

# BRANDING LEADERSHIP TEAM

## **Tourism Task Force Minutes April 10, 2017**

Attendees: Beth McKernan, Daniel Fitzgerald, Nick Halikias, Donna Framke, Lori Mason, Stephanie Kisler

Deputy Chief Mason spoke with the group about traffic ingress and egress at the music theater during concert season, indicating where traffic is and is not blocked. She explained that northbound Oak Park Avenue traffic is not blocked however the PD does note that most patrons are following the leader as they quickly make their way toward the expressway after the concerts. She indicated that the PD can look at options for more quickly moving buses into the theater and suggested that we invite the Fire Department and music theater representation to the next meeting to get buy-in on bus parking, use of emergency lanes, etc.

At the March meeting, the Tourism Task Force had inquired about promoting music-related messaging on the Convention Center sign and/or on the large sign along I-80 formerly used by the music theater. Stephanie Kisler, Village Planner, attended this meeting to share information on the newly-zoned Rich Township Entertainment District in which the privately-owned Music Theater sign is located. Current ordinance only allows businesses in the overlay district to be promoted on the theater sign, and Nick Halikias shared that the cost of re-facing and refurbishing the sign will cost nearly \$2 million. Stephanie will have a conversation with the village attorney regarding content-based messaging on these signs (including the difference between private vs public ownership). She will also research the contention center signage policy.

Daniel Fitzgerald explained that he has been working with Liberty Graphics to develop an event page on the convention center website which will chronologically list all of the entertainment that is occurring in Tinley Park. He has established a May 1 goal to have this set up. Once that's set up, the Tourism Task Force will begin reaching out to hospitality-related businesses that offer music to encourage them to utilize this option. Developing this structure may cost \$600 to \$700 and he will report back a more firm cost when he's able to.

Daniel also asked about the status of the presentation that the community outreach group is working on. The intention is for the entire brand leadership team to have something to review in advance of their April 17 meeting.

The tourism task force will establish a regular meeting time of 6pm on the second Monday of the month. Next month the committee will meet on Monday, May 9 at the Village Hall.