

## **NOTICE OF A SPECIAL MEETING OF THE MARKETING COMMITTEE**

A special meeting of the Marketing Committee is scheduled for  
Tuesday, August 18, 2020 beginning at 6:30 p.m.

A copy of the agenda for this meeting is attached hereto and can  
be found at [www.tinleypark.org](http://www.tinleypark.org).

### **NOTICE - MEETING MODIFICATION DUE TO COVID-19**

Pursuant to Governor Pritzker's Executive Order 2020-07, Executive Order 2020-10, Executive Order 2020-18, Executive Order 2020-32, Executive Order 2020-33, Executive Order 2020-39, and Executive Order 2020-44, which collectively suspends the Illinois Open Meetings Act requirements regarding in-person attendance by members of a public body during the duration of the Gubernatorial Disaster Proclamation, issued on June 26, 2020, the members of the Marketing Committee may be participating in the meeting through teleconference.

A livestream of the electronic meeting will be broadcasted at Village Hall. Pursuant to Governor's Executive Order No. 2020-43 and CDC guidelines, no more than 50 people or 50% of the maximum capacity will be allowed in the Council Chambers at any one time, so long as attendees comply with social distancing guidelines. Anyone in excess of maximum limit will be asked to wait in another room with live feed to the meeting until the agenda item for which the person or persons would like to speak on is being discussed or until the open floor for public comments.

***Public comments or requests to speak may also be emailed in advance of the meeting to [clerksoffice@tinleypark.org](mailto:clerksoffice@tinleypark.org) or placed in the Drop Box at the Village Hall by noon on Tuesday, August 18, 2020.***

Kristin A. Thirion  
Clerk  
Village of Tinley Park

**NOTICE OF SPECIAL MEETING OF THE  
MARKETING COMMITTEE**

Notice is hereby given that a special 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, August 18, 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 APPROVAL OF THE MINUTES OF THE MARKETING COMMITTEE MEETING HELD ON FEBRUARY 25, 2020.
3. DISCUSS USE OF VILLAGE RESOURCES AND COMMUNICATION CHANNELS.
4. RECEIVE UPDATE ON SPECIAL EVENTS.
5. RECEIVE COMMENTS FROM THE PUBLIC.

ADJOURNMENT

KRISTIN A. THIRION  
VILLAGE CLERK

**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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DRAFT



# Interoffice Memo

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**Date:** August 12, 2020

**To:** Marketing Committee

**From:** Donna Framke, Marketing Director

**Subject:** Social Media policy review and discussion regarding use of Village Resources and communications channels

The marketing department is the village's central public information center and, as such, develops and monitors content on each of the Village's communications platforms including the Village's website, TV station and YouTube channel, community email newsletter and social media platforms (Facebook, Instagram, Twitter and LinkedIn) to ensure a consistent Village-wide message. These channels are used for Village and department business purposes only and use for communications and postings of third-party advertising or political information is prohibited.

Attached is a draft social media that was drafted by the village attorneys. It has been in practice but has not yet been formally adopted. Staff is requesting committee review and approval.

The marketing committee has also been asked to discuss the use of the Village resources and communication channels for promoting mayor- and trustee-sponsored events.

## VILLAGE OF TINLEY PARK SOCIAL MEDIA POLICY - DRAFT

1. Marketing Department is responsible for acting as the Village's central public information center and will monitor the content on each of the Village's social media platforms to ensure:
  - a. A consistent Village-wide message is being conveyed; and
  - b. Adherence to the Social Media Policy. The Marketing Department also reserves the right to direct any department to modify social media content based on best practices and industry norms.
2. All Village social media accounts are extensions of the Village of Tinley Park website and users seeking additional information should be directed to the website, when possible.
3. The Freedom of Information Act applies to social media content and therefore content must be able to be managed, stored and retrieved to comply with these laws. Social media content developers will keep electronic copies of all messages created for and distributed on social media platforms by the Village of Tinley Park. When deleting comments or posts, staff should save a screen shot of the content being deleted.
4. Social media records are archived in a system that preserves the context of communications, including conversation threads and media, to ensure completeness and availability of relevant information when records are requested.
5. A procedure for approving, prior to posting, shall be established by the Marketing Director. Guidelines shall be issued for all social media content that is posted on the Village's social media accounts, including the designation of one or more sources of content approval. All department social media guidelines and policies must be consistent with this policy.
6. No Village department may establish or use or terminate a social media identity, account, profile, page or site (collectively, social media account(s)) without the approval of the Village Manager.
7. No information or link (hyperlink) to any internet site or other materials or communications may be posted, or approved for posting, on a Village social media outlet that is not directly related (as determined by the Marketing Director) to the mission, services and business objectives of the Village of Tinley Park.
8. Social media accounts established by the Village are to be used for Village and department business purposes only. Use for communications and postings of third-party advertising or political information is prohibited. Third-party advertising will be removed or disabled on official Village social media pages. If this is not possible, a statement should be added to the effect that the Village does not authorize or endorse any advertisement on the site.
9. Only employees approved by the Village Manager or his/her designee are authorized to use and administer official Village of Tinley Park social media sites. No employee may establish any social media account in the name of or on behalf of the Village or Village department. This requirement applies regardless of whether the account is established, accessed or used by means of Village information systems or by means of the employee's or others' information systems, and regardless of whether the account is established, accessed or used from Village or non-Village premises.



