

Crystal Lake Chamber of Commerce
Board of Directors Minutes – August 26, 2022 7:30am
Crystal Lake Chamber of Commerce Boardroom

PRESENT: Eric Beier, Leslie Blake, Gary Bonick, Stacy Brown, Josh Howell, Cameron Hubbard, Lisa Karlov, Kathryn Martens, Scott McKeever, Katie O’Neill, Ken Pringle, Catie Schmit, Chris Slack, Randy Smith, Grace Todd, Samantha Wagner, Mike Wheeland, and staff members Bill Eich, Wendy Pratola, Nick Kubiak, Kristin Parkin, and guests Mike Splitt, Heather Maieristch, and Mayor Haig Haleblan.

ABSENT: Pierre Garcia, Matt Horist, Suha Hossain, Jeff Lord

CALL TO ORDER: 7:32 AM by Ken Pringle

CITY OF CRYSTAL LAKE/MAYORS REPORT: Heather reported that Northwest Highway will be completed by mid to late September. Route 176 and Main project will be done by end of fall. New businesses coming are Ollie’s, Crumbl Cookies, a second Dollar Tree location in Twin Ponds Marketplace, Soil and Spade, Rookies in the former Finn McCool’s space, Pots and Pies in the former Smoothology, a Banfield’s pet hospital, and 3 additional new tenants opening in January. Haig reported that Gary Mayerhofer will be retiring, and Eric Helm will be taking over his position. The city is also working on a possible pedestrian area on Railroad Street, lighting on Williams Street, and after the train property is purchased, there may be a gathering area and possible structure placed there.

CONSENT AGENDA: Kim noted that Drew Casaccio was not listed as present at the meeting and the word City was misspelled. Motion to accept by Catie Schmit, seconded by Cameron Hubbard, and motion carried.

DIVISION REPORTS: None

FINANCE: Lisa reported that the note on the bottom of the report shows restricted and unrestricted balances. Restricted amounts are referral groups and the board designated reserve. Of the 163K about 150K is restricted. That only leaves about 13K which is concerning. Cash is low. Lisa is getting a monthly budget. Expo registration is low which could potentially make us not hit budget and not be profitable for the year. Cash is a priority that we need to watch going forward. Lisa anticipates our profit will be needed to cover a projected increase in board reserve based on the 3 months of operating costs per the budget. Cash will be a concern if EXPO does not do well. The Chamber is reliant on certain events to be profitable. 10K of reserves can be released by the Finance Committee, anything over 10K requires full board approval. Lisa will ask the reviewer and research on the change in assets compared to last year. It was suggested to analyze staff time for events. Finance will be looking at events in 3 months increments. It was requested to add a cash flow report. The trend of EXPO’s have become obsolete over the past several years, so we are making it more of a family and community event. Bill noted that we had no EXPO last year, we also have streamlined expenses and we are adding other events to offset any losses including the mini golf event and the Community Map. Ken would like to have groups to go through each event for the next year. Drew noted that since we brought the cost down to a more affordable rate, he is selling booths by mentioning the entertainment, the live broadcast from 21.6, and just talking to people about the opportunity. Please talk to people about the event. Bill noted that we found out recently that Barrington Expo was \$225 and MCC is \$35. Ken mentioned looking at the model of the Farmer’s Market. Budget versus Actuals contains notes going forward and a variance. Membership fluctuates by months whereas the budget is a flat divided by 12. Budgeted Expenses are showing as high because some expenses are front loaded to the front of the year. Net loss is 15K. Motion to approve the financials by Stacy Brown and seconded by Eric Beier. Motion Carried.

MEMBERSHIP: Last two months we have had 32 new members. There were 16 new members and 13 dropped members. Retention Rate was 98.10%. Many of the dropped members were businesses that closed. We are also seeing some realtors dropping as the market slows down. New members were as follows: 21.6 The Net, Aflac, Anytime Fitness, Country Financial – CJ Frank, Bill Foster for Congress, Edward Jones Investments – Katie Wresch, Freedom Equity Group – Isabel Rivera, GDM Verizon, In Touch Counseling Center, Mental Health Resource League of McHenry, County, Mindful TMS Neurocare, Northwest Property Management, Pure Sweat Basketball, State Farm (Yeverino) Turnberry Country Club, USAF and US Space Force. Wendy put 5 years of membership numbers lookback in the reports. Drew reported that he is working on some larger accounts including Edge Fitness and PNC Bank. Some of the larger accounts have hoops to jump through because they are corporate accounts. Nick and Drew revamped the workshop, and they are getting great feedback and they are getting higher attendance numbers. Drew is getting a lot of positive feedback in the community. Motion to accept the Membership Report by Leslie Blake and Seconded by Randy Smith. Motion Carried

CHAIRMAN’S REPORT: Ken asked if everyone was able to access the google docs for the board call list. Ken is requesting a blank list to be sent out so that people can sign up for who they want. After a week assign people. The script from the packet is the recommended board script, the board list is members who are renewing 2 months from now and it is a check up to see how they are doing. Samantha asked about procedures. It was noted that you can use email, linked in, text, or phone. Staff are working on going through each member and updating information. Any questions about membership should be referred to Drew.

PRESIDENT'S REPORT: Bill Eich reported that the staff obtained a list of all businesses in the Crystal Lake area as well as the bordering towns and we are doing a mass mailing to those businesses. We are updating the website and membership guides to reflect the new pricing. We have a new phone system. We are offering free Members in Motion seats to the Board Members on September 21. It is a great opportunity to meet members. We are working with the Chamber Foundation on a few new projects. We have 4 members on the EXPO committee.

ITEMS FOR BOARD CONSIDERATION: None

UPCOMING EVENTS: Please see the events sheet attached. There is a Clarity ribbon cutting with Huntly and Crystal Lake to celebrate their 2-year anniversary. Everything else is on the sheet. The volo event is a ribbon cutting and mixer.

HEARD AROUND TOWN – October 8 and 9 at Boone County Fair Grounds the Mental Health Resource League is having a pie booth.

ADJOURN: The meeting adjourned at 8:42am on a motion by Gary Bonick and seconded by Stacy Brown. Motion passed.