

**MINUTES**  
**Meeting of the Marketing Committee**  
**August 27, 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: M. Glotz, Village Trustee

Staff Present: D. Niemeyer, Village Manager  
P. Carr, Assistant Village Manager  
B. Bettenhausen, Village Treasurer  
D. Spale, Village Attorney  
K. Clarke, Community Development Director  
P. Wallrich, Planning Manager  
D. Framke, Marketing Director  
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 MARKETING COMMITTEE MEETING HELD ON JULY 23, 2019** – Motion was made by Trustee Mueller, seconded by Trustee Galante, to approve the minutes of the Marketing Committee meeting held on July 23, 2019. Vote by voice call. Chairman Berg declared the motion carried.

**Item #3 – RECEIVE UPDATE ON HARMONY SQUARE** - P. Wallrich, Planning Manager stated the Marketing Committee will be receiving updates on Harmony Square monthly. The Plaza Team met on August 1, 2019, for a project update with the Lakota Group. Representatives from the engineering consulting firms, project architect and staff were in attendance.

Highlights of the meeting included:

- Architect, Ron McGrath of Tria Architects, was present to discuss options and design criteria for stage and restroom/multipurpose building;
- Rent vs. buy discussion for chiller and ice rink options - Staff requested direction;
- Utility requirements for structures and rink;
- Lighting options - Internal to plaza and perimeter;
- Switch gear location options - Plaza vs. Metra lot and Encore location;
- 67th Court extended ROW design;
- Marketing Department's needs for multipurpose room and "Green Room";
- Opportunities for Christkindlmarket;
- Schedule for approvals; and
- Coordination with Encore Development.

Critical path schedules were discussed regarding the chiller location and the rent vs. buy option for the ice rink. These decisions need to be made to allow the architect to complete designs of the stage and outbuilding (restrooms, storage and multipurpose room), which impacts the final site plan. Completion of the final site plan is critical to allow the fountain, acoustic and lighting designers to complete proposals. Once all design is complete, the engineers can complete utility design, which will allow Lakota to complete construction documents. The construction documents must be completed by the end of January to meet a February bid date to allow ground breaking in April, which will allow the ice rink to be operational for November.

After discussions regarding the chiller location, decision was made to place it along the south side of 173rd Street. The chiller is approximately 50' in length and will be brought to the site on a trailer and temporarily parked during rink operations. The chiller will be enclosed with a fence, which will be "branded" with the Village's music brand.

The committee also discussed the option of renting versus buying the chiller, rink, ice surfacing machine and all other ancillary needs, i.e. skates, mats, railings, etc. for the first year. Lakota provided preliminary estimates for a range in purchase of \$780,000-\$1,080,000 and rental of \$235,000-\$250,000. Following estimate review, the Plaza Team recommended the rental option at least for the first year. Renting would allow the Village to test the market for the ice rink with less risk. Renting would also allow the Village to assess the market demand before any substantial purchase expense and offers the greatest flexibility for programming the plaza moving forward. The pro forma for plaza operations will strive to cover anticipated costs related to the rental of the rink. There are opportunities through ice and skate rental, concessions and building rental to offset some of or all of the costs related to the rink. The budget will be refined moving forward into the final stages of design.

Ms. Wallrich requested direction from the Committee regarding the buy vs. rental options discussed above. Discussion entailed the following: It was explained the rental option at a cost of \$235,000-\$250,000 includes equipment only. If the Village purchased a chiller, there is a 1-year warranty; however, the useful life is uncertain, and staff can check into this further. A bid to purchase 800 pairs of skates would be \$60,000; however, the rental option includes skates. Sizes of the chiller were discussed, and staff recommended a larger chiller rather than two smaller chillers to be placed in the location due to efficiency. Marketing Committee consensus was to move forward with the rental option of a chiller, rink, ice surfacing machine and other necessities for the first year. Ms. Wallrich asked the Committee if there were any other questions. Trustee Galante asked about parking. A Marketing and Traffic Study is planned for in the budget, however, timing of the study is indeterminate.

**Item #4 – REVIEW WINTER EVENTS** - D. Framke, Marketing Director presented an overview of upcoming fall and winter events.

- Downtown Tinley Kiddie Boo Bash - Sunday, October 27 - Noon to 3 p.m., located at Oak Park Avenue Metra North lot.

Annual activities include hayrides, games, DJ entertainment, crafts, Mad Scientist, costume contest, High Touch High Tech (alien slime/pumpkin putty) and haunted train station. New activities will feature Dracula stilt walker, Disney Descendant's Evie and Mal for photos and performances, an inflatable haunted mansion maze and resident pirates narrating the hayrides and sharing the spooky history of Tinley Park.

Presenting sponsors will be South Oak Jeep, Southwest Synergy Dance, Massage Envy and Joyful Smiles Pediatric Dentistry. There will be approximately 20-25 business booths present.

Durbin's and Parmesans Station will be food vendors. The Marketing Department is looking for two snack vendors to participate.

- Holiday Market -  
Friday, December 6 from 6 p.m. to 9 p.m.  
Saturday, December 7 from noon to 5 p.m.  
Sunday, December 8 from noon to 5 p.m.

The Marketing Department anticipates one presenting sponsor, seven additional sponsorship opportunities and an estimate of 25-30 vendors.

- Tree Lighting Ceremony - Friday, December 6, followed by the opening of the Holiday Market. The tent will be moved to the North lot. The west end of the tent will allow a clear view of the carousel, ice sculptures and Christmas tree along with more room to view entertainment on stage.

New items include professional carolers to perform and lead singalong and a possible snow machine.

- Tinley Park Holiday Happenings -
  - Photos with Santa will be in the train station.
  - Carriage rides will depart from the Kiss 'N Ride.
  - Ice carving demonstration - Saturday, December 7 at 1 p.m. at Zabrocki Plaza.
  - Historical Society will provide snacks, games and old fashioned photos.
  - Vogt Visual Art Center will showcase a miniature train display.

Activities brought back by popular demand include local school bands and choirs, dance groups, preschool performances, cookie decorating, Lincoln Log corner, face painting. A performance by the Ice Princesses from Frozen 2 and character appearances will be new offerings.

- The Toyland Parade - Saturday, December 7 - 11:45 a.m. "Jingle Bells" theme, everyone asked to wear bells.

The Marketing Department is looking for new entertainment as entries for the parade.

- The Parade of Lights - Sunday, December 7 at 5 p.m. Organized by the Chamber of Commerce.

Chairman Berg asked the Committee if there were any questions. Ms. Framke stated the Giant Ornament is planned to be set up as well.

**Item #5 – RECEIVE COMMENTS FROM THE PUBLIC** - A resident asked if the Central Middle School property could be used for parking for Harmony Square. Ms. Wallrich stated hopefully the parcel will be developed along with the parcel on North Street.

#### **ADJOURNMENT**

Motion was made by Trustee Mueller, seconded by Trustee Galante, to adjourn this meeting of the Marketing Committee. Vote by voice call. Chairman Berg declared the motion carried and adjourned the meeting at 6:53 p.m.

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