



# CLARENDON HILLS CHAMBER OF COMMERCE MINUTES

March 17, 2021

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

## **1. Village Report – Dan Ungerleider, Clarendon Hills Community Development Director**

The village is hoping to hold Dancin’ in the Streets sometime this summer. Village is busy with construction work downtown on new train station and village hall improvements. There are several CH businesses showing a lot of interest with moving forward with building permits. The new Italian restaurant is doing framing work inside. The Economic Development Commission went over preliminary draft packet for TIF requests – requests for financial assistance from businesses looking to upgrade their buildings – façade, landscaping, sprinklers, etc. They will be reviewed and presented to the Village board.

**Village Manager Kevin Barr** congratulated Clarendon Hills as being named by Niche’ the best suburb in the state and the 20<sup>th</sup> best suburb in America and 14<sup>th</sup> best suburb to raise family.

## **2. Treasurer Report – Mark Rediehs**

The chamber is finishing up state and fed paperwork. The chamber finances have been moved onto QuickBooks, so records are easily accessible now and in the future. This year, January to yesterday – income was \$13,169. Expenses were \$8,510. The majority of expenses covered the chamber’s \$5,000. contribution to the CH Chamber Cares Fund and social media marketing.

## **3. DIGITAL MARKETING CAMPAIGN UPDATE – Amanda Hutchison, Chamber Marketing Director**

The chamber is working on a new device ID campaign with an outside agency to message a target audience with ads. Chamber is also running a campaign for the new CH Chamber Cares program. The chamber is placing paid advertisements to generate more awareness and continuing to do constant out-posting on social media sites. Amanda encouraged businesses to continue to submit content for the website. Chamber interns are continuing to reach out to businesses to help generate social media content. Chamber is also starting a new in-house marketing service. Businesses can now hire Olivia Miller to create digital content and schedule content on social media, website design, tracking logo designs, etc. for hire. To submit social media content to the Chamber go to: <https://www.clarendonhillschamber.com/promote-your-business>

## **4. FARMER’S MARKET**

The farmer’s market is moving to the new event space right in front of village hall. The space can accommodate 10 10 x 10 tents – so the market can expand. This year’s market will include: Lavenway Farms, Hahn’s Bakery, Azteca Catering Co., Spartan Gourmet Foods, Hufendick Farm. Chamber is allocating a guest vending space each week to give businesses who can’t commit to the whole season to sign up for just one week. Chamber is looking into creating a “presenting

sponsor” for the market each week that will feature the sponsor on signage, all pre-paid promotion on market that week and a full page ad on the chamber website. If you’re serving food and have questions, contact Dan Ungerleider or Zach Creer at village hall. If you’re serving food, village and chamber needs a copy of the business insurance. Chamber is doing social and background checks on vendors and does have a process for vendors to sign up to be part of the farmer’s market on its website. Members discussed inviting young entrepreneurs in the community to use the rotating test.

#### **5.LARGE GATHERINGS MAJOR EVENTS UPDATE - Derek Berg**

Governor Pritzker is announcing soon plans for opening up to allow larger gatherings at some level after July 4<sup>th</sup>. The state isn’t issuing licenses to sell alcohol at events at this time. The chamber board voted to wait to hold Daisy Days possibly until after Labor Day. The village is hoping to host Dancin’ in the Streets starting in July. Area chambers are also waiting to hold events until mid-summer.

#### **6.SUPPLEMENTAL DISPERSED GATHERING MICRO EVENTS UPDATE - Derek Berg**

The chamber is looking to hold some small, micro events starting in June - possibly have 3 performers at 3 different spots in the downtown area. The event would encourage people to walk through town and see all three performers and downtown businesses in a safe way.

#### **7.Q & A**

A.Question - Chuck Kaufmann asked if it would it be possible to have Dancin’ in the Streets in Prospect Park with social distancing zones? Dan Ungerleider responded that it’s possible, but not likely because the park is a parks district venue and would have a different flavor. But he said you could have a similar event at the park. Belinda Hamel said it would be fun to hold the event at the park. Meredith Lannert also commented that it’s a great idea.

**Meeting was adjourned at 9:52 am.**

**Next Chamber of Commerce Meeting, Wednesday April 21<sup>st</sup> at 9:00 am on Zoom.**