

MINUTES
Meeting of the Marketing Committee
September 24, 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: P. Carr, Assistant Village Manager
K. Clarke, Community Development Director
D. Framke, Marketing Director
E. Scholz, Senior Accountant
C. Frankenfield, Finance
L. Valley, Executive Assistant to the Manager and Trustees
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 AUGUST 27, 2017 – Motion was made by Chairman Berg, seconded by Trustee Galante, to approve the minutes of the Marketing Committee meeting held on August 27, 2019. Vote by voice call. Chairman Berg declared the motion carried.

Item #3 – RECEIVE PRESENTATION FROM KMA FOR WAYFINDING - A preliminary review of the proposed wayfinding sign design package was performed in June, which included primary, secondary and tertiary gateway sign designs; a downtown gateway sign design; directional signage designs and a pedestrian informational kiosk design. Committee direction was given to reevaluate use of the secondary vertical gateway signs.

The Village Engineer and Assistant Public Works Director evaluated the proposed sign locations, evaluating each for right of way, electrical service and other information. The engineer's opinion was provided to KMA & Associates and the gateway sign package was revised to recommend primary gateway signage at five locations, with placement of tertiary signage at three other gateway locations.

A representative from KMA & Associates was present to provide an overview of the revised gateway sign package to the Marketing Committee and answer any questions. Chairman Berg stated she liked the signs. Trustee Galante asked about the color of the signs and if the signs could be linked together digitally. Color of the signs can change with lighting and the signs could be linked together with WiFi or remote, however, security would need to be considered.

Upon Committee approval of the design package, phase two of the project would be underway, including refinement of design drawings, preparation of bid documents and coordination work with Illinois

Department of Transportation (IDOT) and Cook County in preparation for pulling permits for the signs. The Committee also received a proposal for the add-on service for the next phases of the signage project.

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

ADJOURNMENT

Motion was made by Chairman Berg, seconded by Trustee Mueller, to adjourn this meeting of the Marketing Committee. Vote by voice call. Chairman Berg declared the motion carried and adjourned the meeting at 6:40 p.m.

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