

# BRANDING LEADERSHIP COMMITTEE

## BLT-CO Minutes

Monday, March 06, 2017

5:00 PM

Members Present:

Ken Shaw

Julie Dekker

Eduardo Mani

Staff Present:

None

The Community Outreach Sub-Committee meeting was called to order by Chair Ken Shaw at 5:12 PM with the Pledge of Allegiance. Motion to open the meeting by Julie Dekker, seconded by Ken Shaw. Chair declared the meeting open with no quorum. Dispensed with roll call, as only two members were present. As the BLT turnout was light, the team agreed to invited the members of the public to join the team at the table and conduct the meeting informally as a general discussion on the agenda items.

BLT Member Eduardo Mani arrived at 5:50pm, at which time the Chair declared a quorum had been established.

1. Discuss the COTF Scope: Tabled
2. Time-Sensitive Priority Items - The consensus among attendees was agreed that the BLT is not prepared to participate formally in the Discover Tinley Expo. More significant involvement is needed to develop a consistent message to deliver to the public, as well as formal "training" and practice sessions to ensure consistent messaging and delivery.
3. Review Assigned Action Plans: Tabled
4. Community Outreach Targets & Strategy: The consensus among the team and members of the public was to begin the outreach with the school music programs (grade, middle, and high school). Ken Shaw will take lead on contacting the various music program leads to schedule an initial meeting.
5. Brainstorming: Tabled
6. Project Management & Reporting: Ken Shaw briefly presented draft reporting material.
7. Recruiting: The team consensus was that the BLT in general, and CO team in particular, must focus heavily on recruiting additional community volunteers. Connecting with the local school music programs and recruiting young volunteers is one method, potentially for community service credit.
8. Next Steps/Meetings: No meeting date was chosen.

### Public Comment

Members of the public expressed support and interest in the branding initiative overall, particularly some of the critical infrastructure elements such as the Plaza and 80th Avenue bridge over Interstate 80, and stated that the ice rink is the single most important key element of the Plaza plan.

Members of the public also stated that they hope to see an expansion in the Village's focus on the musical arts and dedicated public spaces/facilities, much like the visual arts at the Vogt Visual Arts Center.

### Adjournment

Motion to adjourn made by Julie Dekker, seconded by Eduardo Mani. On a voice vote, all in favor, none opposed, Ken Shaw declared the meeting adjourned at 7:11 pm.