

**Brand Leadership Subcommittee
of the MainStreet Commission
Meeting Minutes – April 17, 2017**

Members Present

Daniel Fitzgerald, Chairman
Julie Dekker
Beth Fahey
Eduardo Mani
Ken Shaw
Dennis Suglich
Julie Volkmann
Greg Carter

Members Not Present

Vince Aiello

Associate Members Present

Courtney Rourke

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

Nick Markowitz
Jay Damm

Chairman Fitzgerald called the meeting to order at 6:04 p.m.

Approval of Agenda & Minutes - Motion to approve the agenda made by Beth Fahey, seconded by Dennis Suglich. Motion to approve the March 20, 2017 minutes made by Beth Fahey, seconded by Julie Dekker. Approved by voice vote.

Chairperson's Report – Daniel Fitzgerald reminded committee members to do the OMA online training; they should have received the information in the mail by now. There's good information on compliance and protocol at the meetings. There is a limitation on the time you have to do it; when done print out the certificate and turn it in to clerk's office.

Daniel informed the committee members that audio recordings at this meeting and all meetings going forward will be retained for village record and FOIA records.

URL Choices – Donna summarized some of the choices for the website URL and the costs and availability of each. One that had already been secured as a fallback was "Tinley Life Amplified", as well as some other ones that Roger Brooks had suggested. Some of the choices available for a low expense per year were:

Tinley Park Amplified, Tinley Life Amplified, Tune In Tinley Park, Music in Tinley, Turn Up Tinley Park, Best Life Amplified, A Life Amplified, Amplified City, and My Life Amplified.

Some available through a bid process were:

Music City Illinois, My Life Amplified, Music in Tinley, Music in Tinley Park, and Tinley Park Music.

The consensus of the group was that they liked the ideas presented but felt that the words Tinley Park needed to be included. The Marketing Department will finalize the list and secure the domain names.

Presentation – Printouts of the presentation were distributed. The slides are meant to be the start for what could be the Community Outreach slide presentation to take to different organizations.

Some of the feedback and discussions were:

- Slides should explain ways the community members can help rather than just explaining the brand.
- The presentation should be used as an introduction to educate them and be personalized to each organization.
- The slides need a narrative to provide some continuity; create an outline with a beginning, middle and end.
- Community Outreach might lead the conversation one way and Tourism another way.
- The presentation will evolve as time goes by.
- Turn the negative statements into positives.

Man-on-the-street interviews were suggested and discussed also. This could be something that would take place at the summer concerts in the plaza. It could be a live video on Facebook.

Some ideas were shared to plan some fun “hooks” to help publicize the music branding in Tinley Park:

- Have residents submit 20-second music related videos that they’ve come up with.
- Dance studios could organize flash mobs dancing to music at different Tinley landmarks.
- Local music venues can start hash tagging Tinley Park in the posts relating to music in village.

If video and posts go viral, it helps word of Tinley Park get out easily through social media.

We could use Southland TV to produce a short presentation to drum up interest on “what’s coming”. This could be televised on the local channel and even shared with the Chicago Southland Visitors’ Bureau.

The immediate goal will be to drive the message, with available content, and get it in front of people as quickly as possible. The Marketing group will work on coming up with some content and narration.

Once the Style Guide is ready, the new branding logo can be used.

The Community Outreach group will be meeting with schools first, not just the band directors but also the school board, administrators, principals, etc. Donna will provide a list of schools and their groups.

Task Force Updates –

Tourism – Dan stated that they had a meeting last week. Deputy Chief Mason spoke with the group about traffic during concert season. The P.D. can look at more options for moving buses into the theater, bus parking, use of emergency lanes, etc. She suggested that they invite the Fire Department music theater representation to the next Tourism meeting which will be held on May 8th.

Subsequent Tourism meetings will be held on the second Monday of each month, at 6:00 pm at the Tinley Park Convention Center.

Posting announcements on Tinley Park Convention Center sign was discussed.

Dan is working on an event page on the Tinley Park Convention Center website listing entertainment in Tinley Park; the goal is to have it set up by May 1st.

Marketing – Donna stated that they also met on the second Monday of the month. Future meetings will be held on the second Monday of the month.

They did some brand-storming on URLs.

They received 5 qualified statements on the Style Guide as a result of the RFQ; members scored them and two were very close. They will set up interviews, then decide and move forward.

Vicki is putting together a database of musicians from information collected on the website band submission form.

A list of venues of music in town will also be compiled.

Product Development – Stephanie stated they had a meeting last Wednesday; she shared some of the ideas they had for programming around the public areas of town and also at local venues:

Dance lessons, caroling during the holidays, plays, sculptures that incorporate technology into a music experience, sing-a-longs, interactive public art, music lessons, categorizing cruise nights by era showcasing a different decade of music each week, etc.

Donna stated that they put out an RFQ for the business programming and marketing action plan; they received two proposals.

Dennis suggested that they think bigger as related to the downtown plaza and identify what will get people to come to Tinley Park.

Community Outreach – Ken shared that they are working on a roadmap of “mastering the music city”.

He also discussed an idea for a music city census. Austin, Texas had commissioned a study of their own music industry. There is some good info on the 265 page report; he will upload it to Smartsheet. They will look into possibly establishing a mentor/mentee relationship with them as a sister city.

Other discussions – The marketing group encouraged anyone that knew any musicians or local bands have them fill out the band submission form on the website at: tinleypark.org/musicianform

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.