

**Crystal Lake Chamber of Commerce**  
**Board of Directors Minutes – September 23, 2022, 7:30am**  
**Crystal Lake Chamber of Commerce Boardroom**

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

**ABSENT:** Stacy Brown, Pierre Garcia, Matt Horist

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

**CITY OF CRYSTAL LAKE/MAYORS REPORT:** Heather reported there are a lot of new things on the horizon and the city is very excited about that. In the downtown, Rookies is opening in the former Finn McCool’s early 2023, Pots and Pies is opening in the former Smoothology at the end of 2022, and Soil and Spade will be opening on the outskirts of downtown early in 2023. Along NW Highway Ollies will be opening October 5<sup>th</sup> in the former HH Gregg. They are a wide mix of products similar to Big Lots or HOBO’s. Wing Stop will be opening by Conscious Cup. It will be a pick-up only location. Crumble Cookies is opening in December. Conscious Cup is opening a roasting and distribution facility. The Enclave, which is 95 Crystal Lake Avenue as well as Redwood over by Walmart will both be starting construction soon. The office building by Home State Bank that is being demolished will be a discount tire. Mayor Haig noted that Guzman E Gomez is under construction and Wendy’s will be going in next to it across the street from Freddy’s and Crumble Cookie and McAlister’s Deli. There is a survey that the mayor is encouraging everyone to participate in asking about ideas for the downtown area. Water’s Edge is still moving forward in a very positive direction. There are a lot of moving parts, and we want to get it right so please be patient.

**CONSENT AGENDA:** Motion to approve Minutes of the September 2022 Board Meeting by Cameron Hubbard, seconded by Grace Todd, motion carried.

**DIVISION REPORTS:** Eric Beier nominated Dr. Hoffman from Hoffman Orthodontics for the Q1 PICA Award for outstanding community service. Motion to accept the nomination by Randy Smith, seconded by Grace Todd, Motion Carried. Jeff Lord and Grace Todd reported that the YP’s are going to send out a link to try to get extra help for the Fall Showcase. Jeff Lord is the YP president. Jeff Lord reported that they are adding 3-4 new members. Nick noted that the YP’s are at about twenty-two in total in membership. The YP Group is growing, and Drew has been feeding them new members. Kim reported that the Ambassadors are trying to support the Chamber by attending all the events. They attended the PICA award yesterday for Visiting Angels as well as the Exemplar mixer.

**FINANCE:** Finance Committee met Wednesday and went over the 2021-2022 FY financial review with the reviewer, James Gomez from Tighe Cress and Orr. We made a few changes. We were not GAAP (General Accounting Practices) compliant in years past and we changed that so we will be going forward. We had been separating out the network group’s expenses and revenue on the statement of financial position and not accounting for it on the statement of activities. We are going to keep it in the statement of activities going forward so you will likely see higher revenue due to that next month. There was a golf outing expense that occurred after the end of year so they restated the financials to include that expense which you will see on the year end documents. The finance committee is discussing and evaluating cash versus accrual accounting.

The statement of financial position shows an increase in cash. The check for the parade reimbursement from the city was received. At the bottom of the report, you will see the footnote that shows the total available cash minus the board designated reserve and network group reserve. A footnote versus adding a sub account to designate the network group funds was discussed. It was suggested to add a note for the ERTC funds that were received in 2021. The statement of activities versus prior shows a significant difference in membership revenue and we will need to look into why because overall numbers are stable. Wendy noted that billing shifted by a month when GZ changed their billing format. Billings last year for August 1 were billed August 1. This year August 1 billings were billed July 1, so everything is shifted forward by a month and billings are hitting receivable a month earlier. This change will account for some of that. We will investigate how that change and monthly versus annual payments have affected the overall numbers. Drew noted that most of the people he has been signing prefer annual dues. It is noted that barbers are noted on the review but not on the financials. It was suggested that we account for barbers and donations as in kind in the financials. The finance committee will look into that. Kim asked if 2021 was cash and 2022 was accrual. Lisa noted that they are both accruals. Lisa noted that September is a three-payroll month. The statement of Budget Performance shows that EXPO and Members in Motion will generate a profit along with a reduction in payroll it should generate an overall profit. Finance will work on creating a more accurate forecast for the budget. Samantha asked how built-in sponsorships for events such as members in motion work. Wendy explained it. Lisa suggested that the committees need to lower expectations of profit to not draw down cash if the event is not as profitable and also to not rely so heavily on certain events and moreover if the event is worth having. We have a net income, which is good. The cashflow report shows how money comes in and out of the Chamber. Deferred revenues is the higher-level membership sponsored items that come in the next fiscal year. Wendy enters into deferred revenue only the items that overlap the fiscal year. Motion to approve the financial statements presented in the packet by Eric

Beier and seconded by Mike Wheeland. Motion Carried.

