

Crystal Lake Chamber of Commerce
Board of Directors Minutes – November 18, 2022, 7:30am
Crystal Lake Chamber of Commerce Boardroom

PRESENT: Eric Beier, Leslie Blake, Gary Bonick, Stacy Brown (zoom) Pierre Garcia, Matt Horist, Josh Howell, Cameron Hubbard, Lisa Karlov, Jeff Lord(zoom), Kathryn Martens, Scott McKeever, Katie O’Neill, Ken Pringle, Chris Slack, Randy Smith, Grace Todd, Mike Wheeland, and staff members Wendy Pratola (zoom), Randy Leggee, Drew Casaccio, Nick Kubiak, Kristin Parkin, and guests Heather Maieristch, and Mayor Haig Haleblan. Samantha Wagner arrived late.

ABSENT: Catie Schmit

CALL TO ORDER: 7:35 AM by Ken Pringle. Ken welcomed Randy Leggee.

CITY OF CRYSTAL LAKE/MAYORS REPORT: Heather reported that the weather changes are impacting projects, but some are still able to move forward. 95 Crystal Lake Avenue and Redwood are still moving forward despite the weather. The Northwest Health fitness facility is closing January 1 and they are working with a broker to get a user for the space. Cardinal Health is closing but the city is excited to share that another company is buying the building and keeping the employees and the equipment and plans to add additional employees in the future. Some other projects opening this coming year will be The Valvoline oil change store, Wing Stop, Guzman E Gomez, Wendy’s, the Dispensary in the old Culvers, and Summer Moon Coffee. La Rosita Grocery store will be moving to the old TJ Maxx space by savers.

CONSENT AGENDA: Kathryn Martens noted that the start and stop times for the executive session need to be noted. They went into Executive Session at 8:35am and finished at 9:10am. Motion to approve revised Minutes of the October 28, 2022, Board Meeting by Randy Smith, seconded by Mike Wheeland, motion carried.

DIVISION REPORTS:

Ambassadors: Kathryn reported that the invitations to the ambassadors and board holiday luncheon went out yesterday and she hopes to see everyone there. It is at the Crystal Lake Country Club. The ambassadors use Chamber member venues and get several quotes. It is a fun time and there is a team building activity. It is a nice way to have the ambassadors and board meet at a venue outside of the Chamber and get to know one another. The Charity they will be collecting for this year is the Senior Care Volunteer Network. Aside from planning this event, the ambassadors have been focusing on attending the many ribbon cuttings there have been lately as well as a few after hours mixers.

YP’s: Jeff Lord reported that the Young Professionals reported that they are seeing a wide variety of age ranges and good involvement since the age restriction was removed from the group. The Young Professionals will be having their last event for this calendar year today serving at the food pantry from 3-5pm and will be heading to Dukes afterwards for a holiday gathering at 5:30pm. The Young Professionals will be resuming in January and are planning a leadership meeting in the next quarter. Shout out to everyone who helped with the Axe throwing event. It was a great event. The current membership is 25. Special thanks to Nick and Drew for drawing a lot of attention to the Young Professionals group and all the groups.

LIA: Samantha Wagner reported that all speakers are lined up for Leaders in Action and are collecting head shots and bios currently. The location is set as well. The dates are set as 2/2 to 3/16 – 7 weeks.

Community Svc: Eric reported that that he has no updates since the last meeting. Eric’s first event is The Community Clean Up which will be on Earth Day in April.

Business Development: Josh thanked Wendy for providing all the spreadsheets and historical numbers. Josh reported that retention is easy to calculate, but it is different than renewal rates. The new differentiations between the levels that Wendy added to the reports recently really help determine the financial impact of drops versus new members. These are new changes though so there is no historical data that we can use to look back to really see the previous year’s trends. The year-over-year retention has been in the ninety’s but it takes new members into account and does not show that our renewal rate is only 83 percent. Membership is our largest revenue stream so continued analysis is needed. Ken would like to see committees relating to marketing and public relations. Ken noted that there is currently no vice chair for the Member Benefits division. Ken requested a volunteer. Lisa nominated Chris Slack. Chris Slack has agreed to be the Vice Chair of the Member Benefits Division. Lisa asked what the next steps are for membership. Josh suggested a renewal rate (i.e., twenty members billed eleven paid percentage of renewed).

FINANCE: Lisa reported that the Statement of Financial Position shows a breakout of restricted versus not restricted cash. The new president will be creating a budget variance over the next 30 days. The next finance committee meeting will be via Zoom in December. The Statement of Activities does not show the adjustment that is coming. The Chamber software billing billed July invoices which is this year’s revenue on June 1. So that put 13 months of revenue into last year. This revenue will be adjusted back into this fiscal year this month and you will see the changes next month. This did not affect the tax documents because they are reported in cash. Activity versus budget does not show anything alarming Kudos to the staff for keeping expenses in line and

watching the financial health of the organization. Next month there will be a variance to look at. The review and 990 are in your packet to be reviewed and will need to be voted on next month. Please note that the documents still have Bill Eich's name listed and that will be changed. Motion to approve the October 2022 financial statements presented in the packet by Matt Horist and seconded by Mike Wheeland. Motion Carried.

