

MINUTES OF THE MARKETING COMMISSION
March 13, 2023, 6:00 p.m.
Kallsen Center

Members Present:

Jackie Bobbitt
Maureen Dillon
Deb Melchert
Kelly Oswald
Mike Sevier
Dennis Suglich
Paul Michael Yedwofski

Members Not Present:

Daniel Fitzgerald (Chair)
Amanda Daly
Jim Green
Al Siegers

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:

Amanda Gaus, Special Events Specialist
Denise Maly-Politano, Commission Secretary

Guests:

Sara Montgomery
Ashley Patrick

CALL TO ORDER

Jackie Bobbitt called the March 13, 2023 meeting to order at 6:04 p.m.

APPROVAL OF THE AGENDA

Motion made by **Garrett Gray**, seconded by **Paul Michael Yedowfski** to approve the agenda.
Motion carried.

APPROVAL OF THE MINUTES

Motion made by **Deb Melchert**, seconded by **Garrett Gray** to approve the January 23, 2023 minutes of the Marketing Commission. Motion carried.

DISCUSSION ITEMS:

1. Irish Parade Recap

Amanda Gaus reported on the parade. Eighty participants, 78 actually went out. Tight in the lot, looking for suggestions for next year, need for more fencing, after party to continue at the Oak Park Avenue train station parking lot.

Deb Melchert seconded the idea for a sensory friendly zone.

Paul Michael Yedowfski reminded everyone to wear sun block! Also stated the kids from the Bulldogs organization was quite large with a lot of energy. Suggested putting them in the back row where they can run around the field behind the school. The official drop off should be moved to the small school parking lot, which would help with the bus problem.

Jackie Bobbitt suggested having the volunteers wear bright yellow safety vests to distinguish the volunteers and have walkie-talkies for communication in the parking lot.

Dennis Suglich stated multiple business owners in downtown Tinley approached him and spoke about not being aware of the event in the parking lot at the train station and were not happy about it. Stated the event was taking business away from them and was not well received by those paying taxes to be in downtown and paying taxes for that location. Outside businesses and food trucks at the parking lot party were not well received. Brick and mortar people have a huge investment and expense to be in downtown Tinley and allowing food trucks and outside vendors to come in and take that business away from them has always been a contention. Make it be for the vendors and more family orientated without beer and drinks, and let the bars be the bars.

Deb Melchert did not think the event at the train station was very well advertised.

Kelly Oswald gave another perspective of families with younger children not able to go into the bars and restaurants after the parade. The event at the train station is another alternative for families with younger child that want to visit with their friends but not go to bars and restaurants.

Kelly Oswald is also looking into a sensory friendly zone for parades and other events.

[Discussion continues for next year ideas, planning, line up and organizing.]

2. **Photos with Easter Bunny, Sunday April 2nd, Noon to 3pm**

Amanda Gaus reminded everyone that photos with the Easter Bunny will be on Sunday, April 2nd from noon to 3:00 p.m. at the Oak Park Avenue train station. This event is pretty self-sufficient and does not require a lot of volunteers.

3. **2023 Summer Event Schedule**

Amanda Gaus provided copies of the summer event schedule along with a PowerPoint presentation highlighting events happening this summer.

Easter Bunny Photos - April 2nd

Art & Garden Market - May 13th

Memorial Day Event - May 29th

White Sox Game - June 23rd

Tuesday Cruise Nights – May 30th to August 29th. No cruise night July 4th or August 1st.

Saturday Farmers Market - June 3rd to October 14th. No market on July 15th.

Independence Day Celebration - July 4th, 4pm to 9pm, new event this year
Block Party - July 15th and July 16th, 2-10 Saturday, 12-7 pm Sunday
National Night Out - August 1st
Boo Bash - October 29th
Veterans Day Event - November 11th
Holiday Market - December 1st to December 3rd
Holiday Music - December 8th

Music in the Plaza dates: 6/10, 6/24, 7/29, 8/12, 8/26, 9/9 and 9/23.

6/10/23 – HiFi Superstar
6/24/23 – Small Town
7/29/23 – Boy Band Night
8/12/23 – Brass from the Past
8/26/23 – Nashville Electric Company
9/9/23 – Kaleidoscope Eyes
9/23/23 – Libido Funk Circus

Art & Garden Market will have thirty-one vendors including 3 food and beverage vendors along with the art and garden market.

Kelly Oswald reported benches will be placed May 1st, 2nd or 3rd, weather permitting. May 5th will be the artist reception at Sip Wine Bar.

4. Scholarships

Denise Maly-Politano confirmed with Mayor Glotz that we will have 6 scholarships this year. Cut off for applications is March 31st. Committee will be picking the scholarship winners after the Marketing meeting on April 3rd.

Farmer's Market Update

Kelly Oswald stated this will run June 3rd to October 14th. Final vendor payments and applications are due this Friday, March 17th. We can have forty-five vendors. Have forty-one vendors secured. We have eight brand new vendors this year. All music spots for the season have been booked with a few returning favorites. The library is committed to having the Book Mobile out once a month. Looking into having the family yoga again but depends on Harmony Square. The Grow With Us series will continue. English Garden will be attending with the Big Red pick-up. Also have a new coffee vendor, The Scoop with coffee, Jerry's Jerky, Great American Bagel, Wonder Pork, and Duke's. This year we will be allowing single day vendors at a fee of \$65.00 per day, three allowed per weekend and applications for single day are due three weeks in advance. Already Wally's Waffles (gourmet waffles) and Twisted Olive (olive oil and vinegar) committed to three one day booths. One of the farmer's who provides all the fruit to a vineyard wants to bring some of their wine to sell.

Dennis Suglich asked if the winery will need a food and beverage license.

Kelly Oswald stated they will. There will be no open alcohol, all will be sealed.

5. Brixmore Mural Preliminary Designs

[Discussion continued on the mural designs that were emailed to everyone.]

GOOD OF THE ORDER

Guest Ashley Patrick asked about special hours for a special needs sensory awareness bunny. Suggested two hours prior to the event without a lot of noise, music, lights, etc. Reservations would be given out prior to the event and the kids would have a certain timeframe to attend.

[Discussion continues on sensory events, suggestions, and details.]

COMMENTS FROM THE PUBLIC

Guest Ashley Patrick discussed the need for sensory friendly events.

Guest Sara Montgomery discussed involvement with NAWS and bringing dogs to the Farmer's Market.

ADJOURNMENT

Motion by **Paul Michael Yedwofski**, seconded by **Mike Sevier** to adjourn the March 13, 2023 Marketing Commission meeting at 6:54 p.m.

/dmp