

Branding | Tourism

Sub-Committee Meeting Minutes

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

Members Present:

Daniel Fitzgerald
Diane Galante
Beth McKernan
Nick Halikias

Staff Present:

Donna Framke

The Tourism Sub-Committee meeting was called to order by Daniel Fitzgerald at 5:10 PM. The motion was seconded by Donna Framke. The Agenda was approved; all members voted yes.

The mission of the Tourism sub-committee was discussed:

- to enhance the image of the brand
- Develop a compelling brand identity
- Strive to instill pride in the brand
- Encourage the expansion of festival and events that celebrate the Brand
- Create two communication with other hospitality related businesses and attractions
- Create opportunities for Brand support with the local business partners
- Share brand information & develop cross selling opportunities that drive traffic to these partners

Develop ways to make the Brand visible at the Convention Center and Amphitheater:

- Website development for new Tinley Park website delivery in September 2017
- In the short term add a feature to the convention center website listing attractions and musical venues
- For public shows at the convention center utilize the school marching bands to open Trade Shows

Discussed how to manage the Brand from a Tourism standpoint:

- Contact all of the Hotels in the Village and introduce the Brand
- List all restaurants that currently have live entertainment, and identify others that could

Discussed hospitality focused initiatives:

- Develop a Concierge program of B2B referrals with the GSA's at the Hotels
- Create a pocket concierge and reservation card for tracking purposes
- Develop a collateral piece for all musical attractions and try to place in the 800 plus Hotel rooms in town

Concerns that were discussed:

- If we are working to bring in more people from outside of Tinley Park, how can we solve the transportation issue?
- Additional concerns were brought up regarding parking
- The idea is to set up a meeting with the Public Safety committee and Donna / Staff will get that started

A motion to adjourn was made by Daniel Fitzgerald and seconded by Donna Framke.