

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

**PRESENT:** Leslie Blake, Scott Block, Gary Bonick, Stacy Brown, Dawn Gilman, Trent Gordon, Matt Horist, Jennifer Johnson, 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 guests Heather Maieritsch and Haig Haleblan.

**ABSENT:** Suha Hossain, Randy Leggee, Doug McAllister, Beth Repta

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

**CITY OF CRYSTAL LAKE:** Heather Maieritsch reported that Freddie's will be opening March 30<sup>th</sup>. Soft opening on the 29<sup>th</sup> by invite only. The city is excited to welcome them into McHenry County. It shows a lot for Crystal Lake that we are still an attractive location to develop in. It is very encouraging. Our residential developments are moving forward. There are 12 units roughed in in the former Lutheran church/school. Woodlore and The Springs are also in building stages. Retail development is slower than normal for this time of year but that is to be expected for the situation. Conversations with potential businesses indicate that they are taking their time and moving a little slower. We are looking forward to Moontime BBQ opening next month. The grant program is now closed. The city distributed \$600,000 in DECO funds. The city council has been trying to find ways to alleviate the burdens of folks that have liquor licenses. They gave refunds of a portion of liquor license fees, put a pause on late fees to anyone who was behind on payments, and eliminated the requirement of having a registered agent that lived in Crystal Lake. The registered agent can now be the owner even if they do not live in Crystal Lake. This affects the Chamber as we were the registered agent for some local restaurants. The outdoor dining program will continue this spring and summer. The City is working to set up outdoor dining spaces for the businesses that need them as well as working to make sure there is enough parking. They added picnic tables to depot park for more spaces for people to enjoy an outdoor meal.

**CONSENT AGENDA:** Please note that at the February Meeting Kelly was listed as both absent and present. She was absent. Motion to accept by Dawn Gilman, Second by Ken Pringle and motion passed

**DIVISION REPORTS:** Jennifer Johnson reported that they do not have an annual dinner update yet. The Ambassadors will be meeting April 10, 2021 to have a strategic discussion on how to be a better value to the Chamber. The Ambassadors will be sending out a survey via constant contact to get the board's opinions on how the Ambassadors can best help the Chamber. Mike Wheeland reported that the President's Council had some ideas on how to jump start mixers. They had the idea that the Chamber should sponsor a mixer once a month at a pre-determined location such as chamber grounds or Mental Health Board building, and it would be an unstructured guaranteed mixer and folks without storefronts could potentially sponsor one. Dawn mentioned that Clark and Company is celebrating their 25-year anniversary but does not have the space to have a mixer so the mixer at the Chamber grounds could be a good solution for them. The Mental Health Board building has limits for mixers because of alcohol restrictions and attendance limits. The Member Benefits Committee nominated Randy Leggee for the PICA award. Motion to accept the nomination by Ken Pringle, seconded by Jennifer Johnson, motion passed. The Chamber will notify Randy of his nomination and award.

**FINANCE:** Mary Reported on the finances. The Chamber continues to be in a very good position financially especially during the pandemic. PPP helped bring up the bottom line and we are only down 1.9% over last year on our statement of financial position. We will see the next few months of financial statements will reflect more of the changes due to the pandemic. The staff is doing a great job of managing the finances. Dues renewals are up by 118% due partially to the changes in structure that were instituted. We are only down \$7800 from our net ordinary income.

Motion to accept Financials by Ken Pringle. Catie Schmidt seconded the motion and motion passed.

**MEMBERSHIP:** Lisa McLaughlin reported that we have 9 new members and 10 dropped members with a retention rate of 81.46%. New members and reactivated members are as follows: Office Max finally reactivated. Crystal Lake Express wash opened in January and it is not their first business, but it is the first business in McHenry County. It has a dog wash. It was a vacant parcel of land and is a new build. Double Take Consignment is the former Too Cute Consignment. Napleton Buick is the former Courtesy Buick, and it took a long time to get them to join. Lisa is hoping they will get involved with the Golf Classic. Rosati's Pizza joined for the community guide and was referred by Mark Solak. McDonalds reactivated after a lot of communication from all the chamber staff. Rockin the Spectrum is in Channel Lake but serves Lake and McHenry County as a NFP for Autism Advocacy. The mother is Springer Home Realty and they joined together. Triple Berry Café is another one that Lisa was chasing for a while. He is not new to the industry but new to the area. He is trying to expand and seems very mission based. Lisa would like to invite all board members to come to a Maximize your Membership

and she will hold one for a group by request. Motion to accept membership by Randy Smith, seconded by Stacy Brown 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. The board needs to appoint three new members this year. Matt will be heading up the committee and he needs two board members and two members at large to join the committee to nominate the new members. Please contact Matt if you would like to be a part of the selection committee.

