

MINUTES
Meeting of the Marketing Committee
October 22, 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
B. Bettenhausen, Treasurer/Finance Director
P. Wallrich, Community Development Director
D. Framke, Marketing Director
K. Clarke, Planning Manager
D. Spale, Village Attorney
L. Godette, Deputy Village Clerk
D. Melone, Administrative Assistant

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

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

Item #3 – DISCUSS CITIZEN SURVEY – DATA REVIEW – D. Framke presented the data from the Citizen Survey. The National Community Survey (The NCS) report is about the “livability” of Tinley Park. The NCS captured resident’s opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement.). The Village of Tinley Park also included three special interest questions with topics related to sources of Village information, Harmony Square amenities and jobs.

D. Niemeyer would like to see an analysis comparing the results to the previous survey as we will find the data valuable during the strategic planning session. He would also like the Trustees to review the data that pertains to their committees.

The reports will be posted on the website.

Item #4 - RECEIVE UPDATE ON VILLAGE HOLIDAY PLANS – Three versions of holiday banners with a music theme will be installed in place of the current purple banners in mid-November and remain until early January. The purple branded banners will go back up in April.

The Village tree lighting will be on December 6, 2019.

Item #5 – RECEIVE UPDATE FOR HARMONY SQUARE PLAZA – P. Wallrich presented an update on Harmony Square. The architecture will borrow some of the material and colors from the Metra station.

The shape of the stage roof is replicated in the support building. The support building will provide restrooms, office/security space, storage, electrical transformer and a multi-purpose space.

The planning for the plaza remains on schedule with the bid date of February 3rd. Design development drawings are expected the first week in November with construction documentation drawings finalized by mid-January. A bid opening was set for February 24th with Village Board approval at the March 17, 2020 meeting.

Design consultants (Lakota and sub-consultants) have invoiced 28% of their total budget proposal of \$407, 050. Engineering contracts with CBBEL which as of August invoiced 17.9 % of their total budget proposal of \$288,500.

Coordination with the Encore project continues. In addition to property ownership, coordination regarding the burial of utility poles, establishing the appropriate utility easements, location of transformers and switchgears, streetscape design and utility re-location remain a high priority in order to meet schedules for both projects. The Village continues to work through the incentive agreement with Holladay developers and once there is a general consensus on the terms of the agreement the zoning entitlement process will begin. Tentative scheduled have been set for the first workshop at the November 21st meeting and final Board consideration on January 7, 2020.

Chairman Berg likes the colors of the Metra Station. Trustee Mueller likes the textures. P. Wallrich will report the Trustee's comments back to the committee.

Item #6 - DISCUSS OPTIONS FOR SEEKING CITIZEN INPUT REGARDING NEW CANNABIS LAWS – At the request of the Village Board, staff did a general search of other communities, specifically looking at workshops that were held for the purpose of gathering public input. Based on the findings, the following was recommended:

1. Dedicate a webpage for all cannabis related information (FAQs, surveys link, previous committee discussion links, etc.);
2. Create a survey residents can complete. Post survey on Village website, social media, community mail, etc.;
3. Host a discussion at a Committee of the Whole meeting. At this meeting have Public Safety discuss potential impacts. Have Community Development provide a map of potential locations sale could be allowed. Have Finance share information in regards to revenue, and have HR touch on impacts for employment. Keep staff discussion brief and neutral. Also quickly share actions other comparable communities have taken. Then open up to public comment. Consider taking questions by notecard. No actions should be taken at this meeting.

In addition, to reach the most residents and businesses to alert them to the survey, consider:

- a) Direct residents to the survey via postcard mailing to 23,000 Tinley Park addresses at an estimated cost of \$5,600; or
- b) Direct residents to the survey via quarter page advertisement in the Tinley Junction, which would cost \$350.

Potential timeline:

- Discuss plan at Marketing Committee October 22nd (including decision on whether or not to incur the expense of sending postcards or post an advertisement), if approved:

- Host a discussion at a Committee of the Whole meeting November 12th
- Post the information and video (with redirect) and drop postcards or post ad (if desired) November 13th; keep survey open until November 22nd or 25th.
- Provide survey results for December 3rd Board Meeting
- Board vote on ordinance at December 17th Village Board Meeting.

A motion was made by Trustee Berg, seconded by Trustee Mueller to send this item to the Administration and Legal Committee for further discussion on November 12, 2019. Vote by voice, one (1) yeah, two (2) Nay. Chairman Berg declared the motion denied.

D. Niemeyer commented that the newspapers may be able to run a story. He will communicate with the Administration & Legal Committee for review and feedback.

Trustee Mueller is concerned about the survey result as they tend to be polarizing. He does not want to use postcards to reach the residents. Trustee Berg agreed to not use postcards. Trustee Berg, Trustee Galante and Trustee Mueller all agreed to use the newspaper and social media.

Item #7 – 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 7:19 p.m.

dm