

**Crystal Lake Chamber of Commerce**  
**Board of Directors Minutes – March 25, 2022 7:30am**  
**Crystal Lake Chamber of Commerce Boardroom/Virtual Zoom**

**PRESENT:** Eric Beier, Leslie Blake (Zoom), Gary Bonick, Stacy Brown, Pierre Garcia, Dawn Gilman, Trent Gordon (Zoom), Scott McKeever, Kathy Powell, Kelly Roewer, Catie Schmit (Zoom), Randy Smith, Tim Urban (Zoom), Mike Wheeland, and staff members Bill Eich, Wendy Pratola, Nick Kubiak, Kristin Parkin, and guests Heather Maieritsch and Haig Haleblian.

**ABSENT:** Matt Horist, Cameron Hubbard, Josh Howell, Suha Hossain, Ken Pringle

**CALL TO ORDER:** 7:38 AM

**CITY OF CRYSTAL LAKE/MAYORS REPORT:** Heather reported that with the weather changing construction season is beginning. Some of the projects that are starting or underway are the two roundabouts going in by exchange that will be starting this summer, the light at 176 to help traffic flow, random spots downtown and around town that will be happening throughout the season, and finally a state project will be happening on Route 14 between Crystal Lake Ave and COG circle. They will be replacing sidewalk ramps initially in April, May, and June and then resurfacing the road between June and August in small sections. Edge fitness will be opening April 7, and it is a nice facility with children's area, cycling cinema, treadmill cinema, and a lot of great areas and classes. It was noted that the roundabouts take a long time to make so it was suggested to take different routes during the construction. The city is working with businesses to keep their outdoor dining areas and make those areas permanent. There will be eleven businesses that will be adding or keeping outdoor dining components. The dining areas will be in the public easement area. The city feels it will be a great addition to the community and help liven up the downtown area. The old gas station on fourteen and Dole has been cited on a few items that need to be addressed and the city is trying to speed up that development. Haig noted that the city had their annual budget meeting last week and it was a great meeting and very enlightening. The finance department has done a great job and the city is financially strong. The city is planning to purchase the Metra station and depot park. From Grant Street to Depot Park. The city may be putting a rooftop shelter out there for dining to tie the north and south downtown areas. There is also discussion about taking railroad street and making it a public area and shutting it down from time to time to allow pedestrian traffic and entertainment events.

**CONSENT AGENDA:** Wendy noted that Kelly attended last month's meeting via zoom and the minutes have been changed to reflect that. Motion to accept by Catie Schmit, seconded by Dawn Gilman, and motion carried.

**DIVISION REPORTS:** Stacy reported that WEW is doing well attendance wise. The last meeting had forty participants and they have forty-five at the upcoming meeting. They have not missed a meeting even during the pandemic. It continues to be a nice training ground for Chamber membership. The group has been moving along well and we have great content at the meetings and are a good value for your time. The meetings are open to all. They are looking to possibly having a scramble in June. WEW Nominated Sherry McGowan from Visiting Angels for PICA. Motion to accept the PICA nomination by Kelly Roewer and seconded by Gary Bonick. Motion passed.

**FINANCE:** Wendy reported on the financials for Matt in Matt's absence. Wendy reported that the Statement of Financial Position shows that the Chamber has a significant jump in checking and savings due to the employee retention credits that were applied for last year finally arriving. This has made things a lot more comfortable all the way around. The money was put in as a receivable in last fiscal year all except for about \$1700 which was receivable in this year. Our position is strong right now. The money that had been borrowed from the money market account in winter has been replaced and our operating account is good. A question was asked about the big jump in liabilities from last year. AR is showing a lot higher than last year due to a change in growth zone and the way the invoices are run. In the past our monthly invoices were created the same day they were run (autopay invoices) now they are running them 30 days ahead of the payment like the yearly ones so that is making the AR look higher. The Statement of Activities shows that we are still behind last year in dues income but overall, we have been managing our expenses well which has kept us pretty even. We are showing a net income right now. Some of our expenses have gone up over last year on the events side because we are having more events and having events, we could not have last year. Building and office expenses and operating expenses we have lowered significantly, and some are less than half of last year. A question was asked about what the connect 300 and 425 descriptions are. Wendy explained that those are the dues levels broken out by level. Someone had asked to see the breakouts a few months ago so Wendy has adjusted the reports to show that breakdown each month of all the levels. Most of the enhanced memberships for this fiscal year have paid, we just have a few small elevate memberships left to renew. Motion to accept financial statements by Mike Wheeland, seconded by Scott McKeever. Motion carried.

**MEMBERSHIP:** Bill Eich reported for Lisa Mclaughlin who is on vacation. It has been a really good month. Bill reported that there were sixteen new/rejoined members, two reactivated members for a total of eighteen. These are a combination of diligently reaching out to people and the upcoming community guide. The new, rejoined, and reactivated members are as follows: ABC School of Cosmetology, Barbering, Esthetics and Nail Tech, Aloha Restoration, Avanti Salon and spa, C & R Roof Restoration, Children's Neuroblastoma

Foundation, Firewagon Hockey DBA Crystal Ice House, Senators Don DeWitte and Craig Wilcox, Kavanaugh home finders, Mendez Landscaping and Brick Paving, MKL intentional growth, Prominent real estate services, Remax Plaza, Sushi U, Tasty Bistro, and TLC Massage and Spa. Crown Restroom and Arrow Septic reactivated. They were bought by another company and had dropped, and Wendy reached out to them and convinced them to come back. We have nine dropped members. The retention rate is 98.84%. It was asked if the politicians stay or are they transient. Wendy noted that Suzanne Ness has been a member for a number of years. Wendy noted that it is encouraging to see how many of the new members this month are actually rejoins that we are starting to see come back. Bill had created a list of everyone that had left the chamber from a year before he came aboard thru the pandemic and the Chamber has reached out to them. Wendy noted that we are finally up members in this fiscal year from when we started in July. Motion to accept membership by Stacy Brown and seconded by Scott McKeever. Motion carried.

