

**Crystal Lake Chamber of Commerce**  
**Board of Directors Minutes – July 22, 2022 7:30am**  
**Crystal Lake Chamber of Commerce Boardroom/Virtual Zoom**

**PRESENT:** Eric Beier, Leslie Blake, Gary Bonick, Stacy Brown, Suha Hossain (Zoom), Josh Howell, Cameron Hubbard, Lisa Karlov, Jeff Lord, Kathryn Martens, Katie O'Neill, Ken Pringle, Catie Schmit, Randy Smith, Samantha Wagner, Mike Wheeland, and staff members Bill Eich, Wendy Pratola, Nick Kubiak, Kristin Parkin, and guest Dawn Gilman.

**ABSENT:** Pierre Garcia, Matt Horist, Scott McKeever, Grace Todd and Heather M. and Mayor Haig from the Cit of Crystal Lake

**CALL TO ORDER:** 7:32 AM by Ken Pringle

**CITY OF CRYSTAL LAKE/MAYORS REPORT:** Heather was not able to attend the meeting. Cameron Hubbard spoke on behalf. The city council approved Water's Edge development and has been rezoned and will be moving along and break ground within the year. There will be grocer, restaurants, a possible hotel, and 150-200 units for mixed use living. Water's Edge is going where Walmart used to be.

**CONSENT AGENDA:** Motion to accept by Gary Bonick, seconded by Randy Smith, and motion carried.

**DIVISION REPORTS:** Ken would like to move division information to the end of the meeting.

**FINANCE:** Lisa thanked Matt for helping the transition be easy. Lisa presented the financial reports. Year over year we are down about 4K but it is maintained. Current cash is 180K with 143K restricted with 38K free flowing cash. The statement of activities versus prior shows it is a better year, which is expected coming out of covid. We ended the year with 12K of profit. Golf outing profit came in at 20K which is the highest ever profit the Chamber has had for that event. We had a lot of interest in sponsorship this year, much higher than past years. Activities vs Budget shows that the anticipated loss was 11K and we ended up being a positive 12K so that is a positive swing of over 20K. Congratulations to Bill and the Team. There was no government money this year, so it was a clean year. There was also no EXPO this year. Income was higher than expected and we managed expenses well. No questions on the reports. Lisa recommended we pull trend information and look at where we were pre-pandemic when doing planning. Finance committee will be reviewing policies and make any adjustments as needed this quarter, Wendy will be working on the review, and Lisa will be working on transitioning into the role. Ken requested that anyone who would like a better understanding of reading financials please speak up. Gary recommended a side session to go over reading financials. Lisa will set that up. Lisa encourages everyone to come to that and to provide feedback. Leslie recommended a notes section to explain variances. Ken would like to look at all the activities we hold as a Chamber and see if there are ways to improve or enhance them. Katie would like it made clear what our goals are financially when we do our strategic planning. Motion to approve the financials by Mike Wheeland and seconded by Stacy Brown. Motion Carried.

**MEMBERSHIP:** Bill reported that everyone should have received a second sheet this morning from Wendy with updated membership totals. The Chamber had a few new members that joined in the last day or so and wanted them to be included for the meeting. We have 10 new members, two reactivated, and 7 dropped members this month. New members voted in are 2 Froggy Jumps LLC Party Rentals, Allstate Rebecca Wesolowicz, Citizens for Amin Karim, Laser Pro Co, Mario's Mexican Restaurant, Mos Web Design, LLC, RAES, Inc., RLC Media, State Farm Daniel Arzola, Volo Museum, Two Men and A Truck reactivated, and Lou Malnati's Pizza reactivated. Dropped members are World Market, Papa Savario's Pizza, Kristine Ensor Writing, Old Town Hall, American Solutions for Business, Bull Valley Ford, and Northwestern Sunrooms. Ken asked Bill to reach out to all new members and that the board needs to focus on making sure they all feel welcome and that we are a resource to them. Randy would like the new members added to a call list, Mike let Randy know that President's Council reaches out to all new members. Bill let the board know that when the membership report is generated a week before the meeting it cuts off all new members that join within that time and that the Chamber is trying to include those people going forward so they do not have to wait another month to be approved and so the board is aware that they are new members, which is why there was a second report handed out. It is a timing issue that the Chamber is looking to fix. Drew thanked Ken for introducing him to the Air Force and they are working to put together a membership for them. Drew was able to connect some new members to some existing members to form business relationships this month. He is also working on changing the mindset of businesses in the community with regards to the Chamber. He has been focusing on bringing back dropped members and he feels that those are the ones with the tainted mindset that we need to focus on. The new members that Drew is bringing in already are excited to be there so all we need to do with them is maintain that enthusiasm. PNC and Edge fitness are pending new members that are waiting on approval from corporate offices. Laser Pro has already referred someone. We are looking for good new members who will share their good experiences. The key is education. There is such a thing as a bad member. It only takes one to taint many. Lisa requested history on previous years membership numbers. The board discussed membership trends and Wendy informed the board that there were a few months where the Chamber had membership purges and the average drop number is 5 per month with or without covid. Wendy will provide history reports at the next meeting. The numbers will help with planning. Motion to accept the Membership Report by Leslie Blake and Seconded by Randy Smith. Motion Carried

