

MINUTES OF THE MARKETING COMMISSION
May 1, 2023, 6:00 p.m.
Kallsen Center

Members Present:

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

Members Not Present:

Daniel Fitzgerald (Chair)
Dennis Suglich

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
Trustee Colleen Sullivan

Guests:

Ashley Patrick
Samad

CALL TO ORDER

Jackie Bobbitt called the May 1, 2023 meeting to order at 6:04 p.m.

APPROVAL OF THE AGENDA

Motion made by **Deb Melchert**, seconded by **Mike Sevier** to approve the agenda with the addition of Ale Trail and Volunteers added by **Amanda Gaus**. Motion carried with the additions.

APPROVAL OF THE MINUTES

Motion made by **Paul Michael Yedwofski**, seconded by **Maureen Dillon** to approve the March 13, 2023 minutes of the Marketing Commission. Motion carried.

DISCUSSION ITEMS:

1. Summer Events Update

Kelly Oswald reported on Benches. Benches were due last Friday and will officially be out on Oak Park Avenue May 2nd. We have less benches this year for a total of 14.

Benches will be placed from Subway to Mickey's. Friday is the artists reception to recognize those who participated.

Kelly Oswald reported on the Art & Garden Market, May 13th, 10:00 a.m. until 2:00 p.m. at Zabrocki Plaza. Event consists of 32 vendors with 3 food and beverage vendors. There will be entertainment and a working art installation of students from Tinley Park High School painting a piano. Chalk art and other events will be weather permitting.

Amanda Gaus reported on Cruise Nights, May 30th through August 29th. No Cruise Night on July 4th or August 1st due to the 4th of July holiday and National Night out. Similar set up but VFW will be having Lucky Dog food truck providing food.

Farmer's Market Update

Kelly Oswald stated this will run June 3rd to October 14th, 8:00 a.m. We can have forty-five committed vendors. We have eleven brand new vendors this year. All music spots for the season have been filled. Family yoga will return. Also have a mushroom farmer and a garlic farmer this year. This year we will be allowing a single day vendor option for those who cannot commit to a full season. Tinley Park Library will be attending once a month with their book mobile. Other new vendors include gourmet waffles and olive oils. Seedling kits will also be available.

Amanda Gaus - Music in the Plaza dates: 6/10, 6/24, 7/29, 8/12, 8/26, 9/9 and 9/23. Each night will include a main food vendor, a main liquor vendor, and a snack vendor, i.e., Village Pizza, Durbin's, Popus Popcorn, Kona Ice.

Amanda Gaus reported on the July 4th event. This is still a work in progress. A rib company approached the village and inquired about having a five day rib fest over the holiday weekend. The event will have entertainment, a kid stage, 4 or 5 rib vendors, fireworks, food, and a carnival on the north side of the 80th Avenue train station parking lot, similar setup to Oktoberfest. Entry fee for the rib fest would be free to Tinley Park residents, but \$10.00 for all other adults and \$5.00 for kids.

[Discussion continued on rib fest ideas, costs of admission, etc.]

Amanda Gaus gave an update on the Block Party. Similar setup and rides, new stage company so the stage setup and look will be different. Considering a sensory area in the parking lot with bubbles, sand, chalk, and a misting tent.

Amanda Daly suggested having the sensory event at all events in order to be more inclusive.

Amanda Gaus announced there will be an Ale Trail beginning the week of Memorial Day. A trolley will take people on six stops, and seven bars. Looking to possibly have some sort of entertainment on the trolley. This will be a Wednesday night event from 5:00 p.m. until 10:00 p.m. The trolley is free. Bars participating are: Open Bottle, Hailstorm, Flipside, Banging Gavel, Sip Wine Bar, Sound Growler and Hillgrove Tap.

Amanda Daly suggested having a ride share spot at each stop.

Jackie Bobbitt suggested an Ale Trail passport and once filled you get a gift.

Paul Michael Yedwofski agreed and suggested a beer mug or shot glass.

Amanda Daly suggested offering coupons.

Garrett Gray suggested having a shuttle go to downtown Tinley from the hotels and have the hotels provide the shuttle for safety.

Volunteers

Amanda Gaus wants to create a group of core volunteers that would be supportive of many events we have. The volunteers can help with setup, cleanup, or work the events. Need to solicit volunteers and bring them in.

Trustee Sullivan suggesting working with IT to create a tab for volunteers and encourage residents to get involved in Tinley Park. The tab would be updated with volunteer opportunities and could also advertise for volunteers for commissions.

Mike Sevier suggested a sign up sheet for positions and give the time commitment involved.

Kelly Oswald suggested a volunteer banquet for recognition. Used Palos Heights tree/leaf recognition as an example.

Amanda Daly suggested listing physical capabilities, physical expectations and time amounts so the volunteers know what they are agreeing to.

Deb Melchert seconded the idea for a sensory friendly zone.

Paul Michael Yedwofski, Jackie Bobbitt and Deb Melchert volunteered to help with this program.

2. Shoulder Season Event Ideas

Amanda Gaus is looking for event ideas but not for the summer when we already have a full schedule. Likes the passport Taste of Tinley idea.

Amanda Daly suggested having the passport/program cover a few months. Have people visit 15 restaurants in 15 weeks or something similar. Suggested providing kid friendly ideas or food erasers given out at the restaurant to encourage people to come in. Referred to the Lockport ducks give away.

Paul Michael Yedwofski suggested the Taste of Tinley idea be condensed over a weekend at a location such as the convention center.

3. Scholarships

Denise Maly-Politano provided an update. Had 6 scholarships this year with a total of 47 applicants with 43 eligible. Two from Andrew were eliminated due to residency requirements, two from Providence were eliminated due to not providing a transcript to their application. The committee selected two students from Tinley Park High School, two students from Andrew High School, one student from Providence Catholic and one from Lincoln-Way East. Applicants consisted of 30 girls and 13 boys.

Al Siegers reminded everyone the winners are selected via blind voting. The judges do not know names or addresses of the applicants.

GOOD OF THE ORDER

Donna Framke stated progress is being made with Harmony Square. Now need to figure out on-site storage. The website visittinleypark.org should be live in 5-10 days.

May 3rd is the Business Breakfast at the Convention Center.

Village inauguration is May 2nd at 5:30 for the new village board.

COMMENTS FROM THE PUBLIC

ADJOURNMENT

Motion by Garrett Gray, seconded by **Paul Michael Yedwofski**, to adjourn the May 1, 2023 Marketing Commission meeting at 7:16 p.m.

/dmp