

**MINUTES**  
**Meeting of the Marketing Committee**  
**July 23, 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  
B. Bettenhausen, Village Treasurer  
P. Connelly, Village Attorney  
K. Clarke, Community Development Director  
D. Framke, Marketing Director  
L. Godette, Deputy Village Clerk  
L. Carollo, Committee/Commission Secretary

**Item #1** - The meeting of the Marketing Committee meeting was called to order at 6:32 p.m.

**Item #2 – CONSIDER APPROVAL OF THE MINUTES OF THE MARKETING COMMITTEE MEETING HELD ON JUNE 24, 2019** – Motion was made by Chairman Berg, seconded by Trustee Mueller, to approve the minutes of the Marketing Committee meeting held on June 24, 2019. Vote by voice call. Chairman Berg declared the motion carried.

**Item #3 – DISCUSS WAYFINDING PROJECT - SIGN AND LOCATION REVIEW** - D. Framke, Marketing Director in conjunction with representatives from the Village's vendor, KMA Design, presented a sign and location review to the Marketing Committee. The proposed sign family included Gateway and Secondary Gateway signs as well as Tertiary Identification signs. Generally, the proposed sign family would include a combination of perforated metal with a solid acrylic back panel to illuminate the entire Gateway and Secondary Gateway signs at nighttime. Signs would display a blue background during the daytime with lettering in white, and at nighttime letters would be internally illuminated in white. Locations of the various signs were also discussed as well as adherence to Federal Highway standards.

- Gateway Signs - Horizontal signage, 10 feet wide. Utilized to welcome visitors and located on a border of a community or downtown area.
- Secondary Gateway Signs - Vertical signage; 3 feet, 6 inches wide x 10 feet height. Utilized when there is limited land available and located on a border of a community or downtown area.
- Tertiary Identification Signs - Pole signage. Utilized for smaller or slower speed roadways.

Additionally, directional and destination wayfinding signage was discussed. A Kiosk sign specifically for pedestrian use was also provided as an option.

Staff requested Committee direction and feedback as the design phase is nearing completion. A total of \$250,000 is available in the Budget for sign fabrication.

The Committee discussed the advantages and disadvantages of the three (3) different types of signage. Currently, focus is primarily on the need for additional wayfinding signage within the community. Committee consensus was to identify different options for Secondary Gateway signs and move forward with Wayfinding. KMA Design will focus concurrently on wayfinding signage and alternatives for the vertical signage.

**Item #4 – DISCUSS DOWNTOWN TINLEY BLOCK PARTY REPORT** - The 21st annual block party was held on Sunday, July 21, 2019. The block party featured a Tropical theme and new layout to accommodate downtown construction. In attendance were multiple business booths, food and liquor vendors and sponsors. Music was held at four locations. Ms. Framke stated the block party came in under budget. Vendor feedback was positive. Following the rain delay, the party was well attended without any incidents. Ms. Framke and Chairman Berg thanked the Marketing Department as well as other departments for their hard work in coordination in the successful block party. The Committee did not have any questions.

**Item #5 – RECEIVE COMMENTS FROM THE PUBLIC** - Mike Stuckly asked about a possible location for Gateway signage. Ms. Framke stated proposed locations will be provided to Mr. Stuckly.

#### **ADJOURNMENT**

Chairman Berg adjourned the meeting of the Marketing Committee at 7:05 p.m. Vote by voice call.

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