**CHAIRMAN'S REPORT:** Ken would like all board members to update their board packets with the new information Wendy provided. Ken asked that if there is someone that you would like to not talk to or someone who you have a close connection with, please let the Chamber know so they can make the switch. Please make the calls before the next meeting. The script you can use as a guideline is included in the packets. Please use your own style. Gary asked about an email template and Bill noted that he is working on that. At the end of the meeting Ken would like to make sure that everyone knows what everyone else in the board does and the board will be doing an activity to get to know each other. Ken would like the board to do some strategic planning for the future. Ken would like everyone who is speaking to cap their time to keep the meetings to the one-hour limit going forward. The date for the Springboard is August 31<sup>st</sup> and it will be from 1:30 - 4:30 at the Community Foundation building. We are trying to get a facilitator. Stacy Brown knows a facilitator at the Community Foundation, and she will send that contact to Ken. Ken will be putting off the division assignments and everyone will get an email. The descriptions and duties for the divisions are in the packet.

**PRESIDENT'S REPORT:** Bill Eich reported that the Chamber has been sending emails out reintroducing programs and educating members on the benefits that will help them. We have a member-to-member discount program called member deals. The goal is to create a community where we all support each other. Members and their employees are all able to use the member deals. We are encouraging people to use the Chamber app and we have added a membership card to the app that they can show to get the member deals. The digital card is the best way to have a membership card because they must be an active member to access the app and membership card to receive the deals. We updated the website to highlight benefits, including group insurance, which will be active soon. We will send out marketing for it. We have tried to make the site more user friendly for people to find what people are looking for. Drew has been out visiting businesses every day and getting feedback from past member, current members, s as well as new businesses. Bill is still doing weekly video segments with members showcasing their businesses through the videos and posting them to our media. This is also a great opportunity to get face to face time with our members and get feedback from them as well. The Golf Classic made the highest profit it has ever earned. 4 years ago, the profit was only 12,500K and we made over 20K this year. We had a much larger parade this year also. We even had a surprise act show up that we did not know about with the Army marching band. There were 272 units total moving down the street including all the vehicles and the parade was 2.5 hours long. We changed the Marine corps entry and asked them not to do the Pledge of Allegiance every 50 feet this year. We are adding a family fun event in September, a mini golf classic. Marketing is out for that event. We received a full list of Crystal Lake businesses as well as Woodstock, Algonquin, and McHenry lists from the library that we will be using for marketing. We are updating our marketing materials including photos.

**ITEMS FOR BOARD CONSIDERATION:** Kelly Roewer has resigned from the board and Chris Slack has been nominated to replace her in the Home State Bank slot. Motion to approve Chris Slack to take Kelly Roewer's chair by Josh Howell and seconded by Stacy Brown. Motion carried. Chris Slack will be appointed to a one-year term starting today. One-year positions are not elected but appointed. Grace's election was unanimous yes so, she is approved as well.

**UPCOMING EVENTS:** Kristin reported that First Institute will be having a 40-year Anniversary party on August 16 from 5-8 at Hickory Hall. NISRA is having a multi-Chamber ribbon cutting and mixer on August 23<sup>rd</sup> from 4:30-7 in Huntley. The other items are all listed on the event sheet. The out to lunch event at Pub 47 went well, it was smaller, but the networking was good.

**HEARD AROUND TOWN** – Lisa noted that the MCYSA Ribbon Cutting yesterday was great. Lisa gave a shout out to Wendy for managing 150 teenage boys and getting them to take a big group photo. Bill noted that Mayor Haig threw out the first pitch. Wendy noted that it was an impressive event, and had a nice ceremony and fireworks. Stacy complimented Nick on his reels that he has posted recently (videos).

**ADJOURN:** The meeting adjourned at 8:38am on a motion by Gary Bonick and seconded by Stacy Brown. Motion passed.