

MINUTES
Marketing Committee
May 28, 2019 - 6:30 p.m.
Village Hall of Tinley Park – Council Chambers
16250 S. Oak Park Avenue
Tinley Park, IL 60477

Members Present: C. Berg, Chairman
D. Galante, Village Trustee
M. Mueller, Village Trustee

Members Absent: None

Other Board Members Present: None

Staff Present: D. Niemeyer, Village Manager
P. Carr, Assistant Village Manager - Arrived 6:35 p.m.
M. Zonsius, Assistant Village Treasurer
P. Connelly, Village Attorney - Arrived 6:31 p.m.
M. Thomas, Information Technology Manager
D. Framke, Marketing Director
P. Hoban, Economic Development Manager
K. Clarke, Planning Manager
D. Ritter, Senior Planner
L. Valley, Executive Assistant to the Manager and Trustees
D. Sanfilippo, Executive Assistant to the Mayor
L. Godette, Deputy Village Clerk
L. Carollo, Commission/Committee Secretary

Item #1 - The meeting of the Marketing Committee was called to order at 6:30 p.m.

Item #2 – CONSIDER APPROVAL OF THE MINUTES OF THE SPECIAL ECONOMIC DEVELOPMENT AND MARKETING COMMITTEE MEETING HELD ON APRIL 10, 2019 – Motion was made by Trustee Mueller, seconded by Trustee Galante, to approve the minutes of the Special Economic Development and Marketing Committee meeting held on April 10, 2019. Vote by voice call. Chairman Berg declared the motion carried.

Item #3 – DISCUSS CITIZEN SURVEY - The Marketing Department in conjunction with the National Research Center (NRC) will perform a community assessment survey, which is scheduled to be sent out to residents in mid-July. A preliminary step is preparation of the survey. The survey will contain five pages and will be constructed around the NRCs template, which will allow the Village to gauge resident satisfaction and needs. Results will then be benchmarked against similarly sized local and regional communities. The Village has the option to add three or four customized questions to the survey, which would provide useful data to assist in future policy decisions. Predetermination of what the Village hopes to learn and how that data would be utilized will be important when constructing the optional questions. A total of 1700 surveys will be mailed to residents. The survey may be available online; however, responses will be kept separate so as not to skew statistical validity of the assessment. Survey results will be expected in early October.

The Marketing Department provided the Marketing Committee a copy of the Community Survey template along with optional questions for review and consideration. Chairman Berg stated she liked the

two optional questions provided and were comprehensive. Chairman Berg asked the Committee if there were any questions. No one came forward. The middle of June is the deadline for final input and review.

Item #4 – RECEIVE COMMENTS FROM THE PUBLIC - No comments from the public.

ADJOURNMENT

Chairman Berg adjourned the Marketing Committee meeting at 6:36 p.m. Vote by voice call.

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