



# CLARENDON HILLS CHAMBER OF COMMERCE MEETING MINUTES

February 17, 2021

**Meeting Called to Order at 9:00 am by Chamber President Derek Berg.**

**1. VILLAGE REPORT – Dan Ungerleider, Community Development Director**

Village has received interest in Tally's space by several parties. Dr. Hamel's office will receive permit for expansion. TIF money has been offered to the MyCroft Row development. 12 Units in development over retail space 500 sq. ft. to 1,200 sq. ft. Anybody interested in renting space go to [www.mycroftdevelopment.com](http://www.mycroftdevelopment.com). New train station is open for use with some construction to finish up. Commuters can push buttons to turn heat on inside shelter. Outbound station construction will start in spring. You will see design work for the Burlington Plaza and alley improvements in the SW corner of Burlington and Prospect starting in spring. A tap house is looking at Bob's Kitchen space. An Italian restaurant is moving into the former Aguamiel space. The build out for the new Tierra Distilling is starting in next few weeks.

- A. Question – Was MyCroft the first business to receive TIF money? Tierra Distilling was the first to receive TIF money to help with buildout. MyCroft is receiving \$670,000. MyCroft doesn't receive funds until development is finished and it has started to generate funds back to Village.
- B. Question - Where is new Coffee Shop going? Going into retail space of distillery.
- C. Question – Can you use TIF money for sprinklers, handicapped, accessibility, etc? Yes, but right now there is no money in the TIF account, it has to be generated first over time. Village has to approve TIF and provides a loan that is repaid at a later date. Dan encouraged businesses to apply for TIF money to improve their buildings and the downtown.

**2. TREASURER REPORT – 2020 ANNUAL REPORT - Mark Rediehs**

2020 Income – Gross profit \$34,316. Expenses \$20,940. Net Increase of \$13,375. There were many things different in the past year with Covid – a lot of different expenses that weren't planned for. Chamber joined with Village to hold unplugged events (bands playing in triangle), virtual events, movie night. The Chamber held the farmer's market and Halloween event, but not the Christmas Walk or Daisy Days due to Covid. Chamber added the Christmas Tree event which went well. The Village has been a great partner with us to pay for many of these events. We spent quite a bit on marketing – hiring marketing director Amanda Hutchison working with Derek – marketing has gone really well.

CH Chamber Cares started this year to help businesses. Chamber will have a quarterly report next month. Chamber also collected more dues in 2020 because we moved up the membership drive to start in December instead of January. Brought in \$18,000. in membership dues but a lot reflected 2021 dues paid in 2020.

### **3. Welcome New First Time Members**

Welcome Theory Coffee who will be moving into retail space of Tierra Distilling! Question to Dan Ungerleider – when can we use the former police station site at corner of Burlington and Prospect? Village is going through design process now it is in budget to build a park like setting. The project includes moving the alley away from building so outdoor seating space is available for distillery and coffee shop. Parking will be available on Burlington Avenue for food trucks, blood drive, etc. Construction should be complete in summer.

### **4. CH Chamber Cares Marketing Campaign**

New program to help all businesses and a vehicle for businesses to receive help from other businesses and community members. Village contributed \$10,000. and Chamber contributed \$5,000. We are utilizing funds on an ongoing “Shop Local” campaign.

#### **A. Internal Marketing Campaign - Amanda Hutchison, Chamber Marketing Director**

- a. Super excited we have 5 interns to help work with businesses to create & curate content for social media and digital advertising.
- b. CH Chamber and CH Chamber Cares are operating separately and marketing continues on both.
- c. Chamber has a \$2,000. annual digital advertising budget – posts on member businesses on social media.
- d. NEW – Chamber had analytic and audience insights proposal done by an advertising company – good insight into our audience online and who is looking at Chamber, Clarendon Hills & our businesses.
- e. Chamber offers exclusive water bill ads in the Village Trustees Topics
- f. Chamber Cares – Village wide project to connect community members with resources to help businesses who are in need of help. Includes all CH businesses. There is a shopping mall-style website and Google listings to drive outside traffic to businesses and create high impact digital marketing.
- g. New Website under construction
- h. Any questions email Amanda at: [marketing@clarendonhills.com](mailto:marketing@clarendonhills.com)

Don't forget to submit content on Chamber website.

#### **B. External Marketing Campaign - Device ID Campaign**

Chamber is running external marketing campaign April, May and June – pushing ads to mobile devices in area. Unframed Digital advertising company will run the campaign. We can set up a geo-fence conversion area and can target people in different areas to see how people are moving about the town. There will be an additional Facebook & Instagram managed campaign.

### **5. Farmer's Market**

The Farmer's Market is moving to the front of Village Hall. Chamber website has a sign-up form for vendors to participate in the farmer's market. Chamber is making sure none of the vendors are competing with current CH businesses. Laura Marquardt will continue to organize the market. Thank you Laura! Chamber now has more space for more vendors and is encouraging businesses to get involved.

**6. Big Gathering Events Status**

Chamber will make decision in early March on big events in 2021. There are many unknowns and too soon to make plans for big events. Many large events are moving to after Labor Day.

**7. Guideline Friendly Micro Events**

Chamber is looking for ideas for smaller events – craft fair, art show, drive-in movie, etc. Chamber is meeting with Blake Trchka with Perfect Show to see what the viability is for smaller events this year.

**8. Chamber Bylaws Review & Update**

Chamber is working on updating Chamber bylaws. Derek is trading time with a lawyer for piano lessons to get free legal advice – Derek put the time trade through the CH Chamber Cares program. Updates will include election process, terms, outdated language, etc. Board will review changes and then membership will vote to approve updates.

**9. Questions & Comments**

- A. What is Jackie Errico Fitness up to? – Jackie said she is looking to expand and get a bigger space. She said business is going well and very thankful for CH community.
- B. Chamber Emails – Chamber uses a top marketing software for delivery – but if you're not receiving our emails, it may be something on your end that is blocking it. Three options to get around blocked emails – Read email broadcasts on Chamber website, sign up for Slack and receive notifications or provide an alternate email to Chamber.

**Meeting adjourned at 9:45 am.**

**Next Chamber meeting Wednesday, March 17<sup>th</sup>, 9 am on Zoom.**