

Crystal Lake Chamber of Commerce
Board of Directors Minutes – April 24, 2020
Virtual Go-To Meeting

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

CALL TO ORDER: Mat Horist called the meeting to order.

CITY OF CRYSTAL LAKE: Heather Maieritsch reported the City continues to monitor grant assistance and PPP as it becomes available. Downtown construction is continuing. The City Council will approve their budget at the end of the month.

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

FINANCE: Mary Miller reported that she is working Wendy on the 2020/2021 Budget. The March financials were presented. The Chamber is in an ok position. There is a deficit around \$5,700 for the year. We do have a policy in place where we hold 3 months of expenses in reserve. EXPO and the Golf Classic have been postponed. Four EXPO vendors have requested refunds and 75 vendors are holding on until we have further information on EXPO. Wendy explained our current policy during the pandemic where we are working with members who are struggling. We will not be enforcing our 90-day policy. We are not dropping any members unless they request it. We are deferring dues payments for 30 to 60 days if a business is having financial difficulties and will work with them on a payment plan once this is over. Bill Eich explained that the Finance Committee approved a home office reimbursement for the Chamber staff for use of their internet and phone. Randy Smith moved to approve the financial reports as presented. Scott Block seconded the motion and all approved.

MEMBERSHIP: Lisa McLaughlin reported there were 2 new members and 9 drops to end the month at 891. The retention rate is at 84.87%. Lisa read the new members list. Lisa is doing virtual Member Orientations and Nick is streaming them live on Facebook. Dawn Gilman moved to accept the membership report as presented. Mary Miller seconded the motion and all approved.

CHAIRMAN'S REPORT: Matt Horist welcomed Bill Eich as the new President CEO

PRESIDENT'S REPORT: Jackie Ruiz reported Nick is doing a great job and being trained remotely. Lisa, Donna and Wendy are making wellness calls to our members and following up as needed. They continue to reach out to members at risk and offer deferred payment options. Donna has reached out to the Hispanic community and is keeping them up to date on the latest information. We have temporarily changed our normal policy and are promoting non-members as well as members on our Facebook page and in News from Our Members on the website. We felt it was important to support all businesses during this time.

Bill Eich reported he has talked with the CLEDC and the City. A spreadsheet has been created to keep track of the Wellness Calls and record any needs and concerns. Bill is looking into adding webcams in the conference room. Bill noted the Chamber's 80th anniversary is this year and suggested we should have a celebration. Judy Pelinski stated we could combine the 80th anniversary celebration with the annual awards ceremony in September. Dawn suggested putting information on the Lion's sign reaching out to the community as the information hub. Bill stated we need to have EXPO as soon as possible after we re-open. There was a suggestion to look in to having a virtual EXPO.

HEARD AROUND TOWN:

- Tim Urban said his company hosted a Magic Show on Zoom
- Donna there is a Friday Night Concert online between 7pm – 9pm
- Randy Leggee noted the Golf League starts May 7th – walking only. The clubhouse will not be open.

ADJOURN: The meeting was adjourned on a motion by Scott Block and seconded by Mike Wheeland.