

Crystal Lake Chamber of Commerce
Board of Directors Minutes – November 19, 2021, 7:30am
Crystal Lake Chamber of Commerce Boardroom/Virtual Zoom

PRESENT: Eric Beier, Gary Bonick, Stacy Brown, Pierre Garcia, Cameron Hubbard, Matt Horist, Suha Hossain (Zoom), Josh Howell, Scott McKeever, Kathy Powell, Ken Pringle (Zoom), Kelly Roewer, Randy Smith, Tim Urban, Mike Wheeland, and staff members Bill Eich, Donna Sather, Nick Kubiak, Lisa McLaughlin, and guests Heather Maieritsch and Haig Haleblan.

ABSENT: Leslie Blake, Dawn Gilman, Trent Gordon, Catie Schmit, Ben Volling, Wendy Pratola

CALL TO ORDER: 7:35AM, Welcome Cameron Hubbard

CITY OF CRYSTAL LAKE/MAYORS REPORT: Cameron Hubbard reported that Guzman Y Gomez backed out of their development near Raising Canes, but Wendy's is still planning to be moving in. The old Walmart property development is still moving forward with retail, restaurant, townhomes, and senior living mixed development. Heather reported that reclaimed had their grand opening after moving over to Williams Street. Chingon had their grand opening as well in the former Crystal Lake Rib House spot. Moontime BBQ has opened for indoor seating recently. Raising Canes had their grand opening on November 9th and it is extremely popular right now. The traffic in the right lane near Cane's has been backed up a bit. The former Turtle Wax will be opening soon as a Swift Car wash. Bucky's on Pyott Road was rebranded and has become a Casey's. The Thorntons on route 31 is open and the Mercy Health building ahead of schedule on its development. Edge Fitness is working on its build out right now and is hoping for an April 2022 opening. Tasty Bistro in the old 815 Chophouse space will be opening in early 2022. Sushi U is moving into the old Which Wich space and will be opening in early 2022 as well. The Benedict's La Strata was recently purchased and will continue to run as is with the new owners. The city would like to congratulate Scholl Construction, Crystal Lake Bank and Trust, and Smith Physical Therapy and Running Academy for being selected as the 2021 Business Champion Finalists by the EDC. They were recognized with a ceremony and plaque. The city is working with housing developers on Crystal Court, 95 Crystal Lake Avenue, the old Walmart site, and the new housing behind Walmart. The city still working on marketing and assisting with filling the HH Gregg site, the old TJ Maxx site, and the old Josephs space.

CONSENT AGENDA: Motion to accept by Matt Horist, seconded by Mike Wheeland, and motion carried.

DIVISION REPORTS: Eric Beier reported that the Community Service Division met by conference call last week and were able to identify some clarity and direction for the group. Community Clean Up Day will be April 23, 2022 and will be Starting at and returning to the Chamber. The committee is happy that the event is going back to that format. The Independence Day Parade will be held Sunday July 3rd at 1:00PM. The city council has some approvals to do with that yet, but we anticipate opening registration shortly after the first of the year on January 4. We are hoping for a good turnout given that it is not on the fourth and hopefully Covid will continue to decrease. The Expo will be held October 1, 2020 and is tentatively scheduled to be outdoors at the Office Max Campus. This will be finalized after the first of the year. The Blue Star Banner Program, which is the banners you see all along route 14, is a process with sponsorships involved and the Chamber donates \$600.00 to this annually. This spring the Blue Star Banner Group was made into a 501C3. The Sister Cities program recently met at Old Town Hall and is hoping to get things going again. The committee will continue to monitor these events and look for ways to get involved in and assist.

Dawn Gilman was not present to speak for the Member Benefits Division.

FINANCE: Matt reported that the Chamber is still showing a strong cash position. The statement of activities shows that the revenue is still strong, and we are showing a positive net income number, which is nice to see. It was noted that some of that has to do with the relationship of activities to last year. Motion to accept financials by Josh Howell, seconded by Kelly Roewer. Motion Carried. Bill noted that there was a question about an expense from the Golf Outing from last year that came in extremely late and where to include it.

