

Branding | Marketing

Sub-Committee Meeting Minutes

February 28, 2017 – Tinley Park Convention Center – Bremen Room

Members Present:

Greg Carter
Nick Markowitz

Staff Present:

Donna Framke
Antonia Steinmiller

Also Present:

Daniel Fitzgerald

Members Not Present:

Rebecca Palumbo

The Marketing Sub-Committee meeting was called to order by Donna Framke at 4:05 PM and seconded by Daniel Fitzgerald.

Style Guide RFQ:

Donna discussed the style guide and presented the RFQ draft to the team. Each of us reviewed the RFQ and presented any questions or concerns we had.

Greg asked if the companies who will submit a proposal, will have to provide any of the printed products to us. Donna responded, and said the RFQ is for the style guide only, and no printed products.

Nick said the style guide RFQ looked good. He said we can expect proposals to be around 20 pages from start to finish.

Donna mentioned the RFQ for the style guide will be brought to the BLT on March 20, and should go in front of the Village Board for approval on March 21, 2017.

Domain Names:

Donna discussed the redirect of our Village Website and possible domain names. The domain names will be brought to the next BLT meeting. Greg tracked a few online to see of their availability. For the most part, all of the domain names we agreed on were available for purchase: TinleyParkLive.com, SoundsOfTinleyPark.com, TuneInTinleyPark.com, TurnUpTinleyPark.com, TinleyParkLifeAmplified.com

Daniel discussed the scroll on the Convention Center's exterior and how beneficial it could be for businesses who have musical acts / events at their restaurants/businesses to be featured on the scroll.

Antonia mentioned, when the Village gets our new website, anytime someone googles "Tinley Park" the app should pop up at the top of the screen to "download" or "open in app." Staff will look into the cost for that.

The team went through a list of current businesses who currently have musical acts / events at their businesses, and who the BLT can reach out to for a possible inclusion of music to fit with the branding initiative.

Social Media:

The team discussed social media sites and how music can be promoted separately from Village business. Antonia suggested a "Tinley Park Live" Facebook / Twitter / Instagram accounts to promote live happenings. This would require business to be on board to book their calendar out in advance to get their schedules to the Village for productive brand awareness. Most importantly residents could engage in the brand and social media sites and share events.

Antonia mentioned businesses with a liquor license (or without) sitting within certain a stretch of Oak Park Ave. could offer some sort of music at their establishment (relevant to their business) if they do not do so already.

Donna Framke made a motion to adjourn and Daniel Fitzgerald seconded. The meeting concluded at 4:58 PM.