

Crystal Lake Chamber of Commerce
Board of Directors Minutes – June 25, 2021, 7:30am
Crystal Lake Chamber of Commerce Boardroom/Virtual Zoom

PRESENT: Leslie Blake, Gary Bonick, Dawn Gilman, Trent Gordon, Matt Horist, Suha Hossain, Jennifer Johnson, Randy Leggee, Doug McAllister, Scott McKeever, Mary Miller, 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: Scott Block, Stacy Brown, Beth Repta

CALL TO ORDER: Gary Bonick called the meeting to order at 7:31 AM

CITY OF CRYSTAL LAKE/MAYORS REPORT: Heather reported that everything is open now and the city is seeing some movement which is exciting. Shay is moving across from the Brink Street Market by Starbucks. Cheshire Cakes bakery just opened in the former sweet pea cakes spot with a lot of great variety. It is an Alice in Wonderland theme. Encore Music School is moving into the former Players Bench. Grounds is moving into the former furniture store on Williams St. The Wickham's building was purchased, and a new business will be moving in there soon. A bookstore is moving into Brink Street. There are 3 outdoor eating areas downtown and we will be adding string lights to add atmosphere. The groundbreaking ceremony for Mercy happened recently and it is drawing a lot of interest to the route 31 corridor. A Thornton's is already building across the street and the city expects more interest in that area to build. 115 Erick St. was up for auction and a new user will be coming in soon it is a light manufacturing site. 95 Crystal Lake is still up for sale but there is some interest. Main Street Crossing behind Camfil there is a significantly large site that is being developed also. It is zoned industrial. The Springs development behind Walmart is well under way.

CONSENT AGENDA: Motion to accept by Dawn Gilman, seconded by Randy Smith, and motion carried.

DIVISION REPORTS: Jennifer Johnson reported that Kathy Powell will be assuming the role of the ambassador chair. Richard Harms requested Emeritus status for the ambassadors as they have sold and moved down south. The Ambassadors have nominated the Crystal Lake Park District for this Quarter's PICA award. The Annual Dinner will be at the Dole Mansion on July 22. Please vote for the awards. Thanks to everyone who helped/participated at the golf outing. The Ambassadors continue to work on their mission and purpose and look for new Ambassadors to join the ranks. Motion to accept The Crystal Lake Park District nomination and award them the PICA award by Scott Wheeland, seconded by Kelly Roewer. Motion passed.

FINANCE: Mary Reported on the finances. We have one month left in the fiscal year and we are doing well. Cash is up \$55000 mainly due to the PPP. We have strong cash and our reserve, and we are going to end the year in a positive. In our statement of activities, you can see we are showing a loss for the year but the ppp loan and the staff management of the costs has really helped. Wendy applied for the employee retention credit, and we should be getting some money for last year. The budget was amended due to the EXPO being moved to the fall. That pushed it out of the coming year and into the following fiscal year. We should be ok thought with the retention money coming in. The Grants are the PPP money, and some smaller grants from the foundation and from Bob Blazier. Leslie really likes the comments on the budget. She would love to see that on the financial documents going forward. Jennifer asked about the membership projections and if the staff is confident in the numbers in the budget. Wendy explained that the numbers are based on current membership numbers minus 5 members per month plus 8 members per month new members. We also have 5 Engage and an unlimited number of Elevate memberships that are still available. Lisa feels the numbers are optimistic but there is a lot of activity and interest out there. Lisa thinks it will be a challenge. Mike Wheeland asked if we lost a lot of members, we lost due to the changes in liquor license requirements. We lost some, but the larger companies are keeping us as a registered agent because they do not want to deal with the liability. Leslie asked about the employee retention credit and where that money will fall and if we will be eligible for any of 2021. The money will fall into the next fiscal year. Wendy mentioned that we are looking at a few new events to offset the expo. Jennifer asked about the Leaders in Action increase. Wendy informed the board that the price was reduced last year due to shorter programming, so we are increasing the price and making the program longer this year. Jennifer asked about WEW, and Wendy let the board know that it is a flow through, and the money goes to Charity. Jennifer asked about the newsletter/web advertising. Wendy let her know that we are doing a few new programs and are hoping to focus on that in the coming year. The chamber did not do much with that advertising this past year. Motion to accept Financials by Leslie Blake, seconded by Scott McKeever and motion carried. Motion to accept budget with amendment Leslie Blake, seconded by Randy Smith. Motion Passed.