MEMBERSHIP: Lisa McLaughlin reported that we have eight dropped members and fifteen new members, with a retention rate of 98.98%. New members are as follows: Procurri is a referral from Dawn Gilman. They are a global IT company. AFC Materials was a lead from Linked in. They signed up as an Elevate Level. Transition Appraisals is a second business for Bruce Treadway. Smile Village was a referral from Bill Eich, that is his dentist. Robb Tadelman is running for Sheriff. Pub forty-seven is a referral from Drew from DCCS and is a new restaurant. Allstate Ken French is new to the area. Sustainable Staffing is looking to be involved with multiple chambers. USI is an insurance agency and is already getting involved and had an event at the Chamber. Legend Electric joined for the Top Golf event. Chingon is interested in promotions, out to lunch, catering, and getting involved with the communities. He had a restaurant in Hebron also. Centraloffice LLC is Kurt Schneider stepping away from Exemplar and branching off on his own. Caravel Autism Health is all over the country and has a local Crystal Lake office. Next Step Forward is a referral from Stacy Brown. She is not close but sees the benefits in this area. Amerifinancial was a referral by Stacy and Marie. Ken Pringle would like to give a shout out to Stacy Brown for really stepping

up and getting involved and for being an expert in networking. Motion to accept membership by Kelly Roewer and seconded by Scott McKeever. Motion carried.

CHAIRMAN'S REPORT: Randy wants to encourage the board to make the board calls and make sure the feedback gets back to the chamber. The list is short. Please make the calls and connect with them. We do not have names at this time, but we will be looking to fill two more seats on the board and will update at the next meeting.

PRESIDENT'S REPORT: Bill Eich reported that our planning for next year's activities is underway. We have scheduled Leaders in Action for January 27 through March 20th. It will be in person only meetings this year and there will be two extra weeks. We have a good mix of speakers and presenters. Bill welcomed Kristin Parkin, our new part time receptionist, who will be joining us from 9-3pm Monday through Thursday. The Gems Luncheon is scheduled for April 21, 2022, at Boulder Ridge. They are deciding candidates and working on the event. Congratulations to the EDC winners. It was a nice dinner event. The Made in your own Backyard event was a magnificent event. There were about thirty students and their parents. It was a little light, but the kids were prescreened for the event, so it was students that were really interested. It included four high schools. There was a lot of coordination for the event. It was very impactful for the parents and kids both. The Manufacturers Consortium is also working with the district to bring education and information about different career paths available. These both will help work towards showing our youth the many different jobs they might consider outside of just going to college after high school. Randy noted that there will be a huge shortage of skilled workers and tradesmen as the baby boomers all retire. There will be 170 million jobs available in the coming years. Manufacturers and school districts realize that this will be a crisis and are driven to work to identify and guide students towards those careers. They are all working together to get the word out. There have been some strides in internships in manufacturing as well. Scott Forge has been integral in the development of an effective internship program. In the past there were age restrictions that the companies can avoid now with changes in internship programming. The Chamber met with D155, and they are approving an additional person and support staff to work on helping kids learn about other career paths and find internships and apprenticeships. The district is looking to partner with the Chamber on some of these initiatives. Reminder to all regarding the Board and Ambassador holiday luncheon, which will be Wednesday December 8, 2021, please join us.

ITEMS FOR BOARD CONSIDERATION: None

UPCOMING EVENTS: Donna updated everyone on the events. The YP's had an event this morning. December 7th WEW is having a speaker from Girls on the Run and is looking for door prizes. The Community Foundation mixer is going to be held December 7. It is a multi-chamber mixer. The Business Builders will be Stacy and Mike on December 9. December 15 Stratus Communications will be having a ribbon cutting. Please sign up to ring the bell on December 10. They are 1 hour time slots. Happy Thanksgiving to all.

HEARD AROUND TOWN: Boss Straw, Scholl Construction, Smith PT, and Crystal Lake Bank were all winners at the EDC dinner. Jean Clement and Michelle Wilson were super helpful at CAFCU at helping Ken Pringle with an equity loan against his car to pay off high interest rates on credit cards. Shout out to CAFCU.

ADJOURN: The meeting was adjourned at 8:35 am on a motion by Pierre Garcia and seconded by Scott McKeever. Motion passed