Brand Leadership Subcommittee Agenda
Monday, September 18, 2017 – 6:00 p.m.
Tinley Park Village Hall: Kallsen Center

OPENING
APPROVAL OF AGENDA
APPROVAL OF MAY 15, 2017 MINUTES
CHAIRPERSON’S REPORT
DISCUSSION ITEMS

1. Provide status update on projects completed or near completion (Action item #)
   - Update to Village Hall foyer
   - Village letterhead/business cards/emails/stage- and booth banners
   - Branded pop up tent/signs for ribbon cuttings and ground breakings
   - Website redesign
   - ‘High Notes’ brochure
   - Event recap

2. Discuss Downtown Plaza - programming and site analysis
   - Schedule
   - Programming specialist on site – October 4 at 10am
   - Public meeting date TBD

3. Establish Next Goals and Strategy for Completion
   - Apparel/Branded Logo Gear
   - Plan to transition to Downtown Tinley Website/Facebook page/Twitter feed to Tinley Park Life Amplified
   - Develop Photo inventory
   - Engagement on community-wide music calendar
   - Holiday Platform banners and Downtown light pole décor
   - Video music program – outline
   - CVB Ad/Brand Awareness posters

4. Additional information:
   - Downtown redevelopment “playbook”
   - Oktoberfest – September 29 – October 1
   - Boo Bash – October 29
   - Holiday Market – December 1 - 3

COMMENTS FROM THE PUBLIC
ADJORNMENT

Music is very spiritual, it has the power to bring people together. ~ Edgar Winter