



CLARENDON HILLS CHAMBER OF COMMERCE MINUTES

November 18, 2020

1. Meeting called to order at 9:04 am.

2. Village Report, Dan Ungerleider, Community Development Director

Dan Ungerleider thanked everyone who supported the dedication of the WW II Memorial Plaque. Train station work is continuing and should be ready around Thanksgiving. Temporary station is available until new station is open. Parking lot will be striped soon. Work in front of Village Hall is almost complete. The Village has been getting a lot of business inquiries about downtown store fronts and the area along Ogden Avenue. DuPage County is offering new Covid-19 relief to area businesses. For more information, <https://www.choosedupage.com/dupage-business-resources-related-to-covid-19/>

Kevin Barr, Village Manager, discussed Governor Pritzker's Tier 3 restrictions that start Friday to help lower Covid-19 infection numbers. For more information, <https://coronavirus.illinois.gov/s/restore-illinois-mitigation-plan> The Village board is looking into rebating liquor license fees and other ways to help area businesses.

3. Treasurer's Report, Mark Rediehs, Treasurer

The Chamber launched membership drive on November 1st this year. To date, 1/3 or 19 members have paid dues. Income for the year is just over \$26,000. Expenses, mostly for virtual events and marketing is just under \$17,000. Income overall is just over \$9,000. mostly from membership drive and Christmas tree event. Chamber has sold 26 trees so far. The Village paid for many of the virtual events and unplugged events in Clarendon Hills this year.

4. Content Capturing Sessions, Amanda Hutchison, Chamber Marketing Director

The Chamber wants to get engaging video of businesses in a casual way to keep businesses in front of community. There are interns to help shoot videos for businesses for free. For more information, <https://www.clarendonhillschamber.com/contentfaq>. To sign up for a session, email: marketing@clarendonhillschamber.com. New member, Maria Maakas, Keller Williams Experience has been interviewing businesses including Vintage Charm and putting the videos on her website. It's good exposure for her and the businesses she highlights.

5. Clarendon Hills Christmas Trees, Derek Berg, Chamber President

The Chamber is not holding the Christmas Walk this year due to Covid. The Tree Sponsorship is a great way to spark spirit and hold a non-event. Chamber hopes to sell

out of sponsorships to area businesses and groups. We have 35 trees available. \$120 to sponsor and then businesses/groups will decorate their tree. To sponsor a tree, go to: <https://www.clarendonhillschamber.com/trees>

6. Guest “Business Troubleshooter” Speaker - Paul Ridsdale, Closets by Design in Chicago & Indianapolis

Derek Berg shared a letter from a 12-year-old who is a creative entrepreneur. Norah has started a Hot Chocolate Bomb business and sells them online. She wrote to Derek about a possible pop-up store in Clarendon Hills. She also shared her online store, Facebook and Instagram pages in the letter.

Hi Mr. Berg,

My name is Norah. I was given your name from a customer of mine. She suggested I reach out to you about the possibility of having a Holiday pop-up shop downtown Clarendon Hills for a day.

During Covid I started a small baking business out of my home. I have made many cakes, decorated sugar cookies, pies, and now the very popular Hot Chocolate Bombs. So far I have sold over 400! I have so many customers wanting these hot chocolate treats, I wondered if there is any possibility of Holding a "Pop-up Hot Chocolate stand or shop" downtown Clarendon Hills for one day, maybe December 12th from 1-3:00pm to sell these treats in sets of 6 or by the dozen.

My Hot Chocolate Bombs are a great treat and a wonderful gift for friends and family to give during Covid when they may not be able to visit each other.

You can visit my Facebook page Sugar Bos Treats or Instagram @sugarbostreats.

I am also attaching my order form for the Hot Chocolate Bombs so you can see what they are. When you pour hot milk over the "bomb" they open up and Marshmallows pop up, stir until the chocolate and cocoa powder melts and enjoy the drink!

<https://form.jotform.com/203074642397155>

Thanks for your help and for listening,

Norah
Sugar Bos Treats
@sugarbostreats

Paul Ridsdale talked about the need for innovation of your entire business – manufacturing, how to deliver products, marketing, etc. Paul talked with his managers about how to come out of Covid and be better. His business is now all electronic and he set up a phone system so employees can work safely from home or anywhere. He said you have to be tenacious as a business owner. Take ideas from your competitors. Talk to vendors, talk to technicians about trends, new equipment, etc. and learn how to innovate ahead of your competition. Ridsdale outsources his social media marketing and has increased dollars spent on ads and adjusts those dollars by the day. Anything is Possible!

7. Open Forum and Q & A

Derek Berg, Clarendon Hills Music Academy talked about teaming up with Walkers Restaurant and holding virtual concerts in the beautiful space so people can see the restaurant and musicians can get work.

Kris Magana, I Want Candy said in the past her business was 25% walkup and 75% online sales, so they didn't have to rely on walk-up sales. During the summer, the ratio was different and they relied on walk-up. Now that people are staying home, they are relying on web and their wholesaling is slowly picking up. They're going to start offering curbside pickup. Organic advertising was not working on Facebook and Instagram, so

they hired a social media company to change website, look and logo. That helped a lot. You'll see a lot of MailChimp emails and FB a lot more. Company put us in advertising we never thought we'd try. Have to do it to stay alive. Because of that, we had to add 4 more employees. The online store now has all products set up on Shopify.

Derek Berg, The Music Academy - thinking of doing more merchandise and course creation on-demand. As far as service providers, you can product your service or add retail component to your business. You can set up a Shopify store for online purchases. In the Next Month, the barrier will not be that we can't leave, but how to bring the service to people. How do we make it low touch and easier than ever?

Paul Ridsdale – We are continuing to focus on safety of our staff and how to convince people to let us in their home. Don't decrease advertising when business is slowing, increase advertising and promote safety. We promote that our designers and installers wear masks, gloves, etc. to keep everyone safe.

Remember Nora. Ask yourself, are there other distribution lines/channels that we can change?

8. Meeting adjourned 10:05 am.

**Next Clarendon Hills Chamber of Commerce Meeting,
Wednesday, December 16, 2020 on Zoom.**

Submitted by Susan Charlier, secretary