MEMBERSHIP: Drew reported that we have some members that moved out of the area, some that requested to drop due to financial status. Pho Royal and their other three locations LT Nails, LT Spa, and Presotea, were all being dropped for non-payment. Drew met with the owner and was able to save the restaurant – Pho Royal and we may be able to bring the other locations back later. Heady Cup Coffee Roasters is a new roaster in the area. A new Chiropractor is coming in. We got a new enhanced membership with Insperty benefits and HR company. El Burrito has come back so hopefully they are doing a little better and we will be doing our next out to lunch there. Our membership workshop is a great way to re-ignite spirit and help with retention. Please recommend it to everyone you see. Our last workshop had twelve attendees. It is a funnel to help get people involved. Nick noted that people are saying they are making valuable connections. The bigger accounts are harder to keep when they are corporate. A question was raised why dropped and reactivated are shown on the report when it is the same month. Wendy noted that the only time that a dropped person will show on both reports is if they were dropped in the system and then they reactivated and paid for their reactivation in the same month. If they are 90 days past due and they are dropped, then contact us and ask us to come back and they will show up that way on the report. They have dropped as of November, but they will need to be approved again in the membership report so their restart date will not be until December 1. For instance, Pho Royal was 90 days past due on their monthly payments. We lost the revenue from those 3 months and dropped them as of November 1. When they rejoined, we did not get that lost revenue back, they are joining as a new start date with monthly payments starting as of a December 1 start date. They still get benefits when they are 30,60, and 90 days late. They get a 30-day letter, a 60-day letter, and a 90-day letter with 10 days to pay. If they do not pay by then they are dropped. Ken asked if the amount listed on the dropped members is the remainder of their year membership. Wendy let the board know that it is the amount that is being written off in open invoices only. A question was raised whether the full year membership is put in advance for the monthly paying members. It is not. It is put in monthly. Wendy noted that monthly paying customers get up charged a small amount per month. Declined credit cards are supposed to incur a bounce fee but it is hard to enforce. If an account is in arrears a by few months due to expired or declined credit card, the member that provides the new card will either pay the entire amount that is in arrears all at once, or if they need to break it up Wendy will make an arrangement to break it up over the remainder of the year for them. Monthly paying customers are signing up for the entire year. If they quit before the year is up, they technically owe us the entire year still. We are not enforcing it currently. A committee will discuss membership options later. Motion to approve the membership report for October 2022 by Leslie Blake and seconded by Lisa Karlov, motion carried.

CHAIRMAN'S REPORT: Ken reported that everyone should have received the board call list. There are names missing on the list. Everyone gets a chance to put their name by people you want to call. Any left blank will be filled in next Tuesday. Please make your calls. Ken thanked anyone who has been a part of any of the committees that have been formed since springboard. Ken wanted to personally thank Catie Schmit and Jeff Lord for being on the oversight committee. Ken thanked the president's committee – Mike Wheeland, Leslie Blake, Katie O'Neill, Chris Slack, Grace Todd, Jeff Lord, and Sam Wagner. Ken thanked Randy Smith, Sam Wagner, and Mike Wheeland for working on Leaders in Action. Ken noted that Sam Wagner has been a role model for involvement with the board of directors.

PRESIDENT'S REPORT: Randy is excited to be here. Randy is excited to work with the team. Randy thanked the board for putting their trust in him.

ITEMS FOR BOARD CONSIDERATION: Kathryn reminded that the board, ambassadors, and presidents council are doing the bell ringing for the salvation army from 9-5pm at the Jewel next Friday December 9. Randy Leggee noted that they he is helping organize the Community Harvest food drive for the food pantry at Walmart and there are a few openings from 1-3pm.

UPCOMING EVENTS: The event sheet has a QR code on it. Please sign up for text messages if you have not already.

HEARD AROUND TOWN – The Chamber got their new maps in. Please take a case if you would like to have some for your office. WEW is hosting a scramble in December on the 6th. There is a Turkey Trot at Lippold Park on Thanksgiving. Festival of Lights Parade will be on Friday at 7:00pm. The parade route changed, and the tree location changed to next to Santa's House. State of the Community Lunch will be February 3rd at 12pm.

ADJOURN: The meeting adjourned to executive session at 8:40 am on a motion by Lisa Karlov and seconded by Randy Smith. Motion passed. Executive session adjourned at 9:10am.