**MEMBERSHIP:** Joe and Dough and El Burrito are dropping for financial reasons. All Pro Plumbing never responded. Echelon is closing their business. Springs at Three Oaks did not respond. Drew is going after Kaledescoops again. New Members are Anna Muradian Century 21, Cannawerx, Justin Franzke, Inc., Kevin Kalbach Group Realty Executives Cornerstone, Rabine Mechanical, and Rookies All American Sports Pub and Grill. Drew talked about having the members be interviewed on the Chamber podcast and having that be part of their benefits. Samantha asked if members get letters or exit surveys. Wendy confirmed that we do. Drew goes in to visit many of these people also. Once a member is dropped into the system they are out of our website and do not get our publications, but they still get our constant contacts. Kim Martens noted that we need to make sure that we are providing value to the membership and that nonmembers should not get all the information the members get. Drew discussed the membership workshop. Jeff Lord noted that he attended the event, and it was very well done, there was a lot of networking at the event, and several people joined members in motion, YP's, and the Fall Showcase from the event. Jeff felt that the people who attended were very comfortable with each other and with the chamber staff by the end of the event. The program is running once a month currently. Samantha suggested videotaping it and putting it online. Drew and Nick are making short video clips of different benefits and they will be going over benefits on the podcast as well.

Renewals are listed at the bottom of the page. Ken would like to see the totals of new members each month. The board is going to look at the formula of how retention is calculated. Josh and Cameron are interested in evaluating membership. Lisa mentioned that we do not have a vice chair for that division currently. Kim noted that the organizational structure of the board needs to be discussed because we have divisions with no chairs and task forces, and they are all overlapping, and it is confusing. Randy is recommending that we take the discussion offline. Business Development, Community Services, and Member Benefits all need chairs. Motion to accept the Membership Report by Leslie Blake and Seconded by Randy Smith. Motion Carried.

**CHAIRMAN'S REPORT:** Ken mentioned the google sheet went out yesterday. You have a chance to choose names for one week, after that you will be assigned names. If anyone has any problems getting on to the google sheet, contact Wendy.

**CHAMBER REPORT:** Wendy noted that we are working on a podcast with a target start date of November. We were working on converting a portion of the lower level to a podcast room, but we have put that on the back burner for now and will be working with 216 for now. We are working on a Latino group, and we have a potential leader for the group. We are also looking at a LGBTQ+ group. We are working on a Crystal-Clear Connections group which would be a free network group similar to WEW. Target date for all of these is January. There are people interested in these groups. We are working on an ax throwing Halloween event with Spartan Ax throwing and Wendy will provide a budget as soon as pricing is available. Lisa let the Chamber staff know that the board needs to provide the staff with a pathway to get these items approved. Staff noted that all the events do not cost the chamber any money. Wendy noted that the Latino group has a line item and budgeted funds and has been there for several years. Ken mentioned that Maribel Lozano might be interested. Wendy feels that there is a large contingency of Latino business members in the community that are under-represented and would benefit from the group. Wendy informed the board that the community map is in process, it has not sold as well as we had hoped, but we will be getting a royalty from the map. Mark Solak has recommended selling the map with the community guide in the future. The Chamber would like clarification on the WEW group. Kim noted that the WEW group is listed as a division in the bylaws and was added to them in January as a division and now the bylaws need to be changed. YP's are also listed as a division. Samantha asked which groups were considered divisions. Samantha confirmed that WEW is not part of the Chamber anymore. She also said that WEW left because there was a problem with them being a free group. Samantha indicated that WEW might be interested in returning in the future. Wendy responded that there is no problem with WEW having a free group, but all members of WEW must be members of the Chamber and non-members may not attend after two meetings. The Chamber staff indicated they did not feel comfortable with being asked to market WEW meeting information and market the group since they are no longer part of the Chamber. Samantha said it is fine if they do not want to support the group. Leslie confirmed that it is not that the Chamber does not want to support the group but rather that they cannot support the group because they are not part of the chamber. Randy made a motion to table WEW discussion. Seconded by Leslie. Motion passed.

**ITEMS FOR BOARD CONSIDERATION:** None

**UPCOMING EVENTS:** Kristin noted that everything is on the sheet. The Woodstock mixer next week would be a great one to attend, they are giving Haig an award. We still need volunteers for the Fall Showcase for set up and take down. Samantha suggested opening it up to the entire membership.

**HEARD AROUND TOWN** – None

**ADJOURN:** The meeting adjourned at 9:20am on a motion by Leslie Blake and seconded by Randy Smith. Motion passed. by Leslie Blake and seconded by Randy Smith. Motion passed.