

Crystal Lake Chamber of Commerce
Board of Directors Minutes – September 25, 2020
Crystal Lake Chamber of Commerce Boardroom/Virtual Go to Meeting

PRESENT: Leslie Blake, Scott Block, Gary Bonick, Dawn Gilman, Matt Horist, Suha Hossain, Jennifer Johnson, Randy Leggee, Doug McAllister, Mary Miller, Ken Pringle, Beth Repta, Kelly Roewer, Catie Schmit, Randy Smith, Tim Urban, staff members Bill Eich, Nick Kubiak, Wendy Pratola, Lisa McLaughlin, and Donna Sather and guests Heather Maieritsch and Mayor Haig Haleblan.

ABSENT: Pam Bialas, Trent Gordon, Scott McKeever, and Mike Wheeland.

CALL TO ORDER: Gary Bonick called the meeting to order at 7:32 AM

CITY OF CRYSTAL LAKE: Mayor Haig presented the Crystal Lake Chamber of Commerce with the Community Investment Award for 80 years of service and made a proclamation congratulating the Crystal Lake Chamber of Commerce for 80 years of success and thanked the Chamber for everything it does to support Crystal Lake businesses. Mayor Haig looks forward to many continued years of partnership between the City of Crystal Lake and the Chamber.

Heather Maieritsch thanked the chamber and noted that the City of Crystal Lake could not have such a strong business community without all the work the Chamber does and they are grateful. Heather reported that the city is continuing to work with businesses to help with the Covid pandemic situation. They have extended outdoor dining to October 31 and still have some \$1000 grants available for PPE and safety needs for businesses. There have some local business expansions despite the situation and some new businesses that have come to Crystal Lake. Some recent additions are RC Fitness, TLS Veterans and financial strategies group, Little Rice, A-Z interiors, Neighborhood Butcher Shop, Dan City Tobacco, Bumper to Bumper, J Alec Hair Studio, and a new restaurant opening on NW highway by the end of the year. The city is trying to be flexible with water billing and wants to help and keep our businesses here in Crystal Lake.

CONSENT AGENDA: Motion to approve minutes and division reports by Randy Smith, Dawn Gilman seconded the motion and motion passed.

DIVISION REPORTS: Jennifer Johnson update – Ambassadors have finished the ambassador guide which will provide commentary on the history and 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. The planning for the Virtual Annual Recognition Event is underway. The Ambassadors are looking for an innovative way to hold the event which will be inspirational to our area businesses and show them there are innovative ways to reach out during this time.

FINANCE: Mary Miller congratulated the Chamber on 80 years. Mary reported on the August financials. We look pretty good considering the pandemic. Our cash is down but that is to be expected. We postponed releasing renewals to make sure that the information about the new direction that we were going with dues was received by our members first. We did have to move \$10,000 over to the operating account to cover until the renewals start to come in. We are up over last year in profit though so we are looking pretty good going into fall despite the lack of events. Wendy noted that we had a good week with renewals this week and that renewals are coming in and people are renewing at the new rate. 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 Ken Pringle and seconded by Jennifer Johnson - Motion passed.

MEMBERSHIP: Lisa McLaughlin reported that we have 3 new members and 16 dropped members this month with a retention rate of 95.51%. Our new members are Claire Britt Photography. She is moving here in a few months from Chicago who is looking to get acclimated and get some customers. She has already attended a few events and it is exciting to see the new generation getting involved. Copper Bottom is a friend of Lisa with a small business looking to get more clients in the area. Fire and Feast is someone Lisa has been talking to for a while that finally decided to join. Copper Bottom is a financial consultant for businesses and Fire and Feast builds outdoor furniture. The owner of Fire and Feast was originally a principal of Buffalo Grove HS prior to starting his business. Wendy and Lisa changed the membership report to show the metrics of who is renewing and at what levels. It also shows how many are available at the limited enhanced levels. Lisa thanks everyone for Ken was wondering what the Political means for the Dual Communications drop, Lisa indicated that they sent an email that was vague and noted that they were dropping for political reasons. Gary noted that if anyone has a personal relationship with any of our drops if they could please reach out. Wendy read the list of 120 plus days past due companies that are set to be dropped next month to see if anyone could reach out to them. Motion to accept membership by Dawn Gilman. Seconded by Randy Smith. 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 appreciate them and are here for them in these tough times.

