

Art & Garden Market - May 13th

Memorial Day Event - May 29th

White Sox Game - June 23rd

Tuesday Cruise Nights - June 6th to August 29th. No cruise night July 4th or August 1st.

Saturday Farmers Market - June 3rd to October 14th

Independence Day Celebration - July 3rd or July 4th

Block Party - July 15th and July 16th

National Night Out - August 1st

Boo Bash - October 29th

Veterans Day Event - November 11th

Holiday Market - December 1st to December 3rd

Holiday Musical - December 8th

Music in the Plaza dates: 6/10, 6/24, 7/29, 8/12, 8/26, 9/9 and 9/23. (Libido Funk, Boy Band Night.) Schedule will be emailed out.

Dennis Suglich asked if the band selection has started. Encouraged exploring younger generation bands such as EDM types for Music in the Plaza. This would be a DJ with LED light displays.

Deb Melchert asked about Foam Daddy feedback. **Amanda Gaus** stated they were a bit pricey and only interested in selling rather than renting.

6. Scholarships

Denise Maly-Politano asked if there will be a program again this year, if we have the money, etc.

Garrett Gray thanked the mayor and stated that we would be interested in continuing with the program. Selection were in April with the presentation in June.

Mayor Glotz will arrange for five student scholarships if we are interested. We will have a total of six with NuWay.

Al Siegers stated for the record it will come from Homewood Disposal, not NuWay.

7. Tourism Website

Donna Framke stated the website is almost finished. Hopes to have the link completed by next month. A link will be sent.

8. Volunteer Program

Amanda Gaus thought is to create a core group of volunteers we can depend on for events. This would be a list of volunteers other than Marketing commissioners. These volunteers will help out but will be more dependable without putting in as much time as the commissioners do. **Paul Michael Yedwofski, Deb Melchert and Jackie Bobbitt** volunteered to help with this program.

9. Farmer's Market Update

Kelly Oswald stated this will run June 3rd to October 14th. Have 32 returning vendors. First deadline is February 1st with a small discount for those that respond by then. Try to stop accepting applications early May but will never turn down a vendor if we can make a good fit. Proposing a single day for those vendors who cannot commit to a whole season. This will be for a select number of booths each month. Limited amount available on first come first serve basis. One of our large vendor farmers works with a winery who will also be attending with them this year and offering some wines. Attendance with patrons and vendors decreased after Labor Day. To revitalize I am looking into applications for fall-type vendors that sell apple cider, pumpkins, corn stalks and other fall items. Looking to partner with nonprofits again this year, the library, offering yoga again. Markets are struggling to have farmers come in. They are struggling with staffing issues, etc. Looking to rename/rebrand the market and how to encompass other vendors or looking to the commission for ideas or possibly a name. Looking for someone to make coffee and ice coffee.

Garrett Gray agreed and suggested calling it a community market or something similar.

Dennis Suglich would like it to remain a farmer's market rather than risk others coming in and making it a flea market.

Amanda Daly stated that she looks for and Goggles "Famer's Market" but if we do not call it then, then we lose that search engine.

Deb Melchert suggested “Farmer’s Market Plus”. **Garrett Gray** agreed.

10. Brixmor Mural Preliminary Designs

Donna Framke handed out preliminary designs for the Brixmor mural. Dante DiBartolo submitted these proofs. The theme is The Evolution of Music. Showing how these anticipated designs would look on the side of the building. If approved, Dante will submit colorized versions.

Garrett Gray thought all designs were excellent. Will be better with the color.

Amanda Daly suggested the hashtag be designed a little more visible and part of the art and not a thought off to the side.

[Discussion continued on the mural designs.]

GOOD OF THE ORDER

Dennis Suglich inquired about the status of signage from the convention center to downtown Oak Park Avenue. If you are not from the area, people think it is down Harlem Avenue. Signage showing downtown Tinley is this way. Would help with conventions and directing people to downtown Tinley.

Amanda Daly agreed. Chaos at the convention center but downtown Tinley does not see any of that trickle over to the businesses.

COMMENTS FROM THE PUBLIC

N/A

ADJOURNMENT

Motion by **Dennis Suglich**, seconded by **Paul Yedwofski** to adjourn the January 23, 2023 Marketing Commission meeting at 6:54 p.m.

/dmp