

Crystal Lake Chamber of Commerce
Board of Directors Minutes – August 28, 2020
Crystal Lake Chamber of Commerce Boardroom/Virtual Go to Meeting

PRESENT: Scott Block, Gary Bonick, Trent Gordon, Suha Hossain, Jennifer Johnson, Randy Leggee, Doug McAllister, Scott McKeever, Mary Miller, Ken Pringle, Kelly Roewer, Randy Smith, Tim Urban, Mike Wheeland, staff members Bill Eich, Nick Kubiak, Wendy Pratola, Lisa McLaughlin, and Donna Sather and guest Heather Maieritsch.

ABSENT: Dawn Gilman, Matt Horist, Pam Bialas, Leslie Blake, Beth Repta, Catie Schmit.

CALL TO ORDER: Gary Bonick called the meeting to order at 7:44 AM due to technical difficulties with Zoom.

CITY OF CRYSTAL LAKE: Heather Maieritsch reported that the city will be reaching out to businesses to give them anniversary plaques and make the proclamations in their space rather than at the city council meeting. This is a better way with the covid-19 restrictions that are currently in place. This way they can have more people at the presentation. The Clothes Gallery is celebrating their 25th anniversary. General Kinematics is celebrating their 60th anniversary. Also, Joe's Barbershop is celebrating their 60th and the chamber is celebrating their 80th. The city has approved 29 new outdoor dining permits. Outdoor dining permits are good through October 31. In the coming month the city will be looking at ways to help these businesses either extend beyond the 31st by adding heaters or integrate any other innovative ideas they can come up with.

Updates around town: The vacant Chase Bank on 31 by Walmart was purchased and will be a cornerstone bank. The Triple Berry Café on Angelo Lane will be expanding into unit 10. Taqueria Las Cumbres will also be expanding into the space next door. The 5 manufacturing lots over by Knaack are under contract to being developed. On the residential side 95 Crystal Lake Ave., Crystal Court, and the upscale rental community approved near Walmart are all in conversation or planning stage. We also have Nana's New York Deli opening in The Commons of Crystal Lake as well Jude's gin and small international plates bar, and Punta Cana Dominican Restaurant that just recently opened last month. There is also an express car wash being built on route 31 and 176, Raising Canes, which is formally approved, and Tropical Smoothie Café which is going in near the movie theater by Jersey Mikes and Chipotle. Many projects have slowed their progress due to the situation. McAllister's Deli, Freddie's Custard and Burgers, and the fitness center are a few examples. Finn McCool's will be rebranding from a nightclub to a family friendly venue in the next few months.

CONSENT AGENDA: Motion to approve minutes and division reports by Ken Pringle, Jennifer Johnson seconded the motion and motion passed.

DIVISION REPORTS: Jennifer Johnson update – Ambassadors did not meet formally in August. They had an end of year gathering at the Chamber to celebrate Judy's tenure as president. Ken Pringle and a few members of ambassadors decided to put together a document that outlines the role of the ambassador and the expectations of the role. This will be a document that says who they are and what they do. They will be meeting the first Thursday in September.

Mike reported on President's council. The President's Council has started a new identification process. President's council's role is to mix at mixers and introduce members to other members and facilitate mingling and they felt that they needed a little better ID to tell who was in President's Council. They came up with a blue lanyard and are going to put some sort of brightly colored name tag with it. Possibly bright pink. It will be an identifier that they can wear to mixers to let people know who the President's Council members are so they know they can approach them and that they will introduce them to people. They will start this as soon as mixers begin again.

FINANCE: Mary Miller reported on the July financials. We continue to be very strong as a chamber even in the current conditions. We are only \$500 different than last year at this time in our cash flow. Wendy and Mary are working with the auditors to finalize the audit and we are hoping to have that report next month. Motion to accept financials by Randy Leggee and seconded by Jennifer Johnson - Motion passed.

