



## **Agenda**

### **Deer Park Tourism Committee Meeting September 10, 2013 - 7PM at the Hampton Inn 21660 W. Lake Cook Rd, Deer Park, IL 60010**

1. Pledge of Allegiance
2. Roll Call and quorum determination
3. Approval of Agenda
4. Approval of Prior Minutes from July 2013\*
5. Concept discussion, sponsored weekend events with van service.
6. DDR
  - a. Business Update
    - i. Parking lot and traffic control for Black Friday
  - b. Upcoming Events
7. Hampton Inn
  - a. Business Update
8. Promenade and Palazzo Update
9. Other/New Business
  - a. Zip Code issues
10. Adjournment

(\*) Indicates that back-up material is enclosed in meeting agenda packet

**Minutes**  
**TOURISM COMMITTEE**  
**July 9, 2013 – 7:00 P.M.**  
**Hampton Inn**  
**1660 West Lake Cook Road**  
**Deer Park, Illinois**

**Roll call and quorum determination**

A meeting of the Tourism Committee of the Village of Deer Park was held on Tuesday, July 9, 2013 at the Hampton Inn, 1660 West Lake Cook Road, in the Village of Deer Park, in the counties of Lake and Cook, Illinois.

A quorum was established by Chairman Olson at 7:12 P.M. with Trustee Finley and members Koe and Hankin present. Also in attendance were Lisa Landwer and Kirstan Lewis of the Hampton Inn and Mr. Dan Perkins of The UPS Store. The agenda was approved by voice vote upon motion by Trustee Finley and second by member Hankin. The minutes were also approved as amended with Trustee Finley to send her final edits to Chairman Olson for Board submission.

In deference to the attendees, Hampton Inn was moved forward in the agenda.

**Hampton Inn**

Coupon books are being given to every guest; however, there is still a significant supply available for groups. 160 were approved for distribution at a Barrington Chamber golf event. The committee discussed other worthwhile uses for further distribution and Ms. Landwer explained the process for accessing them so as not to disrupt daily hotel activities. Occupancy remains strong. Potential fall/winter promotions were discussed which could draw shoppers into the peak shopping season and Ms. Landwer agreed to evaluate potential dates based upon current and predicted occupancy.

**Coupon Mailer**

Generally discussed above. Early feedback from merchants has been positive with strong redemption at many stores. The Hampton Inn is maintaining a log for museum certificates. Redemption has been slower as many who are eligible are not requesting the certificates.

**DDR Report**

Ms. Verdico provided a report in abstentia.

Leasing Updates

Paper Source will be joining our retailer line-up. The location will be in the current GNC and Stride Rite space. GNC & Stride Rite will be closing at the end of July. <Subsequent update: GNC has been relocated and is staying.> 1154 Lill Studio officially opened on Friday, July 5<sup>th</sup>.

Upcoming Events

- Annual Sidewalk Sale is Friday, July 12 – Sunday July 14<sup>th</sup>.
- Vera Bradley will have a tent sale the same dates of the Sidewalk Sale
- Deer Park partnered with Young at Heart Animal Rescue. They are bringing dogs to Deer Park once a month to create awareness of senior animals that need a home.

Update on Mailer

Stores are doing very well with redemption.

The mailer was distributed through Facebook and our e-newsletter on July 1<sup>st</sup>.

Stores are receiving both original and printed coupons.

The counter cards were distributed on Friday, June 28<sup>th</sup>. If any are needed for stores outside of Deer Park Town Center, I have about 5 left in my inventory.

Update on Jazz Patio

Gallo will be the wine sponsor for the event. The entertainment line-up includes:

12:45-1:45pm The John Moulder Quarter

2:10 – 3:10pm Dee Alexander with the Eric Schneider Quartet

3:40 – 5pm The Chicago Jazz Orchestra

## Tourism Committee Minutes, July 9, 2013

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The following details were submitted to Quintessential Barrington, Around Town section. They are brief descriptions, as not all details are confirmed:

### ARTumn Harvest

Saturday, September 7<sup>th</sup> 10am-5pm

Sunday, September 8<sup>th</sup> 11am-5pm

Join us for Deer Park Town Center's 2<sup>nd</sup> Annual ARTumn Harvest Art Festival. Enjoy handmade and fine art from local artisans plus an interactive kids art area and live entertainment.

### Artist in Residence

Saturday, September 7<sup>th</sup>

Deer Park Town Center is pleased to welcome Suzanne F. McGinness as an Artist in Residence. Suzanne is a published author and illustrator of [My Bear Griz](#), and is working on a new e-book that will feature a Deer Park Town Center chapter. The chapter will be inspired by words, stories and artwork from both customers and employees of Deer Park. There will be a creation session on Saturday, September 7<sup>th</sup> at the ARTumn Harvest at 11am, anyone age 10 and over with a passion for creating art is welcome to join. For information and more details please visit the Deer Park Town Center's website at [www.ShopDeerParkTownCenter.com](http://www.ShopDeerParkTownCenter.com) or follow us on Facebook.

### Recycle!

Saturday, October 12

Paper shredding and electronics recycling event at Deer Park Town Center. Visit [www.ShopDeerParkTownCenter.com](http://www.ShopDeerParkTownCenter.com) for more details.

### Fall Fest

Saturday, October 26

Fall into fun at Deer Park Town Center with FREE Halloween Trick-or-Treating from 1-4pm. Candy is free while supplies last, at all stores displaying Pumpkin Decals.

Save the Date! Santa arrives on Friday, November 8 at 6pm

Santa turns on the holiday lights to the sounds of the Stevenson High School Marching Band at 6pm. Santa will be available to visit with children until 8:30pm. Kids, receive a free bag of reindeer food, while supplies last.

### Website

Trustee Finley shared the status of [www.godeerpark.com](http://www.godeerpark.com) including final billing and the process for updating. There was discussion about the contractor and suggestions regarding alternative sources for managing ongoing updates.

### Other Business

Mr. Perkins provided feedback on the new management of the Promenade. There are flowers in the planters and additional trash receptacles have been acquired. They also provided leasing information on the vacancies which Trustee Finley arranged to be posted on the Village website.

**Adjournment** took place at 8:25 PM

The next meeting is planned for Thursday, August 1, 2013 at 7:00 at the Hampton Inn.