

## Branding | *Tourism*

### Sub-Committee Meeting Minutes

May 8, 2017 – Village Hall – Kallsen Center

#### **Members Present:**

Daniel Fitzgerald  
Diane Galante  
Beth McKernan

#### **Staff Present:**

Donna Framke, Marketing Director  
Antonia Steinmiller, Project Coordinator  
Stephanie Kisler, Planner  
Pat Carr, EMA Director  
Lori Mason, Deputy Police Chief  
Pat St. John, Sergeant  
Bill Devine, Sergeant  
Forest Reeder, Fire Chief  
Kris Dunn, Asst. Fire Chief

#### **Guests Present:**

Brian Rutkowski, Hollywood Casino Amphitheater Venue General Manager  
Bill Kroupa, Hollywood Casino Amphitheater Parking and Security Manager

**The Tourism Sub-Committee meeting was called to order by Daniel Fitzgerald at 6:06 PM. The motion was seconded by Diane Galante. The Agenda was approved; all members voted yes.**

Donna Framke gave a little history and background on the meeting. She stated the meeting was centrally focused on the ingress and egress at the Hollywood Casino Amphitheater. The discussion was scheduled for ideas on if/how/when it would be possible for downtown businesses to offer a promotion to customers to take a shuttle bus to and from the theater on a concert night.

Brian Rutkowski the venue general manager at the Hollywood Casino Amphitheater said he has no issue with a shuttle bus, but there would need to be some sort of ticketing system and logistics would need to be figured out in their entirety.

Deputy Police Chief Mason stated there is no issue with cars and people coming into the music theater, as people travel at various hours and stages of the night, depending on what time they're wanting to arrive.

Donna Framke asked if there could be a shuttle that could pick people up from the downtown area, drop them off at the theater, and potentially "bypass" the traffic going out of the theater, by going down a separate lane.

Dep. Police Chief Mason said it was difficult for buses to travel down the 2 lane roads.

Sergeant Devine mentioned oversized vehicles have a specific parking lot they are directed to because of size and space issues. He mentioned it would not be feasible to put a dedicated lane because of the already abundant congestion with pedestrians and traffic. When the concerts are over, there are lots of people who are

# Branding Leadership Team

walking out of the theater and cutting through grass fields. There are no lights or very limited visibility without the help of Police using lights. It would be a huge concern to have a dedicated lane for oversized vehicles that aren't emergency responders.

Committee member Diane Galante expressed she wants this branding initiative to work and grow, and there must be some way we can allow businesses to have access to the abundance of people flooding into the town for concerts for before and after the shows end to bring these out-of-town visitors back into the downtown Tinley area.

Sergeant Devine suggested a 350 type shuttle van for easy access in and out. He mentioned the police would treat the shuttle vans as pick-up/drop off vehicles and direct them for egress access down Prosperi Rd. Buses and larger vehicles don't really want to be "stuck" so this would allow them to be freely moving and more accessible rather than parked in the oversize vehicle lot.

Sergeant St. John mentioned he feels out-of-towners usually grab food from nearby fast food restaurants and head home after a concert.

Sergeant Devine suggested businesses and the BLT stick with the 350 van for now, treat it as a pilot program, and see how it goes. We would need to train the drivers on the routes to take, alert the Police to assist with directional traffic, and come up with some sort of ticketing system on the logistics side.

Asst. Fire Chief Kris Dunn said the Fire Dept. has no issues with a shuttle system.

Stephanie Kisler asked Sergeant Devine if he had a wish list to make the traffic run even smoother, what would he choose.

Sergeant Devine answered he'd like an extension for drivers to easily get on 80E. Right now they have traffic flow and egress out of the theater down to 90 minutes, but it would be smoother and a faster process if vehicles had the easy on-ramp access.

**A motion to adjourn was made by Daniel Fitzgerald and seconded by Donna Framke at 7:05 PM.**