The Finance Committee has nominated Snap On for the PICA award. Gary and the chamber spoke to their involvement with community clean up and all the gifts and participation they gave for the golf outing plus their expansion and jobs for the community. Motion to nominate Snap On by Ken Pringle, second by Trent Gordon – Motion passed

MEMBERSHIP: Lisa McLaughlin reported that we have 5 new members and 12 dropped members this month with a retention rate of 97.42%. Our new members are Helen Lindquist who is a former member that decided it was a good time to get back into the chamber and B2B since she is busy. Brian Augustine is also a former member who decided to come back mainly because of Bill, but he also likes the changes he is seeing. He is hoping to be more engaged. Night Owl industries is new and wants to connect with the community. Payroll Vault is looking to get connected and has a new marketing plan and are hoping to get really involved with the chamber. They are a payroll processing company in West Dundee. You-Nique Wellness was a recommendation from Dr. Jeff Moore and is a massage

therapist. Jennifer was wondering if we are rolling out the membership guide to all members or just to the new members and how it is being perceived. Lisa reported that we are using the guide for new members currently and it is going well so far. We will be rolling it out to existing members soon and Bill will talk about that. Ken Pringle wanted to shout out to Lisa and Nick for doing a great job with the Maximize your Membership program. He encourages all board members to take a look at the updates to the website and do the program. Lisa would love everyone to get the word out to attend the program. Motion to accept membership by Ken Pringle. Seconded by Jennifer Johnson. Motion passed.

CHAIRMAN'S REPORT: Gary reminded everyone to please make your board phone calls and how important it is to communicate with our members and please make those calls and let members know we are here for them in these tough times.

PRESIDENT'S REPORT: Bill Eich reported that it has been a busy month. We had the ambassador picnic. Thanks to Ken for BBQing. Everyone enjoyed the park. The golf outing was really successful. We had 83 golfers and everyone got their 18 holes in and got out before the storm. Wendy reported that our profit will be about \$10k. We started switching over to a new software program and as we go through the process there will be even more features available to our membership. The old system is 10 years old and needed an update. Business builders hosted a redeveloping the workforce meeting. Donna and Randy Smith spoke regarding the new consortium starting of local organizations (38 members) that will be including manufacturing and education organizations. It is a great network with a lot of resources to share. It is nice to see the collaboration and discussions. We had our 80th anniversary party in the park. Thanks to Heather for allowing us to have the open house. We did not exceed 50 people. We had some great treats provided by outback and drinks and cupcakes. The chamber shared their screen to show some of the photos from the event.

The new Monday Night Football format will be a season pass card rather than book and weekly emails with the personalized grid, instructions, and advertising. The advertisers will get an ad in every weekly email as well as the follow up email announcing the winners. The ads will have links to the businesses websites as well. It is a good opportunity for advertising. We are asking the board to sell like we did last year. If the football season does not happen, then we will have the games virtually computer versus computer so we can still have a season. We are glad we do not have to give up the program.

We put a new lock system on the front door with key fobs. It has a remote lock from the front desk in the case of emergencies and will be good for members that want to use the meeting rooms.

Our membership booklet done and is going to be sent out soon via mail to all members. The members will get the book with a letter and then get another letter when they renew. Everyone should be switched over within the year as they renew. Jennifer caught a typo on the enhanced level page. Doug complimented the chamber on the booklet.

Board Consideration: Ken Pringle mentioned that if there are any board members interested in sponsoring the Monday Night Football that the committee would love to talk to you. Doug also noted that the digital format is going to be a great value for an advertiser. Mike would like to talk about having the Monday Night Football mixer in the park. Lisa asked about selling the advertising. They would like to have ads sold within the next 2 weeks. They do not want to oversell. Passes will be available for board members to pick up. Please stop by. They will be available online to sell also. The board is encouraged to sell 5.

UPCOMING EVENTS:

We are trying to utilize our park as much as we can. In September we have Chamber Week the week of the 14th and will be looking for creative ideas to celebrate that. We will also be doing Members in Motion virtually at the end of the month. We will look at hosting a Monday Night Football mixer in the park. Salon Cora is looking at possibly having an outdoor mixer in the park on September 29 and will be getting back to us. Out to lunch will be happening in September, Lisa is working on a location.

HEARD AROUND TOWN: Randy Smith reported that MCC is building a technology center that will be complete by 2023. They are looking for candidates for employment. The center will be focused on some of the technical and manufacturing jobs. There will be welcome center in the building which will be a good place for businesses to highlight what they do and post openings. They also had record enrollment this semester at MCC which is great news.

ADJOURN: The meeting was adjourned on a motion by Ken Pringle and seconded by Doug McAllister. Motion passed.