

Crystal Lake Chamber of Commerce
Board of Directors Minutes – July 23, 2021, 7:30am
Crystal Lake Chamber of Commerce Boardroom/Virtual Zoom

PRESENT: Leslie Blake, Gary Bonick, Stacy Brown, Pierre Garcia, Dawn Gilman, Trent Gordon, Matt Horist, Suha Hossain, Josh Howell, Scott McKeever, Ken Pringle, Kelly Roewer, Randy Smith, Tim Urban, Ben Volling, Mike Wheeland, and staff members Bill Eich, Donna Sather, Nick Kubiak, Wendy Pratola, Lisa McLaughlin, and guests Heather Maieritsch and Haig Haleblian, and Mike Splitt.

ABSENT: Eric Beier, Scott Block, Kathy Powell, Beth Repta, Catie Schmit

CALL TO ORDER: Randy Smith called the meeting to order at 7:33 AM

CITY OF CRYSTAL LAKE/MAYORS REPORT: Heather reported that things are really active and moving forward in the city. The route 31 corridor has been especially busy with building activity at the Mercy hospital site as well as the Thorntons across the street and in that same area, the Springs behind Walmart is ready to start having people move in to the first building. It is a nice luxury apartment complex with multiple buildings and including a pool, club house, dog park, and fire pit. This is a great development that will bring a lot of new faces to our area to help support the retail and businesses. We have also had quite a bit of movement in the downtown area. Cheshire Cakes Bakery opened in the Brink Street mall area and Cantina 52 is set to open in the next few months as well. Encore Music School will be moving to the former Players Bench building and Grounds Coffee will be opening across from Café Olympic. Their new location will allow for them to have a much bigger elegant space. Little rice will be opening 1024 McHenry Road and is owned by the King Buffet folks. It will feature Clay Pot traditional dishes, sushi, and hibachi grill. They have a third location in the works off Northwest Highway as well. 95 Crystal Lake Avenue and Crystal Court are still in the works for housing concepts.

Haig reported that the President came to town and a film was shot in Crystal Lake all in one week. The President Biden visit was put together in only three days and kudos to the city staff, public works, department heads, county sheriff, fire, police, and MCC. It was an incredible once in a lifetime opportunity and the first time a sitting president has visited the city of Crystal Lake. Haig believes we need to leverage the assets of Crystal Lake and the city is going in that direction trying to share the cool features of our city to new young potential residents.

CONSENT AGENDA: Motion to accept by Mike Wheeland, seconded by Ken Pringle, and motion carried.

DIVISION REPORTS: No Division Reports. Ambassadors did a great job with the annual dinner. Jennifer Johnson did a great job speaking at the dinner. Randy would like to open dialogue regarding what the divisions and division chairs do. The business development group is very important right now to helping our young businesses survive and thrive. Dawn Gilman noted that the board has connections that new businesses do not have, and the board outreach is very important for opening doors and new worlds for them. The guidance and experience that the board has and can share is unmatched. We can help our new businesses grow and succeed. Ideas were presented to have a kit at the bank that they could offer to new businesses, host an entrepreneur class at the Chamber, present more testimonials, and possibly have bi-weekly round tables for vendors and referral partners. Randy encouraged all board members to be there, be visible, and be a mentor. Mike Splitt noted that he got his start at the EXPO and got a client just by being a Chamber member. These kinds of testimonials will be very helpful to share the mission of the Chamber. Leslie Blake thought it would be beneficial to spotlight a division each month so each division is spotlighted twice per year and can provide updates. Board members went around the table and introduced themselves and we welcomed New Board Members Ben Volling, Josh Howell, and Pierre Garcia. The Chamber would like testimonials in the next three weeks.

FINANCE: Matt reported that our cash position is great. The PPP funds helped quite a bit but the staff did a fantastic job managing finances. The forgiveness for the PPP will be counted in the current year when you get it. We have not applied for forgiveness yet. The statement of Activities the biggest thing you can see is the PPP loan. The reduction in dues is primarily from covid and the cleanup we did last fall. 2021 versus the budget shows a big reduction in events as well as the Annual Dinner falling into the next fiscal year. Any additional expenses were due to maintenance, cleaning due to covid and a few computer upgrades. The Annual Dinner is typically a break even event. Motion for approval of Financial Documents by Dawn Gilman, seconded by Leslie Blake, and motion carried.

MEMBERSHIP: Lisa McLaughlin reported that we have 5 new members, and 9 dropped members with a retention rate of 95.8%. New members are as follows: Senator Dan McConchie – he wants to get more connected; GL Sales – is interested in promotions, networking, and engagement; Loyalty Home Group – is a referral from Stacy Brown and is a mother and son realtor group; Blackhawk Bank is signing up two affiliate memberships in Richmond and Island Lake. Motion to accept membership by Kelly Roewer and seconded by Scott McKeever. Motion carried.

CHAIRMAN'S REPORT: It is difficult to get a call back from our members when making calls but please keep trying. If you get new info please let the Chamber know.

PRESIDENT'S REPORT: Bill Eich reported that we had a busy month. The golf outing was very successful. We ended up having so many players that 15 players needed to walk. We compensated those players by offering them golf now certificates which were well received. The parade went really well. It was hot but we had lots of happy people and good press. We had a good response from the community overall. We have a lot of mixers coming up this next month and several multi chamber mixers. The Annual Dinner went well. We had good guest speakers and a good turn out. Members in Motion will be September 22nd with possible location being Bull Valley Country Club. We will be inviting Woodstock and McHenry.

ITEMS FOR BOARD CONSIDERATION:

UPCOMING EVENTS: Donna reported that August is going to be a busy mixer month. In addition to the events printed, we have a ribbon cutting happening at Hampton, Lenzini, and Renwick on August 13. They will be having a food truck. There will be a Business Builders event in August as well as the Members in Motion event in September. After that, things slow down a little with events other than ribbon cuttings and mixers. Thanks to the parade marshals. If you want to see some great go pro footage or watch Marie Adkins sing the National Anthem log onto our website.

Ken noted that the Monday Night Football passes have been handed out and that board members and leadership tables can buy them or sell them to friends/family/co-workers. We have a Justin Fields jersey that we will be giving away. The board feels that it should be given as a separate raffle or given to someone who did not win the weekly prize. We have had a good response for Monday Night Football sponsorships this year. The Mixer will be August 24.

HEARD AROUND TOWN: The patriot run gave \$23K to the veterans group. National Night Out is the first Thursday in August (5th). Bob Blazier run will be in September. Women Empowering Women will be in person from now on. The next speaker is really good. Lisa noted that maximize your membership will be changing its format a bit to encourage attendance. The next workshop will be August 19.

ADJOURN: The meeting was adjourned at 8:40am on a motion by Gary Bonick and seconded by Scott McKeever. Motion passed