



**CLARENDON HILLS CHAMBER OF COMMERCE MEETING MINUTES**  
**April 21, 2021**

**Meeting called to order at 9:03 am by Chamber President Derek Berg.**

**1. VILLAGE REPORT – Kevin Barr, Village Manager**

- A. Train Station – The train station project is moving along well and the project is expected to complete in about 60 days.
- B. New Park – Plans have been approved for a small park/gathering place near North Prospect.
- C. Private Business Developments – The Open Door Taproom has received its liquor licenses, Tierra Distillery is continuing construction and Hamel Dental has begun their renovations.
- D. Parking spaces have been taken up downtown for outdoor dining.
- E. Dancin' in the Street – The village is hoping to host socially-distanced music events, spread out around town throughout June. They expect to host the full event in July, pending state approval of vending alcohol during the event.

**2. TREASURER REPORT – Mark Rediehs, Treasurer**

- A. Last month the chamber switched to a new program with Quickbooks from Intuit for accounting.
- B. As of April 20, our total income has been \$13,304.22, coming from generous donations to the Cares fund from the village and members, membership dues and advertising charges.
- C. Expenses – around \$11,300. Majority of spending is going heavily towards marketing and getting ready for the Farmer's Market.
- D. Net Income – \$1977

**3. MULTI-CHAMBER MEETING REPORT**

- A. Derek has been meeting monthly with about 40+ local chambers, meeting on the first Wednesday of the month.
- B. Because of the pandemic, six chambers in this group have had to shut their doors, due to extensive overhead costs. We are fortunate to be able to stay open and have sponsorship information to present today.
- C. Many chambers are going back in person or are using hybrid meetings and are re-thinking their strategies and events to generate revenue. Although a lot of events are coming back, many chambers are pushing their events back until after Labor Day.
- D. Meeting with other local Chambers provides insight into how we can improve and grow as a chamber ourselves.

**4. MARKETING CAMPAIGN UPDATE**

- A. CH Chamber Cares – Campaign is going strong and using Device ID ads, which provide a lot of data and intel of consumer behavior in the Clarendon Hills area.
- B. Internal Chamber Marketing – This area is also going strong for our members with paid, industry-based campaigns and traditional social media posts.
- C. Content Needed – As always, business content is needed for the chambers posting on social media.

D. New Marketing Service Program – This Chamber marketing service program is for businesses looking for “done-for-you” marketing options. The Chamber will connect you with skilled marketers to work with, with whom you will pay directly.

**5. FARMER’S MARKET PRESENTING SPONSORSHIP OPPORTUNITY**

The Chamber is opening a presenting sponsorship opportunity for each week of the farmer’s market. The sponsorship costs \$275 per week for chamber members and will be given on a first-come, first-served basis. Sponsors must pay by credit card at the time of sign-up.

Sponsors will receive:

- a. Paid digital media campaigns in advance of Thursday’s market, including a guaranteed 2,500 ad impressions.
- b. Booth space to host raffles, promote their business and hand out promotional items.

**6. UNPLUGGED MINI-CONCERT SPONSORSHIP OPPORTUNITY**

The chamber is offering sponsorship opportunities to host mini, pop-up concert events around downtown Clarendon Hills. Sponsors will receive:

- a. Paid digital media campaigns for one week in advance of the event, including a guaranteed 2,500 ad impressions.
- b. Musicians will provide three shoutouts throughout the event thanking sponsors
- c. Sponsors may set up a branded banner and a table to hand out promotional materials and increase business awareness.

**7. NON-EVENT-BASED REVENUE GENERATORS & SPONSORSHIP**

The chamber is beginning to focus on more community-based involvement and revenue so the chamber will no longer be relying on events to generate revenue. This includes community sponsorships and potential contests, giveaways, silent auctions or other non-event based revenue generators.

**8. FARMER’S MARKET COMMUNITY YOUNG ENTREPRENEURS TABLE**

The Chamber Board approved this new initiative last meeting. It will provide opportunities for young entrepreneurs in Clarendon Hills to set up a table and sell their products at the Farmer’s Market. More information and young entrepreneur sign-up can be found at this link: <https://www.clarendonhillschamber.com/young-entrepreneurs>

**9. WELCOME ANDREA BANKE**

- A. Welcome Andres Banke while we say goodbye to Amanda Hutchison. Getting Amanda to work part-time and putting systems in place has been a gamechanger for our chamber, allowing board members to function as a planning component of the chamber and new ideas.
- B. Amanda thanks the chamber board and members for making her time working for the chamber a really valuable learning experience and something very enjoyable over the past year.
- C. Andrea will be taking over for Amanda beginning in May.
- D. A note from Andrea:

Hello! I’m thrilled to be a part of the team promoting CH business. I have enjoyed shopping and dining in CH for years and believe it offers both residents and non-residents many unique reasons to shop CH.

I have a bachelor's in Organizational Leadership with a focus on marketing. As a former small business owner, I realize how vital an active social media presence and marketing strategy are to attract and retain business.

Thank you for the opportunity to serve as part of the CH Chamber team, and I look forward to seeing what we're able to accomplish together.

#### **10. NEW BOARD POSITIONS**

- A. New board positions are opening up, and we would love to see those who have not been on the board in the past, get involved.
- B. Derek will be stepping down from President of the Chamber Board at the end of 2021 and appreciates the experience he has taken from serving.
- C. If you are interested, please email [President@ClarendonHillsChamber.com](mailto:President@ClarendonHillsChamber.com)

#### **11. BYLAWS UPDATE**

Derek is working with a lawyer to help update the bylaws, which have not yet been approved by the board. This will help provide clarity for vacancies on the boards and have a process incorporating the use of digital for the chamber, as the bylaws are old and need updated language. More news will come once the election process is updated.

#### **12. OPEN Q & A**

- A. Question – Anna Perry asked if meetings could be recorded with full video, not just audio, as it makes her viewing experience better when she is unable to attend at 9 a.m. on Wednesdays
  - a. Answer – Derek replied saying audio is used to provide anonymity and the rendering time for video is longer, taking up staff hours that could be used elsewhere.
- B. Comment – Belinda Lutz-Hamel thanks Derek, Lois and Mark for attending Hamel Dental's groundbreaking ceremony. They look forward to finishing the construction by mid- to end of summer.
- C. Question – Weston Read asked if he could reserve an ad in the May and June water bill.
  - a. Answer – Derek replied that all spots for the current issue of the water bill are filled but the ads run every two months, so there will be an opportunity to advertise for July and August.

**Meeting adjourned at 9:54 am.**

**Next Clarendon Hills Chamber of Commerce Meeting  
Wednesday, May 19<sup>th</sup> at 9:00 am on Zoom.**

Submitted by Amanda Hutchison, Marketing Director