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**THE VILLAGE OF TINLEY PARK**

**Cook County, Illinois**

**Will County, Illinois**

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**ORDINANCE  
NO. 2017-O-074**

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**AN ORDINANCE AMENDING CERTAIN SECTIONS OF THE TINLEY PARK  
MUNICIPAL CODE BY DELETING TITLE III CHAPTER 32 SUBSECTION 159  
ENTITLED “TINLEY PARK BRAND LEADERSHIP SUBCOMMITTEE” AND  
ADDING A NEW TITLE III CHAPTER 32 SUBSECTION 302 ENTITLED THE  
“MARKETING AND BRANDING COMMISSION”**

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**JACOB C. VANDENBERG, PRESIDENT  
KRISTIN A. THIRION, VILLAGE CLERK**

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Board of Trustees**

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VILLAGE OF TINLEY PARK  
Cook County, Illinois  
Will County, Illinois

**ORDINANCE NO. 2017-O-074**

**AN ORDINANCE AMENDING CERTAIN SECTIONS OF THE TINLEY PARK MUNICIPAL CODE BY DELETING TITLE III CHAPTER 32 SUBSECTION 159 ENTITLED “TINLEY PARK BRAND LEADERSHIP SUBCOMMITTEE” AND ADDING A NEW TITLE III CHAPTER 32 SUBSECTION 400 ENTITLED THE “MARKETING AND BRANDING COMMISSION”**

WHEREAS, Section 6(a) of Article VII of the 1970 Constitution of the State of Illinois provides that any municipality which has a population of more than 25,000 is a home rule unit, and the Village of Tinley Park, Cook and Will Counties, Illinois, with a population in excess of 25,000 is, therefore, a home rule unit and, pursuant to the provisions of said Section 6(a) of Article VII, may exercise any power and perform any function pertaining to its government and affairs, including, but not limited to, the power to tax and to incur debt; and

WHEREAS, the Corporate Authorities of the Village of Tinley Park, Cook and Will Counties, Illinois have previously established a subcommittee of the Tinley Park Main Street Commission entitled the Tinley Park Brand Leadership Subcommittee; and

WHEREAS, the Corporate Authorities of the Village of Tinley Park, Cook and Will Counties, Illinois have determined that it is necessary and in the best interests of the Village to delete Title III Chapter 32 Subsection 159 the Tinley Park Village Code entitled the “Tinley Park Brand Leadership Subcommittee” and replace it by adding a new Title III Chapter 32 Section 401 entitled the “Marketing and Branding Commission”km; and

NOW, THEREFORE, BE IT ORDAINED BY THE VILLAGE PRESIDENT AND BOARD OF TRUSTEES OF THE VILLAGE OF TINLEY PARK, COOK AND WILL COUNTIES, ILLINOIS, IN THE EXERCISE OF ITS HOME RULE POWERS, AS FOLLOWS:

SECTION 1: The foregoing recitals shall be and are hereby incorporated as findings of fact as if said recitals were fully set forth herein.

SECTION 2: That the Tinley Park Brand Leadership Subcommittee is hereby deleted in its entirety.

~~§32.159 TINLEY PARK BRAND LEADERSHIP SUBCOMMITTEE~~

~~(A) Establishment. The Tinley Park Brand Leadership Subcommittee is hereby established as a subcommittee of the Tinley Park Main Street Commission.~~

~~(1) The subcommittee shall initially consist of nine members to be appointed by the Village President with the advice and consent from the Board of Trustees. The subcommittee shall select a chairperson at its first meeting. Any vacancy in the subcommittee shall be filled by appointment of the President with the advice and consent of the Board of Trustees.~~

~~(2) The subcommittee shall also include associate members who shall serve in an advisory capacity with no voting authority and shall not count for purposes of establishing a quorum. Associate members shall be appointed by the President with the advice and consent of the Board of Trustees.~~

~~(B) Conduct of meetings; records.~~

~~(1) The subcommittee shall meet monthly and shall establish a regular meeting date and time at its first meeting.~~

~~(2) All meetings of the subcommittee shall be open to the public and conform with the Illinois Open Meetings Act.~~

~~(3) The subcommittee shall keep written records of all of its meetings and proceedings. Copies of all minutes shall be forwarded to the Village Clerk.~~

~~(C) Powers and duties. The general purpose of and duty of the subcommittee shall be to:~~

~~(1) Implement the 2016 Tinley Park Branding Action Plan.~~

~~(2) Periodically make recommendations to the Main Street Commission and Village Board of Trustees regarding implementation of the 2016 Tinley Park Branding Action Plan and other branding initiatives.~~

~~(3) Create awareness throughout the village of Tinley Park's Branding efforts.~~

SECTION 3: That the Marketing and Branding Commission of the Village of Tinley Park is hereby created and established by adding the following underlined language:

### **§ 32.302 MARKETING AND BRANDING COMMISSION**

#### 32.302 Purpose.

The policy of this Village is to encourage, assist, inform and make recommendations to the village board and staff on matters pertaining to the marketing of Tinley Park to its current and prospective residents, businesses and tourists/visitors. In addition, it is the policy of this Village to assist in increasing the local tax base and improving the quality of life in Tinley Park by supporting and expanding the Village's music brand through the arts, culture and events held within the Village of Tinley Park.

