

Crystal Lake Chamber of Commerce
Board of Directors Minutes – June 26, 2020
Crystal Lake Chamber of Commerce Boardroom/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, Catie Schmit, Randy Smith, Tim Urban, staff members Bill Eich, Nick Kubiak, Wendy Pratola and Donna Sather and guests Heather Maieritsch, Jackie Ruiz, and Mike Splitt. **ABSENT:** Jennifer Hall, Suha Hossain, and Mike Wheeland.

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

CITY OF CRYSTAL LAKE: Heather Maieritsch reported the City is excited to be moving to Phase 4 today. 27 businesses requested outdoor seating that would have not otherwise had that option. They will get to keep that seating until October. The city of Crystal Lake Business Transition Grant has been gives to 20 area businesses. There is still availability for additional businesses to apply for the \$1000 grant application. Heather sent out a social media push and email to area bars, restaurants, salons, barber shops and fitness facilities to tell them about a new Illinois department of commerce grant. They have allocated \$60,000,000. They will be awarding 3500 grants to area small businesses that were heavily impacted or closed because of COVID. Crystal Lake Avenue and other road construction update: They are still working on the Crystal Lake Road project and are looking forward to its completion. They will be adding some ADA parking spaces downtown. It will not impact any of the downtown restaurants. Zagster filed for bankruptcy so the city no longer has that program.

CONSENT AGENDA: Scott Block was listed as absent and present at last meeting minutes in error. He was absent. Motion to approve minutes Gary Bonick, Randy Leggee seconded the motion and motion passed.

DIVISION REPORTS: The Young Professionals meeting is going to be held at The Cottage on July 1. Please RSVP if you are going to attend or stop by and say hello. Motion to approve division reports by Judy Pelinski, Seconded by Randy Smith. Motion passed.

PICA NOMINATION: Tim Urban on behalf of the Young Professionals Group is nominating Breaking Bread Deli and Catering for the PICA award. The motion to approve the PICA award to Breaking Bread by Dawn Gilman and seconded by Judy Pelinski. Motion passed.

FINANCE: Mary Miller reported on the May financials. We are closing the year at a loss due to the COVID and not being able to run many events. We are down in revenue but expenses are down as well. Wendy reported that we will be closing the year at around \$20,000 in deficit. Wendy also reported that we have had a strong two weeks with a lot of companies renewing and also received a \$9000 check from the Herald for community guide advertising. Mary noted that the Statement of Financial Position shows high liabilities due to funds from postponed or cancelled events being moved to deferred income. Bill Eich commented that the Chamber is offering EXPO exhibitors the option to participate in a virtual expo, hold their funds over to the in person expo next spring on April 2/3 of 2021, or to obtain a refund. We are hoping to retain some of their funds this way. The virtual expo will have a landing page where they can display their marketing materials and videos and will run just like a booth but will be available 24/7 for six months. We can highlight various businesses by business segment on the Chamber website. Motion to accept financials by Randy Leggee and seconded by Randy Smith. Motion passed.

MEMBERSHIP: Donna Sather reported on Lisa McLaughlin's behalf as Lisa's son was having surgery for a broken arm. We have 5 new members and 5 dropped members this month with a retention rate of 83.6%. Our members are Around the Clock, which needed our registered agency service, Edward Jones Bill Collingbourne heard good things about the chamber from other EJ employees, Revere Memory Care which has been in the process of joining for 6 months, Robotic Landscape Solutions which is an associate membership under Jarvis Exteriors, and Showspace is an associate member under Mind's Eye Creative. Gary Bonick motioned to accept the membership and Mary Miller seconded the motion. Motion passed.

CHAIRMAN'S REPORT: Matt Horist reminded everyone to please make your board phone calls and how important it is to communicate with our members especially during this uncertain time. Matt shared his thoughts on Crystal Lake and his thanks for being a part of the chamber. Gary presented Matt Horist with a ceremonial Sledge Hammer instead of the usual gavel and thanked him for his service. Matt acknowledged Jackie Ruiz for her help and service during this trying year. Matt presented Judy Pelinski with a ceremonial gavel for her leadership with the Ambassadors this past year.

PRESIDENT'S REPORT: Bill Eich reported that he and staff are working on a number of projects currently. We started with partnering with Advocate, Mercy Health, and Northwestern to create the COVID19 Compliant Business Partner program which launched June 1. This program is designed to let the public know that the stores are safe and adhering to cleanliness standards to promote safety and comfort of shoppers and hopefully encourage them come out and shop. We created a business reopening toolkit which is available online. We reconnected with MCC to partner with them and with D155 for an apprenticeship and internship program. We have a number of activities going on this weekend in conjunction with the grand re-opening of the downtown area. Lots of promotions, great advertising in the paper weekend edition, and some fun things to bring people out. Donna created a great scavenger hunt trivia game. We are also doing a selfie contest for shoppers to take selfies with businesses to let everyone know we are open for business and will be sharing on social media and northwest herald. We are also working on a significant amount of website changes and evaluating our current member benefits. Our current situation of not being able to provide all the events and benefits that we usually offer has caused us to really think about how we can provide our membership a good value. Our goal is to restructure our current benefits to create value for all members.

We have two mixers coming up. July 7 is On Angels Wings and August 4 is Express Pros partnering with Crystal Lake Rib House. These are both multi-chamber mixers. We are doing ribbon cuttings and the Golf Outing. We are working on getting a shotgun start.

We have social distancing and cleaning policies in place and we have video conferencing available in our boardroom. We are switching from Go to Meeting to Zoom because it seems to be more versatile. We are working with the Foundation and Blue Star Banner program to help them get their own 501c3.

- Sidewalk Sales have been approved and will be July 16-19
- Community Recycling day will be July 25 and will have electronics recycling, prescription drug recycling, and document shredding.
- Please join us at the mixer on July 7 at On Angels Wings.
- Leaders in action is going to meet in September to discuss the coming year.

HEARD AROUND TOWN:

- Chophouse 815 is going to reopen.
- The new hotel is doing building permits
- Working on an automated version of Monday Night Football

ADJOURN: The meeting was adjourned on a motion by Judy and seconded by Mary. Motion passed.