

Crystal Lake Chamber of Commerce
Board of Directors Minutes – May 22, 2020
Virtual Go-To-Meeting

PRESENT: Pam Bialas, Leslie Blake, Scott Block, Gary Bonick, Dawn Gilman, Trent Gordon, Matt Horist, Suha Hossain, Randy Leggee, Doug McAllister, Judy Pelinski, Ken Pringle, Kelly Roewer, Randy Smith, Tim Urban, staff members Bill Eich, Nick Kubiak, Lisa McLaughlin, Wendy Pratola and Donna Sather and guest Heather Maieritsch. **ABSENT:** Scott Block, Jennifer Hall, Mary Miller, Beth Repta, Catie Schmit, and Mike Wheeland.

CALL TO ORDER: Matt Horist called the meeting to order. Thanks to all that participated in the going away party for Jackie Ruiz, we thank her for many years of service and she will be missed.

CITY OF CRYSTAL LAKE: Heather Maieritsch reported the City is working on ways to assist community businesses and will have a special meeting next week to revise outdoor seating restrictions to allow limited outdoor seating for restaurants in easements, parking spaces, sidewalk areas, and other areas that would otherwise be restricted, until the end of the year. They will also be approving \$1000 grants for PPE cost assistance to community businesses. Crystal Lake Avenue and other road construction update: The curbs have been poured and the street will be open for about two weeks. It will be closing again by the end of June near the tracks. The roundabout on 176 has been put on hold but Heather will look into it to see if it is still happening.

CONSENT AGENDA: Dawn Gilman moved to approve the Consent Agenda as presented. Randy Leggee seconded the motion and all approved.

DIVISION REPORTS: Judy Pelinski reported that the Ambassadors met with Bill to discuss the annual dinner. They are planning to ask businesses to submit photos, statements, and/or videos talking about their business and what they have done to overcome the situation with the pandemic. Bill Eich explained that the videos and photos will be organized into montages by business sector and presented in groups and will celebrate the resilience of our community and be presented at the annual event. The annual event will be moved to December, switched to a midweek luncheon, and tie in with our 80th anniversary. Randy Smith suggested that we also have shout outs to businesses that helped others such as first responders, medical facilities, banks, and other businesses that helped Crystal Lake. Judy asked everyone to please participate and send in your photos and videos.

FINANCE: Matt is reporting for Mary Miller. The April financials were presented. Cash remains strong, but we are down in revenue. This is mostly due to cancelled events. Our reserve is in place. We have not received EIDL funds yet. The budget was very challenging this year due to the pandemic and current uncertainty as to when or if we will be able to hold certain events. The parade was cancelled but there is a possibility it might be able to be moved to September. The parade is a pass-through event and does not make a profit generally. Monday Night Football is uncertain also. Bill and Gary will meet regarding the event and Ken Pringle offered to help. We are budgeting a slight loss for the year with the hopes that Monday Night Football will bring that to a positive number. Ken moved to approve the financials for April and the Budget. Randy seconded the motion and it was approved.

MEMBERSHIP: Lisa McLaughlin reported there were 6 new members and 5 drops. The new members are joining to get involved in the community and are an eclectic mix. ServiceMaster by Pletz and Fully Promoted are closing. Our current drop policy is that we are not dropping any businesses that are struggling because of the pandemic. We will suspend their membership and will contact them in July and revisit their situation. We have had some success with this policy. This gives them time and relief. We are also offering monthly payments and free business card size advertising in our digital magazine. The call list has been tough to get through and we may do an email blast or text wellness check for the second round. It was suggested that we remind everyone about all the outstanding resources on our website. Lisa is doing virtual Member Orientations once a week and will be hosting a virtual reopening roadmap class next week. Donna is also doing a virtual business rebuilder event. It was suggested that we host an out to lunch event with board or ambassadors to present information. Ken motioned to accept the membership and Gary seconded the motion and it was approved.

CHAIRMAN'S REPORT: Matt Horist commended staff for adapting and offering benefits that will help the membership in these challenging times. Judge Hanson asked to host a Zoom program relating to courthouse and community operations.

PRESIDENT'S REPORT: Bill Eich discussed virtual events that the chamber is doing. Virtual pub crawl, virtual orientations, virtual network group meetings, live video weekly updates, virtual business rebuilders coming in June. The Expo will be moved to spring. The parade is cancelled. The annual dinner will be in December. The golf outing is happening August 10 with a luncheon only and some restrictions. Bill is reaching out to the state and advocating for a separation from Chicago as a region. Bill is also talking to Heather about what we can do to help get businesses going again and talking to the mayor of Woodstock about their strategy. The chamber staff is continually adding and revising the covid information on the website to make sure we are providing the most up to date information.

The Chamber will be rolling out a new Business Partner Safety Compliance program. Chamber businesses will agree to adopt certain safety guidelines and will be given a logo to display on their website or at their storefront. When community members see the logo, they will know that these businesses are compliant with basic safety, social distance, PPE, cleaning protocols, and sanitization. This is to inspire confidence in the community that the business is a safe place to shop. This is a chamber-only program and hopefully will lift the chamber businesses over others. Will promote with links for masks and PPE and link to McHenry County Health Department.

Bill will be meeting next week with NW Herald. They will be promoting a "Grand Re-Opening" of Crystal Lake the last weekend in June with citywide sales and promotions.

The Chamber purchased equipment and installed it in the boardroom to allow for video conferencing. Chamber staff have also reconfigured the boardroom and downstairs conference room to be compliant with current social distancing guidelines. The reception area has been updated with a plexiglass barrier, business card and brochure display cleaned and all materials removed except for one copy of each, and new cleaning procedures have been put into place. All requested marketing materials, business cards, or brochures will be distributed by Donna in packets put together by business type.

HEARD AROUND TOWN:

- Trent Gordon – Advocate wanted to give a shout out to the community to thank them for all the cards, food, coffee, and donuts.

ADJOURN: The meeting was adjourned on a motion by Trent and seconded by Ken.