

Crystal Lake Chamber of Commerce
Board of Directors Minutes – January 28, 2022 7:30am
Crystal Lake Chamber of Commerce Boardroom/Virtual Zoom

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

ABSENT: Pierre Garcia, Trent Gordon, Kelly Roewer

CALL TO ORDER: 7:38 AM

CITY OF CRYSTAL LAKE/MAYORS REPORT: Heather reported that the city has a lot of activity and new plans and developments for next year. She is saving some of the announcements and will be sharing them at the State of the Community next week with a great video. Haig will also be speaking at the event. McAllister's deli is having a soft opening today and will be open to the public Monday. They are big into community and are having a fun fundraising competition the first week they are open with the high schools. Sushi U, which is going in the former Which Wich space, is opening next week and will offer an all you can eat sushi menu along with some other Asian inspired dishes. Tasty Bistro is wrapping up their final improvements and will be opening soon as a nice sit-down Asian restaurant in the old chophouse 815 location with ramen and hibachi offerings. Edge Fitness is opening in April and will be a great amenity to our community. They have started visiting businesses in the area to talk about what they have to offer. The city is continuing to market a variety of properties and will begin honoring businesses in the community that have had major milestone anniversaries, have been in our community for at least 25 years, and will be celebrating those major milestones with those businesses in 5-year increments. Even if the milestone was in the past couple years during covid, please have those businesses reach out so the city can celebrate them. Haig noted that the city council just approved a preliminary plan for development of an apartment housing unit behind Napa Auto Parts. Amazon looks to be a go for a 180,000 square foot facility on 63 acres on main street by health bridge and looks like a really nice project. There was some concern about traffic, but the traffic will be during the off hours. There will be a roundabout at Congress and Exchange and Congress and Federal going in this year and Amazon and the apartment complex will be contributing to the costs of putting in the roundabout. Main and Crystal Lake Avenue will be apartments and townhomes. Crystal Court is getting close to a final plan. Crystal Lake is on fire right now and there is a lot of development interest. A lot of great stuff going on. Restaurants are eligible for the recognition from the city also. King Buffet and Hammortree Financial were noted as being 25 years in business.

CONSENT AGENDA: Motion to accept by Dawn Gilman, seconded by Eric Beier, and motion carried.

DIVISION REPORTS: Kathy spoke about the Ambassadors group. The Chamber has some new ambassadors! Stacy Brown, Gary Bonick, Sue Dobbe-Leighy, and Brad Heldt were all approved and will be joining the Ambassadors. The Ambassadors have been focusing on updating their policies. There have been some changes made recently to the Ambassador policy and procedures. All board members have a copy of the changes that have been made. There had not been any changes done for a long time. The Ambassadors held a strategic planning session in spring of 2021 to discuss their roles and contributions, criteria for selection, new mentor/mentee program and requirements and responsibilities for that, added to the vice president's role putting them in charge of quarterly programs, took a way the nominating committee feature that they were not using, and added a memorial section. Motion to approve changes by Tim Urban and Seconded by Dawn Gilman. Motion carried. Ken Pringle requested it be noted the great amount of time that Kathy, himself, and Kim Martens put into the changes to get them completed and in the books and thanked Kathy and Kim. Kathy thanked Ken and thanked Donna for putting together the new Ambassador binders.

Tim nominated Kasey Tumulty to the serve chair of the YP's and she accepted the role and will be heading up that division. Tim is looking to step down as the president of the YP's at the end of the fiscal year and is seeking a replacement and having a hard time finding someone is willing. He is asking everyone on the board for ideas and input for someone to take on that role. The YP's will be doing a joint networking event with Independence Health and Therapy with the hopes to raise some funds for them. It will be a March Madness event. It was noted that the YP's are listed as under 40 years old group but that is just the guideline and they have never turned anyone away.

