

Branding | Community Outreach

Sub-Committee Meeting Minutes

March 29, 2017 – Village Hall Council Chambers

Members Present:

Ken Shaw
Julie Dekker

Staff Present:

Antonia Steinmiller
Donna Framke

Members Absent:

Beth Fahey
Eduardo Mani
Jackie Bobbitt

The Community Outreach Sub-Committee meeting was called to order by Ken Shaw at 6:20 PM and seconded by Julie Dekker. There was not a quorum at the meeting, so vote on 3/6/2017 minutes was tabled.

Donna discussed the Discover Tinley expo and floor plan. Donna explained the plan for having music – perhaps local musician playing. Donna also showed the flyers the BLT will be passing out to residents at the expo. Ken mentioned he had created a power point presentation for Discover Tinley. It wasn't finished, but it was an outline with added photos. Still needed more content and to be developed. Donna asked Ken to send it to us, and someone in the Marketing department will take a look and complete the Power Point. Ken asked if BLT had any specific talking points for the Tinley Expo. Donna responded by saying the staff who is attending is well-versed in the branding initiative, and if a question is asked without an immediate answer, we will respond and follow-up with resident.

Ken brought up a PDF of some other music branding ideas / initiatives and said he would share with the group present via email. We discussed there was some quality information presented and deserved a read.

We had a discussion as to how we could help local musicians in more unconventional ways in regards to practice space, and other needs which are detrimental to their success.

Chamber of Commerce and the Downtown Tinley groups would like to have a discussion / presentation on the Branding initiative in the upcoming weeks. We discussed how the BLT should have a presence at the Tuesday Night Car Shows.

Ken asked "how do we define our group?" It was presented the Community Outreach's goal is to present and deliver the brand message in creative, effective and personal ways to the residents and community alike. Julie mentioned we should contact band leaders at schools in Tinley Park and start finding their talents and how they can help us effectively deliver our message. Donna mentioned the Tourism sub-committee group will be reaching out to venues to offer music. Ken said the Community Outreach group will reach out to other stake holders outside the box (music attorneys, insurance agents, etc). Julie feels the community at large will gain info through community events and leadership organizations at large. Donna has a list of stakeholders we can start recruiting from to join our mission to spread the message of the branding initiative.

Meetings have been decided on to tentatively be held on the first Monday of every month, at Village Hall, at 6 PM.

The meeting concluded at 7:34 PM.