#### 32.303 ESTABLISHMENT.

There is hereby created a Marketing and Branding Commission.

#### 32.304 MEMBERSHIP.

The commission will be comprised of up to 11 marketing professionals representing different sectors of the community all of whom shall be appointed by the Village President with the advice and consent of the Board of Trustees. The Chairman of the Commission shall be designated by the Village President with the advice and consent of the Board of Trustees. Departments and offices represented on the Committee shall include but limited to those listed below:

- Downtown business community
- Independent business community
- Auto Dealers
- Chamber of Commerce
- Tourism
- Entertainment and Music
- Transportation
- Schools and Colleges
- Park District
- Legislators
- Residents

The commission will also include associate members.

#### 32.305 POWERS AND DUTIES.

To prepare and recommend to the President and Board of Trustees of the village any and all plans which the Commission shall deem proper for the fulfillment of its purpose, specifically including recommending the marketing and branding of Tinley Park through the Village's music brand through arts, culture and events held within the Village of Tinley Park.

- (A) Identify specific Village assets available for marketing and desirable to potential commercial partners;
- (B) Develop a marketing plan for these assets;
- (C) Seek out commercial partners for asset-based transactions;
- (D) Develop, oversee and coordinate a comprehensive marketing programs to market and promote the Village's mission, vision, goals, events, initiatives and accomplishments;
- (E) Regular review of branding and messaging to maintain current consistent
- (F) Build and sustain the Village's brand

#### 32.306 MEETINGS.

The commission shall hold meetings as may be necessary, and the meetings shall be held in the village hall or in some other suitable place. The commission has established a regular meeting date of the third Monday of every month. The commission shall keep written records of its proceedings. All Commission members involved agree to undertake a care, thorough, collaborative and deliberative process to preserve the character of the Village and its assets.

#### 32.307 TERMS AND VACANCIES.

The term of the office for the commissioners will be one year. A Commissioner having been duly appointed shall continue to serve after the expiration of their term until their successor has been appointed. Vacancies shall be filled by appointments for unexpired terms only.

32.308 TRUSTEE LIAISON.

The Chairman of the Village Board's Marketing and Economic Development Committee shall be the Trustee Liaison to the Marketing and Branding Commission with input from the Mayor and Board (in support of the strategic plan).

SECTION 3: Any policy, resolution or ordinance of the Village that conflicts with the provisions of this Ordinance shall be and is hereby repealed to the extent of such conflict.

SECTION 4: This Ordinance shall be in full force and effect from and after its passage and approval in the manner provided by law.

PASSED THIS 5<sup>th</sup> day of December, 2017.

AYES: Younker, Pannitto, Berg, Brady, Glotz, Mangin

NAYS: None

ABSENT: None

APPROVED THIS 5<sup>th</sup> day of December, 2017.

  
VILLAGE PRESIDENT

ATTEST:

  
VILLAGE CLERK

STATE OF ILLINOIS        )  
COUNTY OF COOK         )       SS  
COUNTY OF WILL         )

CERTIFICATE

I, KRISTIN A. THIRION, Village Clerk of the Village of Tinley Park, Counties of Cook and Will and State of Illinois, DO HEREBY CERTIFY that the foregoing is a true and correct copy of Ordinance No. 2017-O-074, “AN ORDINANCE AMENDING CERTAIN SECTIONS OF THE TINLEY PARK MUNICIPAL CODE BY DELETING TITLE III CHAPTER 32 SUBSECTION 159 ENTITLED “TINLEY PARK BRAND LEADERSHIP SUBCOMMITTEE” AND ADDING A NEW TITLE III CHAPTER 32 SUBSECTION 400 ENTITLED THE “MARKETING AND BRANDING COMMISSION,” which was adopted by the President and Board of Trustees of the Village of Tinley Park on December 5, 2017.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the corporate seal of the Village of Tinley Park this \_\_\_\_ day of \_\_\_\_\_, 2017.

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VILLAGE CLERK