FINANCE: Matt reported the Statement of Financial Position shows that we are holding in a strong position. The ERTC credit is a receivable that we are expecting and will significantly help our cash position. Liabilities are holding strong year over year. No questions on the statement of Financial Position. The Statement of Activities versus prior year overall is looking good. There is still some variation in events due to the changes we have made in timing and execution of events over the past two years due to covid. Overall revenue is consistent with last year, with just a slight reduction in revenue and an increase in salaries and benefits. No questions on Statement of Activities. Statement of Activities versus budget is showing that we are keeping on budget really well. We are halfway through the year. Motion to accept financial statements by Josh Howell, seconded by Mike Wheeland. Motion carried.

MEMBERSHIP: Lisa McLaughlin reported that there were 8 new members and 17 dropped members. The retention rate is 97.84%. New members are WYML public radio, Cantina 52, Tropic Tan Co., KAP Roofing, The Pearl of Crystal Lake senior living facility, Constructive Insurance (Mary Schepp), Equip Studios (does internal training, development, and culture training), and 4C community coordinated childcare. Motion to accept membership by Stacy and seconded by Eric Beier. Motion carried.

CHAIRMAN'S REPORT: Randy asked about how the board calls are going? He had a call where he discovered that the president of the company had passed away and how important it is to make the calls and get that updated information. Linked in was recommended by Scott McKeever and is a great method. Texting can be a good method as well. Bill noted that the Board is part of a team that reaches out to the membership during various points of their year. The Ambassadors and Presidents council reach out as well. As a team we try to reach out to the members a few months into their year, at the halfway point, and a few months before renewal. It is a struggle to reach people. People do not like to answer their phones anymore. Ambassadors have gotten some good responses through email and texting as well. Bill noted that if you see someone on the list that is a personal contact of yours, please feel free to reach out to them.

PRESIDENT'S REPORT: Bill Eich reported that we are excited to be having the State of the Community next week at D'Andrea Banquets. We do know they are closing. We hope it is not a permanent closure. We have a state of the community booklet that all the taxing bodies provide information that goes into it. Haig and the Village President of Lakewood will be speaking. It will be nice to be in person. The schools provided information that Bill will be relaying to everyone during his speech. The city and taxing bodies have done a great job keeping things moving during the pandemic and it will be a good program. Please join us, registration is open until noon today. We are currently at 139 registered participants. Tables will be socially distanced. Leaders in Action started yesterday. There are 8 speakers speaking on different topics pertaining to leadership and sales. It is a good variety and is geared towards many different businesses. There are 32 participants registered and we are holding the event at the Community Foundation. Donna is leaving the Chamber and going to the Community Foundation. She will be the Assistant Director of Development and will still be the Spanish interpreter for NISRA. Today is her last day at the Chamber and we wish her well and will miss her. Kristin Parkin will be stepping into the role of Community and Event Coordinator. There are advertising opportunities available for our community guide which is coming out in March. The community guide is a great tool for reaching out to potential new members. We are changing the community guide this year and sectioning it according to types of businesses to make it more user friendly. The GEMS luncheon is coming up in April and the Annual Dinner is tentatively set for May 19th. We are moving back to a more traditional events schedule that will make it easier for the staff to focus on the individual events and not have them all so close together. Kathy thanked Donna for all her help with the Ambassadors.

ITEMS FOR BOARD CONSIDERATION: The office Max Contact on the board call list is Phil not Mary. The Raue Center contact is now Meredith. WEW has 56 women coming to the next meeting. Kathy noted that policy and bylaws need to be updated to include WEW as a new division. Randy and Bill noted that it is in process.

UPCOMING EVENTS: Donna noted that Business Builders will be February 10th and Jake from the Wizard Marketing. He was highly recommended, and it should be a great event. We will be ordering Georgio's pizza also. We will also have the zoom option available. Donna said thank you for all your support and it is not goodbye it is see you later.

HEARD AROUND TOWN: Doug McAlister is the new president of the Barrington Chamber Board.

ADJOURN: The meeting adjourned at 8:35 am on a motion by Cameron Hubbard and seconded by Stacy Brown. Motion passed.