**CHAIRMAN'S REPORT:** Randy asked if there was any feedback on last month's call list. Randy noted that it is important to engage the members and build relationships with the membership. Randy encourages the board to try new methods to reach out to them weather it be social media, email, phone, or text.

**PRESIDENT'S REPORT:** Bill Eich reported that the Chamber is trying to schedule a PICA award with Erin McElroy, and they are trying to combine it with the Dole anniversary. Patti Lutz suggested to have it at the Annual Dinner instead to keep the mixer for the anniversary separate. Mixer season has started, and we have a busy season coming. Bill appreciated everyone that was able to come to the Northern Illinois Recovery Center mixer. The parking was an adventure. There was a great turnout, and it was a beautiful facility. Bill wanted to thank Leslie for speaking at Leaders in Action. They mixed it up a bit this year, added a couple of speakers, made sure they covered a variety of different industries, and really enhanced the program. It was very nice to have it at the Foundation also. The feedback from the attendees has been good. The variety in speakers and personalities and content was good quality. The committee and chamber needs to do a much better job of marketing the event next year and get the information out there sooner. Dawn asked if there was video testimonial from participants. Randy said that the event was videoed, and they can pull some video out of that. Dawn suggested that video testimonial be included next year. Randy agreed it was a great idea. Bill noted that Mainstay has approached us to have one of the classes at their facility next year. Stacy noted that video is a great idea and that people want to see video and will be good for marketing. Randy feels it is a great program for the chamber money wise and is a great benefit for the membership. Not using zoom was a big improvement. Kathy feels that we should ask the attendees who they think might benefit from the program next year as well as going back to the companies and asking the employees what they got out of it and asking the businesses if they will send someone next year. Bill noted that we did not have the open Q and A this year as the last session but built it in for a few minutes at the end of each week and it was more productive. The Community Guide final draft went out last week and is being printed. It should be distributed soon to 60014 and hopefully 60012 also. There will be copies available here also. It will be 126 pages and the content is more relevant with sections that are easier to read and find what you need. We will have copies available around town at the library, park district, city building, and at some bank branches and hotels. The GEMS luncheon will be April 21 at Boulder Ridge. There will be four recipients. It is a great fundraiser for the Foundation. The Foundation uses the funds for their scholarships. The Foundation has been expanding its scholarship program and are partnering with MCC for at least one of the scholarships they give. Friday April 22 will be our springboard meeting at the Community Foundation after the board meeting. There will be short board meeting and then the springboard will go until 11:30 or noon. Bill will be sending out a questionnaire to get some topics and make sure voices are heard. Please plan to attend. Community Clean Up will be at the Chamber. 8:30am registration with coffee, donuts, and cocoa. If you have over eight people, please register online. Afterwards we will be hosting a luncheon with hotdogs, chips, and beverages. Julie Ann's will be here. We will also have a shredding truck and prescription take back. The Annual Dinner will be May 19 at The Dole. The theme will be art deco 20's and there will be four food stations provided by different local restaurants. It should be a lot of fun. The golf league starts in May at Red Tail. The golf outing will be at the Crystal Lake Country Club the last Monday in June. We are opening a few smaller priced sponsorships for our contests this year to include some smaller businesses. We are opening up hole sponsorships to the Chamber network groups to encourage recruitment and provide additional entertainment for our golfers as well as let people get to know our network groups. We are capping the golf outing at 120 participants. Registration will be opening soon. The EXPO will be at Three Oaks on October 1. The parade is going to have some new acts this year including mariachi band, stilt walker, juggler, and Volo Auto Museum classic cars. We are giving up the South Shore Drill team because they are overpriced, and we were not happy with the performance last year. The activity with membership and former members that are coming back is encouraging. The mixers are starting to get busy. We have two mixers for April and May so far, but a lot of mixers scheduled for June. We are looking at possibly hosting a Cinco De Mayo mixer. We also offered having a home-based business host a mixer at the Chamber.

**ITEMS FOR BOARD CONSIDERATION:** Gary informed the Board that the Board Member Nomination Committee will have a slate of names to present at the next meeting. He also mentioned that many board members have not attended a springboard, since we have not had one since 2019, and that it is a great opportunity to pave the path for the future. Please plan to attend and bring ideas. It is ok to beg borrow and steal what you see happening around the area also. Randy noted that we have good engagement but not great. We need to increase engagement and he is looking forward to the ideas that will be brought to the springboard. Kathy asked if there will be a facilitator for the springboard. Bill said they are looking for one. Bill let the Board know that Wendy has been working with each of the

event committees diligently to shape an accurate budget for the coming year. Randy noted that costs are going up and that those will be reflected in the budget and that we really need to look at each of our events.

**UPCOMING EVENTS:** Kristin reported that the Plymouth title mixer is on April 5. There is a Ribbon Cutting at Caravel Autism Health on April 13 they will be serving refreshments. April 28<sup>th</sup> there is a ribbon cutting at Chick Fil A for the new ownership. They will be serving refreshments also.

**HEARD AROUND TOWN:** A few of the local charities are selling tickets for Rockin' the Hill. Sammy Hagar will be playing along with the lead singer from Boston. It is a great venue, and it will be a great show.

**ADJOURN:** The meeting adjourned at 8:51 am on a motion by Kelly Roewer and seconded by Dawn Gilman. Motion passed.