



CLARENDON HILLS CHAMBER OF COMMERCE MEETING MINUTES January 20, 2021

Meeting called to order at 9:04 am by Chamber President Derek Berg.

1. VILLAGE REPORT – Dan Ungerleider, Community Development Director

- A. Village is quite busy. A lot of projects going on and businesses looking to move in. Working with Dr. Hamel's office for expansion project. Last night the village board approved a \$10,000. donation to CH Chamber Cares program. Village is assisting Chamber with marketing plans. A new tap room and microbrew business called Open Door will move into the former Bob's Kitchen. Village board gave them the informal nod for a liquor license to proceed on space and bring building up to code.
- B. Train Station – Main station should be open by mid-February. Final painting, etc. will be completed in warmer weather. Outbound station will start construction in early March.
- C. Village Hall – new gates have been delivered and BNSF will install gates soon. Dan asked residents to be cautious in area. Work should be done by early February.
- D. Kevin Barr – Village is hoping to move ahead with Dancin' in the Streets one way or another.
- E. Village board approved refunding 2021 liquor license fees to businesses.
- F. Construction this year will create a new plaza where old police station was at Prospect & Burlington.
- G. Root 'n Bloom is seeking local partners. It is buying gift cards for new clients from local businesses to do cross promotion of the downtown community.

2. TREASURER REPORT – Mark Rediehs, Treasurer

Mark said there are quite a few non-paid members right now. Mark is setting up a separate account for CH Chamber Cares.

3. WELCOME NEW CHAMBER MEMBERS

- A. Mr. Blues In-Home Pet Grooming and Pawdicures
- B. Tierra Distilling Co. – Owner, Brandon Getchel said they hope to begin renovations in early February and open in June/July.



4. CH CHAMBER CARES

- A. What is CH Chamber Cares? - Chamber is creating a separate fund to help not just Chamber businesses, but all businesses in Clarendon Hills.

CARE = Connection, Action, Responsibility, Empathy and Service.

Step 1 - Chamber has created an app based smart form to measure businesses specific needs and also gives residents an opportunity to help struggling businesses.

Step 2 – requests go to Chamber board where board will discuss specifics behind need. Step 3 – Chamber will connect business with help or farm out the need to a resident to help. How does this align with Chamber’s Mission Statement?

DOES THIS ALIGN WITH THE CHAMBER’S MISSION STATEMENT?

- To develop, encourage, promote, and protect the commercial, professional, financial and **general business interests of the Village of Clarendon Hills.**

Question: Does the Chamber Cares program have the potential of serving the entire business interest of the Village of Clarendon Hills?

- To promote the civic interests and the **general welfare of the community.**

Question: Does the Chamber Cares program have the potential of serving the general welfare of the community?

- To extend and promote the trade and commerce, and foster, develop, and protect the **industry of the Village.**

Question: Does the Chamber Cares program have the potential of serving the different industries of the Village?



The CH Cares Fund is completely separate from Chamber funds. Village has contributed \$10,000 to fund and Chamber board has approved \$5,000. to fund.

B. Chamber Cares Marketing Campaign

- Board approved doing a robust marketing campaign to encourage the community to participate in the CH Cares Fund. Start with an internal bootstrap phase. Board approved 10 additional staff hours to work on marketing.
- Board is considering using an external marketing agency – location based marketing targeting device IDs and additional FB & Instagram Managed Campaign.

Device ID Rates

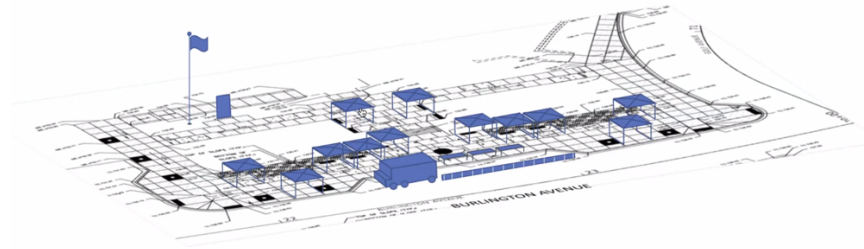
- Cross-platform banner ad delivery
- Opportunity to add retargeting
- Graphic design included
- Up to 6 month or 1 year lookback
- All campaigns include Audience Insight Report

Device ID Targeting \$15/CPM
 Device ID + Address Match \$17/CPM
 Device ID Video \$26/CPM
 Device ID 21+ Network \$20/CPM



5. FARMER’S MARKET

- The Farmer’s Market is moving to the front lawn of Village Hall. This move provides a lot more space for trucks and tents and plenty of parking in the area. It also gives businesses on the north side of the tracks some exposure and an opportunity for local musicians to play during the market. The Chamber will use a paid advertising campaign to inform public.
- Chamber is looking for additional vendors and encouraged members to participate.



6. BY-LAW REVIEW

Chamber needs to review by-laws. Derek is trading with a lawyer music lessons for her time to review and help update by-laws.

7. OPEN Q & A

- A. Derek Berg – have to be creative like Unplugged – maybe hold more micro events – cool vibe for downtown to add goodwill and help some musicians. Not sure if Daisy Days is possible this year.
- B. Amanda Hutchison, Marketing Director – encouraged members to submit posts for social media. Submit posts at: <https://www.clarendonhillschamber.com/video-multiple-photo-upload>

Meeting adjourned at 9:54 am.

**Next Clarendon Hills Chamber of Commerce Meeting
Wednesday, February 17th at 9:00 am on Zoom.**

Submitted by Susan Charlier, secretary