PRESIDENT'S REPORT: Bill Eich reported that it has been a busy month.

Our membership guide booklet was completed and was sent out to all members the first week. We also reached out to all of our enhanced memberships personally by email and this created lots of opportunity for dialogue by phone, in person, and by email. We delayed September and October renewals so that the members could see the new dues and benefits before they got their invoices. We moved money as a buffer to the operating account to hold us over until our renewals came in. We started Monday Night Football. It is virtual for the first time and it is going well. Bob Blazier has won two weeks in a row. We also had a fun and successful Monday Night Football Mixer at the Chamber. We have been training on our new Chamber Master software. We are working with the health department to try and increase percentages of occupancy in our businesses as winter is coming. We want to try to make changes and move forward. We have had great discussions with MCC regarding our educational series. We are trying to improve the series as well as offer new opportunities for our area businesses and their employees. We are trying to find a way to provide certificate or accreditation for completing our Leader in Action series. We were able to get confirmation that any business that is in McHenry County College can offer in district rates to their employees at MCC for continuing education. We have an HVAC issue but we are going to have the blower motor replaced soon. The Golf League had 22 active players and had their banquet last night. The Chamber Foundation donated \$500 towards the new lock system at the front door.

ITEMS FOR BOARD CONSIDERATION: Gary recommended Vicki Summers for Member Emeritus Status. She has been active for a long time and no longer owns a business in Crystal Lake. She would like to remain active in the Chamber Foundation and in the Chamber. Member Emeritus would allow her to do that and pay \$50 per year. Gary recommended Bob Blazier for Life Member Status. He has been a strong supporter of the Chamber and Crystal Lake for many years. Randy Motioned to grant Member Emeritus to Vicki Summers and Life Member to Bob Blazier. Ken Pringle seconded the motion and the motioned carried. Gary asked if any board members wanted to speak on the fair tax bill. The Illinois Chamber has asked the Crystal Lake Chamber to stand in opposition to the bill. We are not allowed to support a candidate but we can support or oppose policy. We are not going to be out there advertising or being vocal, but we would be going on record as standing with the Illinois Chamber. Randy Leggee, Scott Block, Catie Schmit, and Gary Bonick abstained from the vote. Motion to approve the opposition of the bill with the Illinois Chamber by Doug McAllister, seconded by Randy Smith. Motion Carried.

UPCOMING EVENTS:

We are looking for zoom facilitators and participants for our Members in Motion event. We have 16 participants so far and have had close to 80 in the past. We have a Ribbon Cutting for Tropical Smoothie Café October 1st at 3:30pm and a Ribbon Cutting at the Community Foundation for McHenry County on November 12th at 4:00PM.

HEARD AROUND TOWN: Bob Blazier is recovering from his broken leg. Photos from his granddaughter show him smiling so he is doing ok. It will likely be a long recovery. Scott Block asked about trick or treating downtown. Gary noted the city released ideas and guidelines for neighborhood trick or treating. Trick or treating will be 3-7 on the 31st. Donna confirmed there will not be trick or treating downtown but they will be holding a 3-day shop event. The park district is holding a trunk or treat event also. Johnny Appleseed is not happening this year. If anyone is interested the Friday Afternoon Club is meeting at the Quarry Cable Park this afternoon and it will be a beautiful day. Stop by if you are free.

ADJOURN: The meeting was adjourned on a motion by Jennifer and seconded by Tim Urban. Motion passed.

NOTE: At the conclusion of the board meeting, the Executive Committee of the board met to discuss the vacant position that opened when Jennifer Hall left Mercy Health. The Executive Committee unanimously recommended Stacy Brown to replace Jennifer Hall. The Board of Directors voted and Stacy Brown was elected to the position. The Chamber and Board of Directors welcomes Stacy Brown as our newest board member.