

MINUTES OF THE MARKETING COMMISSION
June 5, 2023, 6:00 p.m.
Kallsen Center

Members Present:

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

Members Not Present:

Daniel Fitzgerald (Chair)
Amanda Daly
Maureen Dillon
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

CALL TO ORDER

Jackie Bobbitt called the June 5, 2023 meeting to order at 6:05 p.m.

APPROVAL OF THE AGENDA

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

APPROVAL OF THE MINUTES

Motion made by **Deb Melchert**, seconded by **Kelly Oswald** to approve the May 1, 2023 minutes of the Marketing Commission. Motion carried.

DISCUSSION ITEMS:

1. Scholarship Program Update

Garrett Gray will presenting at the June 6th village board meeting at 6:30 p.m.. We have three students out of the six attending.

Denise Maly-Politano provided the breakdown: forty-seven applicants, forty-three eligible due to residency requirements and one missing their transcript. Thirteen boys, thirty girls, nineteen applicants from Andrew H.S., one applicant from St. Rita, eleven applicants from Lincoln-Way East, thirteen applicants from Tinley Park High School,

three applicants from Providence. Final result was four girls and two boys for the winners.

Garrett Gray thanked the committee members of Deb, Denise, Al, Mike and Gianna for helping with going through the applications and voting. Lot more applications this year. Thanks to the mayor this year for allowing us to have six scholarships this year.

2. Art and Garden Event Review

Kelly Oswald reported it was held Mother's Day weekend. Had thirty-three vendors and 4 food vendors. A couple of musicians and Tinley Park High School students painted a piano. Overall the vendors were very happy and did really well. Eager for us to have it as a yearly event. Well attended.

Donna Framke agreed it was a really nice event. Difficult to have shoulder events during slower seasons. Thanked Kelly and Amanda Gaus for organizing the event.

Paul Michael Yedwofski thought it was well organized and a nice event for that time of year.

3. Summer Events Update

Kelly Oswald reported on Benches. Judging date is June 22nd. Have five judges to judge benches. No specific requirements for judges other than being involved in the village. Hosting award ceremony on September 9th at Music in the Plaza with the rain date the following Music in the Plaza. Brochure going to print. One of the reading specialists from Fulton is doing a summer reading program around the benches with school kids kindergarten to fifth grade. Has a choice board with fifteen different things on the board to complete.

Cruise Night

Amanda Gaus stated it was a very well attended, busy night. 270 cars. Similar to last year with ideas, vendors, and layout.

Donna Framke stated we are always looking for ideas to improve and bring in more people. We will definitely look at other options.

Garrett Gray suggested having an old classic car such as the General Lee or some other featured car.

Paul Michael Yedwofski suggested having a car dealer bringing in a special car.

Jackie Bobbitt suggested getting American Legions, VFWs to target people.

Farmer's Market Update

Kelly Oswald stated this Saturday was the very first market. Well attended and very hot. We have forty-five total vendors with eleven being brand new. This week will start our first family yoga at 8:00 a.m. and our first two single day vendors. Tinley Park Library

Bookmobile will be there. New vendors and new things to try. A couple of new farms, one from Palos and one based out of Oak Forest. Looking for volunteers on July 1st from 7:00 to 1:00 p.m. Typically our busiest Farmer's Market of the season.

Deb Melchert, Paul Michael Yedwofski and Garrett Gray volunteered.

Ale Trail

Amanda Gaus stated the first Ale Trail is this Wednesday from 5:00 to 10:00 p.m. and will be every Wednesday through August 28th. We have adapted and clarified the information that has gone out. You can get on where you want, get off where you want, definitely pushing the ride share aspect so we are not promoting drinking and driving. No drinking on the trolley.

Donna Framke is looking forward to feedback. Takes 45 minutes, using two trolleys.

Trustee Sullivan will be trying it out and will report thereafter.

Paul Michael Yedwofski suggested having the places give an explanation of the place, how they got their name, and have the driver give the information during the ride.

Al Siegers asked if carry on liquor would be allowed.

Donna Framke said the trolleys do not allow any liquor.

Music in the Plaza Series

Amanda Gaus - Music in the Plaza starts this Saturday. We have several vendors and two sponsor tents. Avocado Theory, Village Pizza, Durbin's, Popus Popcorn, and Kona Ice. We will be selling t-shirts and sunglasses this year. Dates: 6/10, 6/24, 7/29, 8/12, 8/26, 9/9 and 9/23. We set up at 5:00 p.m.

Rib Fest

Amanda Gaus reported on the event. Saturday, July 1st until Tuesday July 4th. All days 2:00 p.m. to 10:00 p.m. Ribs, music, and rides. Rides are specifically catered to kiddie rides. Event Wiz has done Rib Fest in the past. Have seven traveling and some local. Very familiar with their footprint and expanding it out to the Tinley footprint. Some local vendors, some traveling, competition aspect of it as well.

Donna Framke stated it will also include Branding Iron, Durbin's, Local One and some other food options. \$5.00 children, \$10.00 adults, \$15.00 at the door. Encouraging people to buy online ahead of time.

Garrett Gray asked if there will be new measures taken because of what happened before.

Donna Framke said absolutely. Every event we move forward with will have a defined perimeter, a new supervision policy, bag checks, metal detectors, etc. Intended to be family friendly and less attractive to the teenagers. Music, food, small rides. Blending

into the 4th of July. Possibly bus people from Andrew H.S. and Oak Park Avenue. Library lot will be kept intact. Entry for people bringing in bags and coolers that will be checked. Encouraged to park on the North side, walk through the tunnel. A lot to pull together in a short amount of time.

Amanda Gaus stated Event Wiz wants to make this a long term partnership so if all goes well, it will be a yearly event. Music lineup includes:

Saturday, July 1 – How Rude, Eliminator, Austin Edwards

Sunday, July 2 – Wall of Denial, Kashmir, Eric Chesser

Tuesday, July 4 – The Walk-Ins, Freebyrd, American Pie

Block Party – July 15th and 16th

Amanda Gaus stated there will be two stages again so there will always be music throughout the day on one of the stages. Lots of interest in food vendors. All restaurants on Oak Park Avenue plus more interested. Looking for volunteers, especially Saturday.

Donna Framke asked everyone to promote on social media and give suggestions.

Deb Melchert suggested having a certain parking area for motorcycles.

GOOD OF THE ORDER

Donna Framke suggested cancelling the July 10th meeting, which was changed from our original July 3rd date due to all of the events going on. Suggested keeping the first Monday in August for the next meeting date.

COMMENTS FROM THE PUBLIC

No public.

ADJOURNMENT

Motion by **Deb Melchert**, seconded by **Mike Sevier**, to adjourn the June 5, 2023 Marketing Commission meeting at 7:01 p.m.

/dmp