

Crystal Lake Chamber of Commerce
Board of Directors Minutes – October 22, 2021, 7:30am
Crystal Lake Chamber of Commerce Boardroom/Virtual Zoom

PRESENT: Eric Beier, Gary Bonick, Stacy Brown, Dawn Gilman, Matt Horist (Zoom), Suha Hossain (Zoom), Josh Howell, Scott McKeever, Kathy Powell, Ken Pringle (Zoom), Randy Smith, Tim Urban, and staff members Bill Eich, Donna Sather, Nick Kubiak, Wendy Pratola, Lisa McLaughlin, and guests Heather Maieritsch and Haig Haleblian.

ABSENT: Leslie Blake, Pierre Garcia, Kelly Roewer, Catie Schmit, Ben Volling, Trent Gordon, Mike Wheeland

CALL TO ORDER: Randy Smith was running late so Gary Bonick Called the meeting to order at 7:39am

CITY OF CRYSTAL LAKE/MAYORS REPORT: Heather reported that MCEDC organization is gearing up for their annual Business Champion Dinner on November 10. A variety of manufacturers will be honored. November 2 Crystal Lake will be going to the Church Street Apartments and honor them for renovating the school and repurposing the school into residences. Crystal Lake will also be honoring the Holiday Inn for their full renovation. The city will be honoring Autotrol for shifting gears during the pandemic to make sanitizer. The housing is still moving forward with Crystal Court, Redwood, and 95 Main Street. Other developments in the area include Turtle Wax becoming Swift Car Wash, Reclaimed moving into 67 Williams Street, A new restaurant is moving into the former Crystal Lake Rib House, Thorntons will be opening soon, the hospital build out is in full swing, Raising Canes Is set to open the end of the month, McAlister's will open early 2022, Edge Fitness is building and will be opening spring 2022, Tasty Bistro is moving into Which Wich, Mario's Cart is moving into a space in front of Walmart. The city council approved a cannabis location at the former Culvers location. Bucky's was bought out by Casey's so all those locations will be becoming Casey's. Haig noted that Heather covered it all.

CONSENT AGENDA: Motion to accept by Dawn Gilman, seconded by Stacy Brown, and motion carried.

DIVISION REPORTS: Kathy Powell reported on the Ambassadors. The Ambassador group formed in the late 70's or early 80's and has always been the goodwill and public relations arm of the Chamber. The Ambassadors have recently been re-evaluating their role within the chamber. They did a strategic planning session in April with Frannie Glason to get some direction and guidance and decide if they wanted to continue to exist as ambassadors. It was decided to keep the group but work on the definition of who they are and what they do. Many members do not know who the ambassadors are. They are focused on getting more involved, redefining on who they are and what they do, and succession planning for the next year. They are down to twelve ambassadors mainly from retirement. It is an invitation only group and they have established a criterion for recruiting new ambassadors. They will also be focused on mentoring the new ambassadors. Please come to the holiday luncheon for the board and ambassadors. It will either be at the Dole or at Boulder Ridge. Ben Volling was not available to comment on Business Development.

FINANCE: Matt reported that our cash position is still strong. There is not much of a change in the financial statement. We had several renewals pay early in the first part of the quarter, so it is good to have those reserves. The activities are hard to compare because all the events were in different times compared to last year. The Parade did not happen last year. The Golf Outing revenue fell into last quarter but the expense fell into this quarter and last year the entire event was in this quarter so that skewed the reporting. Wendy handed out a revised report removing the Golf event to show how we are actually doing compared to last year. We are doing much better. Motion to accept financials by Josh Howell, seconded by Tim Urban. Motion Carried.

MEMBERSHIP: Lisa McLaughlin reported that we have nine dropped members and six new members, with a retention rate of 98.73%. New members are as follows: The Break Teen Center, recently moved locations. Wipe Champs cleaning service, Jalsa Bar and Restaurant Indian restaurant and gaming, Sherwin Williams Paint Store, Tony Colatori for McHenry County Sheriff, Nancy Merklng Productions Photography. It was noted that some board members are interested in group head shots. Bill will look into it. Kathy noted that she got positive feedback from a member regarding the member orientation webinar. Lisa described briefly what happens at the orientations and noted that there is a higher no-show rate with zoom. Dawn asked about the status change for redwing shoes and Stateline SHRM. Wendy noted that Red Wing was switched to an affiliate and Stateline let us know that they are NFP, so we changed them to NFP. We also removed a duplicate entry. Motion to accept membership by Scott McKeever and seconded by Stacy Brown. Motion carried.

CHAIRMAN'S REPORT: Randy was not there. Gary reminded the board to please make their calls. Gary asked Matt about the new board member nominations. Matt indicated that they will report on the nominations next month. Matt and Gary noted that the finance committee needs a few members also. When Randy arrived, he noted that he had no additional comments.

PRESIDENT'S REPORT: Bill Eich reported that the Chamber is still looking for board member testimonials which will help our marketing and messaging. It is manufacturing month. There was a very nice well attended breakfast at MCC. The Made in Your Own Backyard program will be running next month with four visits for students at D155 and has expanded to McHenry Schools this year as well. MCC is

heading up a lot of great programs that are feeder programs for the manufacturers. There are certification programs, accreditation programs, trade, and internship programs where people can make a short commitment and be working and making good money quickly. There will also be workforce Wednesdays and more Made in Your Own Backyard events for the rest of the school year. The Chamber is looking for a part time receptionist. The Chamber sent out a survey and would like all the board members to respond if they can. There have been good responses so far. The Top Golf outing will be November 11 from 2-5pm. It should be a great event. Even if you are not a good golfer you will have fun. We will also be raising funds for veteran's groups that are members. There are sponsorships still available. Attendance has been up for monthly events such as business builders, out to lunch, and the orientations. One of the questions on the survey was asking about what events people would like to see.

ITEMS FOR BOARD CONSIDERATION: None

UPCOMING EVENTS: Donna noted that for the Top Golf Event the Event Sponsor with the exclusive bay was taken by Snap On. The remaining available sponsorships are hitting bay sponsorships where you get marketing materials in the bay and one golfer. The Board and Ambassador Holiday Luncheon will be December 8 and Business Builders will be on the ninth. The bell ringing sign-up sheet was sent around. There are a lot of ribbon cuttings coming up. State of the Community will be on Feb 4 at D'Andrea Banquets. We are looking for a Committee Chair for Community Clean up on April 23rd.

HEARD AROUND TOWN: YP's will be doing community harvest helping again this year on November 19. The Salvation Army multi-chamber mixer will be a great way to meet their new local leaders. Pablo and Nancy Rivera are from the South Side and are excited to meet people. Dawn would appreciate a robust turn out.

ADJOURN: The meeting was adjourned at 8:30 am on a motion by Dawn Gilman and seconded by Gary Bonick. Motion passed