



## Clarendon Hills Chamber of Commerce Meeting Minutes

**Date:** April 15, 2020      **Time:** 9:00 am

**Location:** Zoom  
Secretary Susan Charlier

### **I. Call to Order 9:00 am - Chamber President Derek Berg**

#### **II. Village Report – Village Development Director Dan Ungerleider**

We continue at the village board level to talk about business development and support the business community. Created a TIF for downtown to support existing businesses and entice new businesses. It was created at the beginning of the pandemic, so we're working on a plan to use the tool. Invited Economic Development Committee EDC to the Chamber meeting today to hear what challenges companies are having.

#### **III. Daisy Days/Farmer's Market Report – Laura Marquardt**

The Chamber is waiting to see what the Village of Clarendon Hills decides for community events such as Dancing in the Streets due to Covid-19. Chamber has paid deposits to several vendors for Daisy Days. Laura said stage company will keep deposit but switch it to another event date. Rental company gave option to return deposit or switch to another event date. Chamber didn't give deposits to reptile guy or carnival company.

-Derek Berg said an alternate date for Daisy Days could be September 12, 2020 but said there are question marks by everything.

-Dan Ungerleider suggested that maybe we create a village wide event in the fall with CH Parks & Rec department, Village and Chamber. Illinois governor is recommending not to hold any summer events.

-Police Chief Brian Leahy said no decisions have been made for summer events.

#### **IV. Chamber Website – Derek Berg**

The Chamber has updated the website to make it more relevant to things that matter at this point. He said the Slack group is a great source for communication. You can direct message with a specific company and share ideas and information. Email Derek at [president@clarendonhillschamber.com](mailto:president@clarendonhillschamber.com) to join the Slack group. There is also a Help Desk on the Chamber website. On the Village website, Dan Ungerleider is updating information on SBA loans, etc.

The Chamber has set up an area to buy gift cards – buy now and make purchases later. The link to buy gift cards is <https://www.clarendonhillschamber.com/giftcards>. It's a one stop shop and great way to support businesses now. DollHouse Social helped set it up. Funds go directly to businesses. If you'd like to add your business, just email Derek at [president@clarendonhillschamber.com](mailto:president@clarendonhillschamber.com) Thank you Dollhouse Social for setting this up for free!

#### **V. Chamber Marketing**

##### **a. Facebook & Instagram**

Derek said the Chamber is continuing to push content on the Facebook Chamber page and Instagram. Thank you, Meredith Lannert, for posting and helping businesses post on the page. He said the Chamber is getting more followers and gaining traction. If you'd like to post an event, sale, job opening, etc., go to the Chamber website - [clarendonhillschamber.com](http://clarendonhillschamber.com), click on Member's Entrance and then click on Promote your Business. You can upload pictures and videos. Meredith said the Chamber is trying to spread the posts out = if we get 5 in 1 day – we're spreading them out over several days. She also recommended that anytime you post, tag the Chamber on your post and gain more awareness.

#### **b. Marketing Interns**

Derek said two high school interns are now helping the Chamber with marketing. They are Sarah Holland and Amanda Hutchison. They will help Meredith out creating content and scheduling posts through Hoot Suite.

### **VI. Weekly Business Trouble Shooter Workshops**

Derek said the Chamber will continue holding its Business Trouble Shooter Workshops every Wednesday at 9 am on Zoom. The workshops will continue to help educate small businesses – focusing on a specific area of business and dial in to it with 1 or 2 experts. The workshops are open to Chamber members & non-members.

### **VII. Free Social Marketing Session**

Dollhouse Social is offering 1 hour strategy sessions with Chamber members to go over your social marketing plan. Derek encouraged everyone to take advantage of this. He said these ladies have an impressive Instagram flowing with results and a huge connection to influencers. The company also builds websites, does graphic design, social marketing. Email Derek if you'd like to take advantage of this, [president@clarendonhillschamber.com](mailto:president@clarendonhillschamber.com)

### **VIII. Thank You**

Derek thanked board members Mark Rediehs and Laura Marquardt for all their work through the years to make sure we had a Chamber when this challenging time came. Derek also thanked the speakers on the trouble shooters workshops including Shelly McMillian, Dollhouse Social, Paul Risdale and many more. He said it's pretty awesome to get this level of help.

### **VIII. Treasurer's Report – Mark Rediehs**

Mark said the Chamber income was \$11,200 in the 1<sup>st</sup> quarter due mainly to the membership drive and a little bit from Trustee Topics Ads. Expenses were \$3,300. To pay for Daisy Days deposits & miscellaneous stuff. He said the Chamber board just finished the budget and that it will be interesting to see where we end up. He said it's good we have capital income to use for marketing at times like this.

### **IX. Chamber Discussion – Dealing with Covid 19**

Derek said the Chamber focus is to continue to scale efforts and find volunteers in a bootstrap approach to help chamber businesses. Psychologically it is tough and wears on you. We all need to hear good stuff.

- a. **Question - Lesli Hill, Skinticians** – We have high standards of sanitation. She said she can't survive another month with no business if they extend the stay at home orders. Is it possible to serve one client at a time and not be arrested?

**Answer - Dan Ungerleider** - I'm not sure I'm the right person to respond to that. We're supposed to be staying at home, away from each other. Minimizing contact is essential. Will you be arrested? No. But as a village employee committed to public safety, I wouldn't recommend it.

**Answer - Chief Leahy** – I would agree with Dan. I would encourage you to go after loans through the federal government

**Answer – Derek Berg** - Connect with Dollhouse Social and start selling skin packages that have immune benefits on the internet. Double down on organic posting and paid FB and Instagram posting. Become a drop, ship business.

- b. **Question - Jan Morel, @properties** - How are you protecting your business? If we have to shut down in October for 5 months, how will you prepare for that? Jan also thanked everyone on the Chamber for working hard to help area businesses and to Mike McCurry for bringing in a new restaurant in the former Aguamiel location.
- c. **Education Opportunity - Mike Ockrim, Salon Sapphire** – shared that DuPage county is offering up to \$10,000. for continuing education. He applied for Adobe training for \$8,000. He suggested maybe we need to do certification to change up what you're doing. The link is <https://www.worknetdupage.org/>
- d. **Doing things Differently** - Bill & Melinda Hammel, Hammel Dentistry Belinda said she was struggling to launch a new website but said it's very satisfying to do it now that they have the time to get it done. Bill said there will be new protocols after this for the dental profession. He's focusing on how he can grow and learn instead of being consumed with fear for future. He said dentistry is the top risk profession. We all have to be ready to do things completely differently. He just purchased a \$7,000. device called surgically clean air. Right now, he is only seeing emergency patients.
- e. **Encourage Businesses to Apply for Loans – Don Price** - He owns a lot of strip centers. 30-40% of his renters need rent relief. They have applied and had success getting government loans. He encouraged everyone to apply. Application is pretty simple. Think longer term. This is affecting everybody.
- f. **Lawn Care Essential Service – Christian Schloegel** – owns a lawn care company and because ILCA advocated for lawn service companies, he can continue to safely work. He said he's thankful to be able to work.

**X. Meeting Adjourned 10:10 am**

**NEXT MEETING MAY 20, 2020 AT 9:00 AM**