10. Employees and officials representing the Village of Tinley Park on social media outlets must conduct themselves at all times as representatives of the Village of Tinley Park and are expected to be attentive and careful in their use of social media. Employees should be aware that their use of social media may be perceived as representing the Village and Village government, and should tailor their use accordingly. All Village of Tinley Park employees and officials utilizing social media in an official Village of Tinley Park capacity should:
  - a. Respect all Village of Tinley Park stakeholders;
  - b. Keep all interactions factual and accurate;
  - c. Publicly correct any information that has been communicated that is later found to be in error;
  - d. Maintain transparency, openness and honesty in all interaction;
  - e. Provide links to credible sources of information to support interactions, when possible;
  - f. Respect the generally-accepted rules of the social media platform while protecting privacy and permissions;
  - g. Post meaningful, respectful comments; no spam and no remarks that are off-topic or offensive;
  - h. Never comment on anything related to legal matters, litigation or any parties with which the Village may be in litigation, without the appropriate approval; and
  - i. Village officials should avoid contemporaneous discussions or debates of public business.
11. Employees must report unauthorized uses of Village social media or Village social media accounts to the head of their department or the Marketing Director.
12. All profiles and Village social media pages should be clearly identified as official Village of Tinley Park assets, using the Village or Department logo as the identifying image. All social media pages shall have Village of Tinley Park contact information prominently displayed, including physical address, phone numbers, business hours, etc. All profiles and Village social media pages must prominently display links to the Village's official website: [www.tinleypark.org](http://www.tinleypark.org).
13. When negative comments are posted on a social media platform, responsible staff should address the issue offline, either by email, phone or in person.
14. The below terms of use agreement must be posted on each social media account established and maintained by the Village of Tinley Park, whenever such capability exists. The agreement shall also be posted to [www.tinleypark.org](http://www.tinleypark.org) for easy access:

#### TERMS OF USE STATEMENT

*Please keep all comments clean and appropriate. Inappropriate comments are subject to deletion by the account administrator. Prior to deleting any comments or posts, the Village will consult with the Village attorney to ensure such deletion does not violate the First Amendment. Users who do not comply with the posting guidelines will be contacted by an administrator and banned from posting any more information to this site. This forum is not monitored at all times. Please do not use this forum to report emergency situations or time-sensitive issues.*

*Please keep the following guidelines in mind when posting:*

- *The Village does not allow graphic, obscene or explicit comments or submissions that, at the Village's sole discretion, are abusive, threatening, hateful, inflammatory, intended to defame anyone or any organization, or suggest or encourage illegal activity.*





- *Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, gender identity or sexual orientation will not be tolerated.*
- *Content posted by persons whose profile picture or avatar, username or e-mail address contains any of the aforementioned prohibited conduct will not be tolerated.*
- *Comments which include personally identifiable information, such as an address, phone number, Social Security number or other sensitive information will be removed.*
- *Conduct in violation of any federal, state or local law will not be tolerated.*
- *Comments not related to the original topic or comments that are obnoxious, random or unintelligible will not be tolerated. Content should be related to the subject matter of the social media site where it is posted.*
- *Content that violates a legal ownership interest, such as copyright, of any party will not be tolerated.*
- *The Village does not allow solicitations or advertisements. This includes promotion or endorsement of any commercial, financial, non-governmental, non-profit or religious agency/organization. The Village reserves the right to, from time to time or on an ongoing basis, allow commercial messages or advertisements at its sole discretion.*
- *This page is used for Village and department business purposes. Comments in support of or in opposition to any political beliefs, campaigns or ballot measures will not be tolerated.*
- *The appearance of external links on this site does not constitute official endorsement on behalf of the Village of Tinley Park.*
- *The Village will not allow attempts to defame or defraud any person or financial, commercial or governmental agency and the Village does not allow information intended to compromise the safety or security of the public or public systems.*
- *No copyrighted material should be posted or linked to the Village's social media site, by the Village, unless such authorization has expressly been given by the proper parties.*
- *All comments are subject to public records law. Visitors to the site should have no expectation of privacy or confidentiality with respect to any content posted to the site, and the Village has no responsibility for maintaining any such privacy or confidentiality.*
- *Opinions expressed by visitors to the site do not reflect an endorsement or opinion on the part of the Village of Tinley Park. The Village of Tinley Park, Illinois does not necessarily agree with content posted by Village of Tinley Park social media users. No comments on any social media outlets constitute a binding representation, agreement or an endorsement on the part of the Village of Tinley Park.*
- *You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.*





# Interoffice Memo

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**Date:** August 12, 2020

**To:** Marketing Committee

**From:** Donna Framke

**Subject:** Special Events update

The Village will host the first Music in the Plaza of the season on Saturday, August 15, 2020. An update on this event will be provided at the committee meeting.

Additionally, the marketing department is working on safe, socially distant ideas for the annual Boo Bash and Holiday events. Consideration is being given to a small group, rotational, ticketed Halloween event and ideas for offering photos with Santa to families are being vetted. An update on progress will be discussed with the committee.

**PUBLIC  
COMMENT**

**ADJOURNMENT**