

**Crystal Lake Chamber of Commerce
Board of Directors Minutes
August 23, 2024
7:30 am
Chamber Boardroom**

Present: Eric Beier, Gary Bonick, Michael Buchanan, Cameron Hubbard, Leah Jackson, Dawn Kincaid, Andrea Marquez, Kathryn I. Martens (Secretary/Treasurer), Stacy Mason, Katie O’Neill, Ken Pringle, Chris Slack, Randy Smith, Karen Tobin, Tim Urban, Mike Wheeland; Heather Maieritsch, Economic Development Manager, City of Crystal Lake; Haig Haleblian, Mayor of Crystal Lake; Catherine Peterson, President/CEO; Nikki Paoletti, Staff Liaison/Recorder
Absent: Pierre Garcia, Lisa Karlov, and Grace Todd.

1. Call to Order

1.1. **Welcome.** The meeting was called to order at 7:31 by Chair Eric Beier.

1.2. **City of Crystal Lake.** Heather Maieritsch provided an update:

- Crystal Lake will be showcased in a few publications this fall – Heartland Real Estate, Crains Business, and BizNow. The City will also be a panelist at a BizNow event.
- The City of Crystal Lake will be attending the International Council of Shopping Centers (ICSC) event on September 10 in Chicago.
- New Businesses opening this fall – Orangetheory, Nothing Bundt Cakes, Daiso Store, Michaels, KD Market, and Sierra Trading.

Mayor Haleblian provided an update:

- A planter and a bench are being installed at the Brink Street Market.
- There will be chalk art area at the Johnny Appleseed Fest this year to bring more art to the downtown area.
- There will be a car show on September 1 in downtown Crystal Lake. Proceeds will go to Police charities. Cars and Caffeine is partnering with the Lions Club, Downtown Crystal Lake Association, and the Crystal Lake Chamber of Commerce to host this event.

2. Consent Agenda

2.1. **Minutes.** It was moved by Cameron Hubbard and seconded by Ken Pringle to approve the minutes of the July 26, 2024 Board meeting. All voted Aye. Motion carried.

3. Divisions

3.1. Finance.

3.1.1. **Financial Reports.** The Board reviewed the Balance Sheet as of 7/31/24; P&L for July 2024; Open Invoices as of 7/31/24; and the Financial Report as of 7/31/24. Networking Groups P&L as of 7/31/24 & Network Groups Balance Sheet as of 7/31/24 were also reviewed. The Finance Committee has asked that staff provide more detail on what portion of the Network Groups Balance Sheet belongs to each Network Group.

The reimbursement from the City for the Parade, on 7/7/24, has not yet been received. President Peterson has been in contact with the City. There was discussion about asking the City to provide the funds for certain expenses prior to the parade. Current process is that the Chamber has to provide the funds to pay for the Grand Marshall brunch and all paid acts on the day of the Parade. The City then reimburses the

Chamber at a later date. This is a challenge for the Chamber as it is the beginning of our fiscal year so cashflow is tight. In addition, overall, the Chamber has a very small budget with limited reserves.

It was moved by Tim Urban and seconded by Cameron Hubbard to accept the Financial Reports for the Chamber as of 7/31/24 and Network Groups as of 7/31/24 as presented. All voted Aye. Motion carried.

3.1.2 Proposal from Miller Verchota to conduct the FY 23/24 Review

It was moved by Chris Slack and seconded by Stacy Mason to approve the proposal from Miller Verchota to conduct the FY 23/24 Review as presented. All voted Aye. Motion carried.

3.2. Division Reports – Chair Beier asked that the Division Chairs send their written reports to staff for inclusion in the Board packet. This enhances communication and board meeting efficiency.

3.2.1. Ambassadors – Annual Dinner and Holiday Lunch committees have been chosen and are in the beginning stages of planning.

3.2.2. Young Professionals – Leah Jackson had nothing to report but said she heard the PICA went well at the Senior Care Volunteer Network.

3.2.3. Community Services

- EXPO – The EXPO has been moved to November 16th at the Holiday Inn. The committee will have a meeting today and more information will be available soon.
- Parade – There will be a debrief next week.
- Block Party – Need attendees and volunteers. Ken Pringle asked the Board to share on social media and help get the word out. All sponsorships are sold.

3.2.4 Member Benefits

- Monday Night Football has started and the mixer will be at Rookies on Tuesday, August 27. Directors, Ambassador and Presidents Council will be responsible for selling or purchasing a minimum of five.
- Golf Outing – Bid requests were sent to the Crystal Lake Country Club and the Boulder Ridge Country Club for the 2025 event.

3.2.5 Business Development – Cameron Hubbard is working to schedule a meeting with the board members assigned to his division.

3.3 Ad Hoc Committee – Pillars Update – Karen Tobin provided an overview of the process and the recommendations for the pillars: Advocacy, Leadership, Community, and Education. She asked that each director thoughtfully review the materials provided, provide input before the meeting in September, and be prepared to take action at the meeting in September.

4. President’s Report. Written report included in the packet.

5. Membership. President Peterson presented the Membership Report for the month of July 2024. There are 2 members that staff and the Finance Committee are recommending to the Board to drop due to lack of payment

It was moved by Katie O’Neill and seconded by Stacy Mason to approve the 10 new members listed on the July 2024 membership report: 1-Tom Plumber, Alpha Graphics, Florio’s Italian