

Crystal Lake Chamber of Commerce
Board of Directors Minutes – February 26, 2021 7:30am
Crystal Lake Chamber of Commerce Boardroom/Virtual Zoom

PRESENT: Pam Bialas, Leslie Blake, Gary Bonick, Stacy Brown, Dawn Gilman, Matt Horist, Suha Hossain, Jennifer Johnson, Randy Leggee, Doug McAllister, Scott McKeever, Ken Pringle, Kelly Roewer, Catie Schmit, Randy Smith, Tim Urban, Mike Wheeland, and staff members Bill Eich, Donna Sather, Nick Kubiak, Wendy Pratola, Lisa McLaughlin, and guest Heather Maieritsch.

ABSENT: Scott Block, Trent Gordon, Kelly Roewer

CALL TO ORDER: Gary Bonick called the meeting to order at 7:33 AM

RECOGNITION OF PAM BIALAS: Pam has been a tremendous asset to both the chamber and community for many years and we wish her well in her retirement. Pam was presented with a crystal cube to commemorate her service on the Board of Directors of the Crystal Lake Chamber of Commerce.

CITY OF CRYSTAL LAKE: Heather Maieritsch reported that the city will reopen the grant applications until the end of March. There is \$150,000 left for small businesses to apply for grants, so businesses are urged to get their applications in asap. The city is promoting local shop and dine every Saturday in February through the Northwest Herald. Cornerstone National Bank will be moving into the empty bank space previously a Chase Bank in front of the Walmart. Moontime BBQ and Little Rice will also be opening soon.

CONSENT AGENDA: Motion to accept by Pam Bialas, Second by Doug McAllister

DIVISION REPORTS: Jennifer Johnson reported that the annual dinner will possibly be held outdoors. More info to come.

FINANCE: Mary Reported on the finances. The Chamber finances are in really good shape right now. The staff is doing a great job of managing the finances and we applied for the second round of PPP and did receive that money as well. The statement of Activities versus budget shows that we are ahead of budget on dues income. Our Activities are down, but we are up on our net income. The last line shows the grant money. The next page is our current versus prior. We are down a little in every category, but mainly it is in the activities so again our bottom line looks good. The PPP money will not need to be paid back.

Motion to accept Financials by Mike Wheeland. Matt Horist seconded the motion and motion passed.

MEMBERSHIP: Lisa McLaughlin reported that we have 10 new members with one member as a rejoined member, and 22 dropped members with a retention rate of 82.36%. Lisa tried to create incentive this month by tying it to the community guide deadline via an email campaign. 6 new members came out of the campaign and 80 warm leads. There was a 30% open rate on the email. Our new members are: Bull Valley Ford that was brought in by Mark Solak. Community Action Agency for Head Start was a rejoin. Fox Valley Containers – joined for community guide. JVSeda and Associates – We are excited to welcome Mary Miller's daughter to the chamber. Thanks to Stacy Brown for the lead. Nick's Pizza rejoined which is exciting, they had a hard time and are wanting to let everyone know they are back and be in the community guide. Representative Suzanne Ness has been active in the chamber in her last two businesses and she is very aware of the value. Stealth Security has been thinking about it and joined for the community guide. The Facial Bar is a lead from Heather and is a new business in downtown Crystal Lake. She was interested in being in the community Guide. Triantan CCC is Jeff Lord's new business and he has always been very involved with the Chamber. They do IT services and provide resources for infrastructure and IT. Young at Heart Senior Pet Rescue is a great organization and they were interested in the community guide. ZenBusiness is a very interesting business model. They help LLC's get set up online. They wanted to get plugged into the suburban communities. Motion to accept membership by Tim Urban, seconded by Dawn Gilman and motion passed.

CHAIRMAN'S REPORT: Please make the calls on the Board call list. The calls let them know that we are there for them and that we appreciate their support.

PRESIDENT'S REPORT: Bill Eich reported that we had a wonderful PICA ceremony at Big Brothers and Big Sisters the other day. We have mainly been working on upcoming events and we are excited to be able to have events. The State of the Community got out on the 5th and we had pretty good numbers on people watching the video and downloading the booklet. Leaders in Action is in week 4 and is going well. We have 34 registered and coming each week with a combination of online and in person. We are getting positive feedback on the flexibility of being to attend online or in person and the participants like the videos being available. We are advocating for standards for air filtration which will help us get back to stage 5. It is going to be awhile before everyone is vaccinated so having these standards might really help. We had a Business Builder event that was really well attended regarding mandatory vaccines in the workplace. The Community Guide will be out the end of March. We are having the EXPO outdoors on May 22 with a rain date of June 5

at the Twin Ponds Marketplace parking lot in front of the Office Max and Home Depot. We are enjoying planning the Independence Day parade which will be held on the 4th of July. We are trying to hire less outside acts and instead reaching out to our local schools and city groups to encourage their participation and give the local kids a chance to showcase their talents where they have been not able to do that all year. We want to showcase our community. Thank You to Heather for the City of Crystal Lake contributions to the State of the Community event it was really well done this year.

ITEMS FOR BOARD CONSIDERATION: The mask manufacturer has a check to send to us so Bill please let Ken know where it should go. Bill said to send to the Chamber.

UPCOMING EVENTS:

Donna reported that we do not have a lot of activities in March but we do have an Out to Lunch event at Antigua Mexican Grill and a ribbon cutting at Taquiera Las Cumbres on March 10th. Las Cumbres expanded into the space next door that used to be a bakery. April 17 will be Community Clean Up. People will register online at the park district website and choose the park they want to clean and pick up their kits at the Chamber of Nature Center the week before the event. There will be some awards given. At the Chamber grounds, the police will be doing a drug take back event and AMS Shred and Store will also be onsite to shred documents with a two box per person limit. Donna shared a photo of how the EXPO layout will look this year. There will be around 75 spots available and the pricing will be set at \$300 per booth for both members and nonmembers. The Holiday Inn is having an expo type event the same day, but ours will be guaranteed as it is outdoors, with a rain date of June 5. Exhibitors will need to bring their own tent. The Chamber will provide tables and chairs. We will be having a community outreach tent with acts performing throughout the day as well as On Angels Wings with pet adoptions, a petting zoo, food trucks, and vendors.

HEARD AROUND TOWN: The Chamber golf league is kicking off this Friday at Chalet Hills 4:30-6:30pm. There are a number of people signed up already. The league will be at Red Tail teeing off at 3pm and more info will be available at the meeting on Friday. The Big Brothers and Big Sisters virtual event tonight at 6pm. It will be streamed over youtube. Tim Urban will be highlighted as one of our Big Brothers. Women Empowering Women will be having a hybrid meeting on March 2. We have plenty of space available. Our first in person Out to Lunch event will be March 10. Maximize your Membership webinars are held monthly. Lisa would love the board to attend. Lisa would also be happy to speak to your networking group.

ADJOURN: The meeting was adjourned at 8:28 on a motion by Doug and seconded by Matt. Motion passed. Next Meeting will be March 26, 2021 at 7:30am.