MEMBERSHIP: Lisa McLaughlin reported that we have 6 new members, and 14 dropped members with a retention rate of 78.54%. New members are as follows: Blackhawk Bank – registered for golf outing and she reached out to them from that. They will be registering two affiliate locations also. Illinois Fast School of Basketball – neighbors of Spartan Axe throwing. Sahara Home Care – cares

for elderly and they are located near Tony's café. They have many locations and are interested in getting involved in the area. Greyhouse Solutions was a cold call a year ago. He recommended his wife at Clarity to join, which she did, and then he finally joined. Raising Cane's finally joined and is building next to Fix Auto. Powerforce Athletics are a local cheer training school and gym, and they also do dance and poms. They are excited to be in the parade next year. Motion to accept membership by Scott McKeever, seconded by Kelly Roewer and motion carried.

CHAIRMAN'S REPORT: Please make the calls on the Board call list and engage our members and thank them for their membership. Gary let the board know that Randy will be stepping into the Chairman role, Ken Pringle will be stepping into the Vice-Chair, and Matt Horist will be coming in to take the Treasurer spot. Motion to Nominate Randy Smith to the Chairman position, Ken Pringle to the Vice Chair position, Matt Horist to the Treasurer position and Gary Bonick to the Past Chair position by Randy Leggee, seconded by Kelly Roewer. Motion passed.

We sent out a ballot for new board members and they were all accepted so Ben Volling, Josh Howell, and Eric Beier will be joining us on the board as well as Pierre Garcia who will be taking the open seat from Pam Bialas.

PRESIDENT'S REPORT: Bill Eich reported that we are in a busy month. After the Expo finished we decided that we did not want to do that many events back to back again. We were also worried about May with graduations and summer holidays. We felt that October would be better timing overall. Registration will open in January. We are doing feedback from vendors to determine where to have the event, but we are thinking that we can still have it outdoors. We tried to keep it away from Johnny Appleseed and other Octoberfest events. We are having it earlier also 9am to 3pm. The groundbreaking went well, and we are excited for Mercy. The golf outing weather did cooperate. We had a good problem in that we had too many golfers and not enough carts, but we accommodated with pull carts, and everyone was able to golf. We had 117 golfers. Last year was 83. The issue came the last couple days of registration we had a lot of last-minute registrations. The Chamber and community are really excited for the parade. We are bringing some of the favorite acts back such as Jesse White, Madinah aviators, and South Shore Drill team. We still need marshals. Haig could not be here today and wished all a happy holiday. The city is really excited to have the parade as well. Paul Leech is our Grand Marshal this year. Some businesses are still asking people to wear masks, but we have no capacity limits is really encouraging. The Annual Dinner will be at the Dole, catered by Three Chefs, and keynote speaking by Jim McConaughy. It will be a great night. We are going to miss the tree.

ITEMS FOR BOARD CONSIDERATION: None

UPCOMING EVENTS: Donna reported that August is going to be a busy mixer month. We need parade marshals. We have 71 acts and only 6 Marshals. There is a registration for parade marshals that has a link that can be sent around. We need help setting up and take down the Grand Marshal tent also. Annual dinner registration and nominations for Covey and Wade awards will be on the website this afternoon.

HEARD AROUND TOWN: Cheshire's Bakery is really good. They are really busy. They have been selling out. Heather noted that she is seeing quite a few people local to Crystal Lake that are opening businesses in Crystal Lake lately. Ken would like to promote with the board and ambassadors for everyone to please attend a maximize your membership program. Ken feels that it is something we should be sharing with other members and letting them know. There are some distinct advantages to attending the program. Ken noted that there is a lot of information. Heather noted that Guzman and Gomez is coming to Crystal Lake. The Sports Authority building will be come Edge in October. The old Culver's building is overpriced, and it will be a challenge to fill. Brokers have told them that it was overpriced but they won't budge. Carlos Pancake House is currently for sale. 815 Chophouse is being purchased. Crystal Lake is looking at a potential parking lot for the Virginia St. Corridor. Jane Farmer is retiring from turning point. Leslie finds both farmers markets, both downtown and at the dole are very well attended. Jamie Maravich will be taking over as the United Way Director after Carol Peters retired.

RECOGNITION OF RETIRING BOARD MEMBERS and THE PASSING OF THE GAVEL: The board recognizes and thanks Mary Miller, Doug McAlister, and Randy Leggee for their time and their contributions. Each one of you have been an inspiration. Thank you, Jennifer, for being a very proactive and involved Ambassador Chair. Randy presented the ceremonial gavel to Gary Bonick and thanked him for his service, leadership, and mentorship. Gary has really enjoyed his year and feels that he has been so lucky that he had such an easy year and thanked Bill, the Staff, and all the board.

ADJOURN: The meeting was adjourned at 8:45am on a motion by Doug McAllister and Seconded by Mary Miller. Motion passed