

**Brand Leadership Subcommittee  
of the MainStreet Commission  
Meeting Minutes – March 20, 2017**

**Members Present**

Daniel Fitzgerald, Chairman  
Julie Dekker  
Beth Fahey  
Eduardo Mani  
Ken Shaw

**Members Not Present**

Dennis Suglich  
Julie Volkmann  
Greg Carter  
Vince Aiello

**Associate Members Present**

Diane Galante

**Staff Present**

Donna Framke, Marketing Director  
Vicki Sanchez, Special Events Coordinator  
Antonia Steinmiller, Exec. Asst. to the Mayor  
Stephanie Kisler, Planner  
Kathy Congreve, Commission Secretary  
Dave Niemeyer, Village Manager  
Patrick Hoban, Economic Development Mgr.

**Guests Present**

Beth McKernan  
Jay Damm

Chairman Fitzgerald called the meeting to order at 6:05 p.m.

**Approval of Agenda & Minutes** - Motion to approve the agenda with an amendment replacing the Chairperson's Report with The Smart Sheet Presentation made by Ken Shaw, seconded by Julie Dekker. Motion to approve the February 15, 2017 minutes made by Julie Dekker, seconded by Beth Fahey. Approved by voice vote.

**Smartsheet Presentation** – Antonia Steinmiller gave a presentation of ways to use the Smartsheet work management program and explained ways it can benefit the committee. She has it set up to include the 55 points of the Branding Plan and has a tab for each year 2017 thru 2019. She will be sending out invites to committee members through email to get access. Each task force should check the dates that have been entered and update as necessary.

**Task Force Updates –**

**Tourism** – Dan stated that they had a meeting on February 28<sup>th</sup>. They identified the mission of the sub-committee to include some of the following items:

To enhance the image of the brand

To develop a compelling brand identity

To strike and instill pride in the brand

To encourage the expansion of festivals and events that celebrate the brand

To create a two-way communication with other hospitality-related businesses and attractions

To create opportunities for brand support with local business partners.

Three talking points of the meeting:

Develop ways to make the brand visible at the convention center (list attractions and musical events) so as to get the word out right away

Have the school bands playing as attendees arrive at the venues

Hospitality initiatives and developing a concierge program with the guest service agents at the hotels. Put together talking points and training for them.

Concerns: access to the music theatre and its challenges and public safety issues.

**Marketing** - Donna stated that they had a meeting on February 28<sup>th</sup>. Presented the first draft of the Style Guide RFQ and Business Programming and Marketing Action Plan RFQ. The Style Guide will help define the logo more explicitly.

Domain names were discussed and will be further identified and they will investigate what it would take to obtain the names and trademarks.

Utilization of the Convention Center website as a temporary location (until the Village website is updated), where participating businesses can post information on local music events so people can get used to having one place to refer to find music in Tinley Park.

Worked on creating a list of businesses that currently hold or could potentially hold music acts; they will reach out to them to provide the avenue to post their information and share ideas with them on how they could become part of the brand.

Community Outreach – Ken stated that there were only a couple in attendance at their meeting on March 6th. They need greater involvement from their group and getting recruits from the community. Discussed and defined their mission and where to start.

They're wanting feedback from the committee in defining what organizations and businesses fall into the different responsibilities of Tourism/Community Outreach/Marketing. The Community Outreach team assumes their roll would be to make a direct connection and communication with the community on the grassroots level. Whereas Marketing would have more of a direct marketing approach and Tourism would reach out to hotels and businesses. But with venues it could fall into any one of the three. Ken figured his group's roll would be to reach out to community groups, social groups and non-profit groups and organizations. They will be looking for avenues for networking.

The groups' beginning strategies would be to start with the schools, and meet with the music program directors in hopes to give a presentation in small groups and getting the youth involved. They are also looking to create a database of musicians. Ken suggested that we ask people at the business expo if anyone knows any musicians. It was discussed that Antonia and Donna would put together a database of businesses, schools and organizations contacts on Smartsheet and then committee members can add to the database, especially if they have people to contact directly at those organizations.

The team is developing their "speech" to deliver the music branding message. Ken is working on a draft of a presentation based on the Roger Brook's one and should have something available in the next week or so. Planning on a 20-minute presentation and 5-, 2- and 30-second conversation pieces. He'll have it available for review at the next Branding meeting. Will also be creating palm cards with bullet points to help in the process. Will then be having training sessions with people willing to spread the message; most likely will be workshops held on a Saturday morning.

Product Development – Stephanie stated that the group met March 13<sup>th</sup> and had low attendance. They discussed having a variety of programming and incorporating music into all community events. Identified that not all people will want to come to every single event and that programming doesn't have to appeal to all people and that's ok. Discussed programming in the entire village as a whole vs. programming just in the downtown area.

We have the current programming plus will have new programming at the downtown plaza; it will be dependent get the community's input in an interactive discussion and finding out what everyone would like to see. Suggested along with identifying musicians at the expo, that they also ask people what they'd like to see in the community.

#### **Other discussions -**

The idea of having a Village song contest was brought up. Or getting the rights to the Sir Duke song, as it seems very appropriate. It was discussed that we have Ron Centanni from TP Television run a list of musical events on the station channel.

More discussion ensued about Discover Tinley and getting the public's feedback. Have a looped presentation, signs, and committee recruiting. Also put it on Facebook.

Moving forward, the entire committee will be alerted to when the individual task forces are meeting.

It was determined that task force minutes will be approved at their meetings.

Daniel suggested having a Music Expo at the Tinley Park Convention Center.

Ken stated we should have a list of music trade shows that could be held at Tinley Park Convention Center.

#### **Comments from the Public - none**

Motion to adjourn meeting made by Daniel Fitzgerald. Approved by Ken Shaw, seconded by Beth Fahey. Meeting adjourned at 7:40 p.m.