

**MINUTES**  
**Meeting of the Marketing Committee**  
**February 25, 2020 - 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, Treasurer/Finance Director  
A. Brown, Assistant Treasurer/Assistant Finance Director  
D. Framke, Marketing Director  
K. Clarke, Community Development Director

**Item #1** - The meeting of the Marketing Committee was called to order at 7:06 p.m.

**Item #2 – CONSIDER APPROVAL OF THE MINUTES OF THE MARKETING COMMITTEE MEETING HELD ON OCTOBER 22, 2019** – Motion was made by Trustee Galante, seconded by Trustee Mueller, to approve the minutes of the Marketing Committee meeting held on October 22, 2019. Vote by voice call. Chairman Berg declared the motion carried.

**Item #3 – DISCUSS SPECIAL EVENT PERMIT FEE REVIEW** – Donna Framke, Marketing Director, presented the Special 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.

Trustee Berg asked if there is a fee for food trucks. Ms. Framke replied that if an organizer included food trucks in their event, they would be inspected as part of the process. There is no separate fee for food trucks.

Motion was made by Trustee Mueller, seconded by Trustee Galante, to recommend the Special Permit Fee Increase be forwarded to the Committee of the Whole meeting on March 3, 2020. Vote by voice. President Pro-Tem Berg declared the motion carried.

**Item #4 - RECEIVE UPDATE ON SPRING AND SUMMER SPECIAL EVENTS** – Ms. Framke gave an update on upcoming events. To date, for the Irish Parade, the Village 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.

The schedule for Music in the Plaza summer concert series 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, the Village 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.

The marketing and Branding commission selected their top 25 bench renderings, for Benches on the Avenue, at the February 24, 2020 meeting and the selections were shared.

**Item #5 – RECEIVE COMMENTS FROM THE PUBLIC** - No comments from the public.

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 7:18 p.m.

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