

# **NOTICE OF STANDING**

## **COMMITTEE MEETINGS**

Scheduled for  
Tuesday, February 25, 2020  
beginning at 6:30 p.m. in

Council Chambers  
Village Hall of Tinley Park  
16250 S. Oak Park Avenue  
Tinley Park, Illinois

**Community Development Committee**  
**Marketing Committee**  
**Finance Committee**

A copy of the agendas for these meetings is attached hereto.

Kristin A. Thirion  
Clerk  
Village of Tinley Park

**NOTICE OF MEETING OF THE  
MARKETING COMMITTEE**

Notice is hereby given that a meeting of the Marketing Committee of the Village of Tinley Park, Cook and Will Counties, Illinois, will begin at 6:30 p.m. on Tuesday, Tuesday, February 25, 2020, in the Council Chambers at the Village Hall of Tinley Park, 16250 Oak Park Avenue, Tinley Park, Illinois.

The agenda is as follows:

1. OPEN THE MEETING.
2. CONSIDER THE APPROVAL OF THE MINUTES OF THE MARKETING COMMITTEE MEETING HELD ON OCTOBER 22, 2019.
3. DISCUSS SPECIAL EVENT PERMIT FEE.
4. RECEIVE UPDATE ON SPRING AND SUMMER SPECIAL EVENTS.
5. RECEIVE COMMENTS FROM THE PUBLIC.

ADJOURNMENT

KRISTIN A. THIRION  
VILLAGE CLERK

**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 3<sup>rd</sup>. 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 24<sup>th</sup> 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 21<sup>st</sup> 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 22<sup>nd</sup> (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 12<sup>th</sup>
- Post the information and video (with redirect) and drop postcards or post ad (if desired) November 13<sup>th</sup>; keep survey open until November 22<sup>nd</sup> or 25<sup>th</sup>.
- Provide survey results for December 3<sup>rd</sup> Board Meeting
- Board vote on ordinance at December 17<sup>th</sup> 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



# Interoffice Memo

---

**Date:** February 18, 2020

**To:** Marketing Committee

**From:** Donna Framke, Marketing Director

**Subject:** Recommendation for special event permit fee increase

In 2014, ordinance 2014-O-032 was created, defining and regulating the Village's special event permit, a free but required permit issued for any special events held within the corporate limits of the Village.

This permit governs all special events including festivals, outdoor sales, races, farmers markets, concerts, parades, exhibits, carnivals and car shows held on public property and/or open to the public as well as private events open to the public which may exceed space, parking or traffic limitations. The permit acts as a vehicle to coordinate interdepartmental communication and use of village services including street closures, barricades, trash or recycling receptacles, special parking signs, special electrical services, crowd control, security, special fire/EMS protection and/or use of village vehicles and/or equipment. These services are provided at a reasonable cost in support of community organizations and businesses.

Beyond the 30 village-owned events managed out of the marketing department, the Village grants special event permits for an additional 60 –65 community events per year including (19) farmers markets, (13) run/walks, parades, chamber of commerce, park district and library events (some for which we waive fees). Every effort is made to not overburden the village services staff, taking the village events schedule and the music theater schedule into consideration when approving dates.

When the ordinance was created, fees for traffic control which were supported by both police and EMA staff, was set at \$18 per hour. An hourly fee for Public Works' staff (minimum of two people) was set at \$35 per hour and police and security fees are provided at \$30 per hour. These fees have remained in effect since the ordinance inception. Any staff persons that provide services at these events are paid their regular hourly or, if warranted, overtime rate.

Staff would like to recommend that effective May 1, 2020 these special event rates be increased to \$20 per hour for traffic control, and \$45 per hour for police and security services. The recommendation is to retain the \$35 per hour rate for public works services. As a frame of reference, the average police hourly is \$48 per hour and the average Public Works hourly rate is \$38 per hour.

Ordinance 2014-O-032 can be found on the website under special event permits or at:  
[https://cms6.revize.com/revize/tinleypark/document\\_center/special%20events/permit%20application/Special%20Events%20Ordinance.pdf](https://cms6.revize.com/revize/tinleypark/document_center/special%20events/permit%20application/Special%20Events%20Ordinance.pdf)



# Interoffice Memo

---

**Date:** February 20, 2020

**To:** Marketing Committee

**From:** Donna Framke, Marketing Director

**Subject:** Special Events Update

I'd like to provide you an update on the spring special events:

## **Irish Parade**

To date, we have received 60 entries and confirmed five presenting sponsors: Massage Envy, Ken Anderson State Farm Insurance, Lisa Thomas Salon, Vrdolyak Law Firm and Window Works. Entries include three pipe and drum bands, the Marian Catholic Marching Band and, for the first time, the Oscar Meyer Weinermobile! The Grand Marshal will be food reporter Steve Dolinsky from ABC7's The Hungry Hound who will be appearing at an informal meet and greet at Primal Cut following the parade. New this year will be the addition of a sponsor booth area, photo op with the Weinermobile and a performance from the Medinah Highlanders Pipe and Drum band in Zabrocki Plaza after the parade. A Virtual Map of specials and activities around town has been created to be sent out through all media and can be found at: <https://arcg.is/1reOKb>.

## **Music in the Plaza**

We have a phenomenal music line up for this summer's Music in the Plaza summer concert series. The schedule for these popular Saturday evening events is:

June 13 | Arra (Classic Rock)  
June 27 | Blooze Brothers (Cover Band)  
July 11 | Rod Tuffcurls and the Bench Press (Variety)  
July 25 | Libido Funk Circus (Variety)  
August 8 | American English (Beatles Cover Band)  
August 22 | 16 Candles ('80s)  
August 29 | Modern Day Romeos (Variety), and  
September 12 | Hillbilly Rockstarz (Country)

New this year: We will be partnering with the restaurants within eye shot of the plaza and all have agreed to create a special *Music in the Plaza* carryout menu that will be promoted prior to and during these concerts. We are also restructured the on-site vendor plan to make participation more attractive for businesses. By way of event layout, the stage will again be set up in the north commuter lot just north of the station (facing south) and the fencing footprint will be expanded east and north to accommodate attendees.

## **Benches on the Avenue**

The marketing and Branding commission will be selecting their top 25 bench renderings at Monday's (February 24<sup>th</sup>) meeting and the selections will be shared at Tuesday's marketing committee meeting.



**PUBLIC  
COMMENT**



**ADJOURNMENT**