

Clarendon Hills Chamber of Commerce Meeting Minutes

Wednesday, June 17, 2020

1. Meeting called to order 9:00 am

2. Village Report

3. Farmer's Market

4. Virtual Events

a. Virtual Dancin' in the Streets

The Chamber will co-host with the Village of Clarendon Hills to hold 2 virtual Dancin' in the Streets concerts. The community will be encouraged to order dinner from local restaurants and then enjoy the concert online. The first event will feature the band Scramble and will be held on June 24th at 7 pm on the Clarendon Hills Chamber Facebook page. The second event will feature the band, West Side Winders on a future date.

5. Phase 4 Reopening Content Push

a. Website Content

Chamber president Derek Berg encouraged businesses to submit content on what they're planning to do for Phase 4 of Covid. Businesses can upload content, pictures and video to the Chamber website and the Chamber will upload it to the Chamber Facebook page. It's a free way to promote Chamber businesses.

b. Clarendon Hills Courier Ads

The Chamber placed ads in the Clarendon Hills Courier to advertise the Chamber's virtual events and the farmer's market. These were ad funds that were set aside to promote Daisy Days so the Chamber wanted to make good on its commitment with the Courier. The Chamber will run a 4th, full page ad featuring all the businesses with their Phase 4 plans.

c. Business Trouble Shooters

The Chamber will shift from once a week to once a month Zoom trouble shooters meetings. The next one will be on June 24th and feature a Shopify expert to come in and talk to business about how to use ecommerce.

6. New Potential Events

a. Drive-In Movie

The Chamber is planning to co-sponsor a Drive-In Movie with the Village of Clarendon Hills. Cost is estimated to be about \$1,300 - \$1,500 per event. The Chamber is scouting out large church parking lots. The plan is to show a family movie such as "Ghost Busters". Chamber will put advertising on the lower third of the movie screen promoting all Chamber businesses and push to shop local while the movie is running. Chamber can also feature :30 second videos promoting sponsoring businesses throughout movie. The drive-in model is a safe way to hold an event with people staying safely in their cars. It's a great way to uplift the community, uplift our businesses and push shopping local.

b. Unplugged Wednesday

The Chamber will co-sponsor Unplugged Wednesday with the Village of Clarendon Hills. It's a simple event with an acoustic guitar player set up in the downtown triangle on Wednesday evening. The goal is to liven the mood and attract people downtown to eat and shop downtown. It's basically Dancin' in the Streets. People can enjoy the music at businesses without congregating on the streets.

7. Treasurer's Report

Treasurer Mark Rediehs reported that the Chamber's total income for the year is \$12,280. Total expenses are just under \$4,000. Most of the Chamber's bills have been for the virtual events, Trustee topics, etc. Mark completed the paperwork the Chamber needs to file with the state. Total Chamber bank account, \$65,456.

8. Open Discussion

a. Chamber Gift Baskets to New Residents

The start date for Phase 4 is June 26th. Belinda Hamel asked about resuming the free Chamber gift baskets delivered to new residents. Derek said it was stopped because of Covid concerns and the Chamber will have to review any safety precautions going forward.

9. Meeting adjourned at 9:35 am

Next Clarendon Hills Chamber of Commerce Meeting -

July 15, 2020, 9:00 am On Zoom