**Mayor's Report:** Haig will be joining the meetings monthly going forward. The city has been continuing to develop outdoor dining areas and parking solutions as well as opening a location for a covid shot clinic in Crystal Lake. Overall, the city is in great shape. The annual budget meeting is next month. Last year the staff pulled back the budget by \$5,000,000 and the city managed to stick to that budget very well. The state continues to try to dig in the city's pockets and the city continues to combat that. Retail is strong and the city anticipates a strong 2021. Our sales tax revenue is higher than LITH and Algonquin combined. Supply streams and transport are tightening up and reports from local businesses are encouraging. There is an election coming up. Please vote.

**PRESIDENT'S REPORT:** Bill Eich reported that we had a great ribbon cutting at Taqueria Las Cumbre's with a Mariachi band and great food recently. We also have had an out to lunch and business builder events. We have a multi-chamber networking scramble event coming up at D'Andrea Banquets on May 6. This month has been a strong push to get things moving again. We are encouraged by the numbers we are seeing as well as the membership interest. The community guide was a big part of generating some interest this past month. The Community Clean Up event is scheduled for April 17. Registration is through the park district web site. There are instructions available as the registration process is confusing. The EXPO will be held outdoors on May 22 in the Office Max Home Depot Campus. We will be hosting a Community Outreach Entertainment Tent with performances from the Strikers, the Crystal Lake Central Madrigals, and others. We wanted to highlight our community and folks that have not had a chance to perform this past year. We have purchased a tent that we will use for EXPO as well as other chamber events coming up. The Parade registration is open. We are encouraged by the potential changes that will come with the bridge phase.

**ITEMS FOR BOARD CONSIDERATION:** Member Emeritus request – Kathy Powell requested to be a Member Emeritus as she is retiring. Motion to grant Member Emeritus by Ken Pringle, Seconded by Dawn Gilman, motion passed

#### **UPCOMING EVENTS:**

Donna reported that we did not have a lot of activities in March but starting in April we do have one major event each month through July. We cannot have people congregate at the Chamber for Community Clean Up, but you can bring documents and prescription drugs here to recycle. There is a two-box limit for documents. Lisa Karloff will be speaking at Business Builders with the topic being "From Pandemic to Prosperity". It is our lunch and learn event noon to 1pm. We will be having a Cinco De Mayo mixer on May 5 here at the park. Please join us! We had an EXPO committee meeting last week and we will be having a few sponsorship opportunities to help defer costs. We are charging less this year for EXPO booths.

**HEARD AROUND TOWN:** Jennifer wanted to thank everyone who donated to the United Way. Please consider the United Way in your future donation plans. Carol Peters is retiring, and they are seeking applicants for a new Executive Director to replace her. Exemplar is also looking for candidates to fill the roles of Director of First Impressions and Staff Accountant. Nick reported that the Foundation Scholarship applications are available on the Foundation link on the Chamber website. There are 3 great scholarships available. The Bob Blazier Leadership Scholarship for education majors, The Mark Elmore Architecture Scholarship, and the Baxter and Woodman Civil Engineering Scholarship. If anyone knows of a 2021 graduate that fits in these categories, please log on to the Chamber website under the Foundation link to access the scholarships. Bill mentioned that they are redoing the water pipes on Pierson for the next few weeks. Haig reported we will be having a Memorial for the previous mayor in June at three oaks park on a Saturday. He will get back to us on the date. Gary let everyone know that The Human Race, Bob Blazier Race, and the Patriot Race will all be happening this year. Dawn noted that Plate and Vine has great food. Lisa agreed. The Golf League will start in May at Retail and dates will be coming out soon. Lisa reminded everyone to make a log in and password for the portal and that if you attend the Maximize your Membership Lisa goes over how to do that and shows all the great things that can be done in the portal.

**ADJOURN:** The meeting was adjourned at 8:40 on a motion by Ken Pringle and Seconded by Kelly Roewer. Motion passed. Next Meeting will be April 23, 2021 at 7:30am.