

CLARENDON HILLS CHAMBER OF COMMERCE MEETING MINUTES

Wednesday, July 15, 2020

1. Meeting was called to order at 9:05 am

2. Village Report – Zach Creer, Assistant to the Village Manager

The street work north of the tracks is mostly done. Workers still need to do landscaping. Village hall employees are back working at office instead of at home. The village is expected to open front doors to public as soon as it's safe with construction. A monthly village board meeting was not held. The village is reviewing contracts now such as garbage collection.

3. Farmer's Market – Laura Marquardt

The Farmer's Market is going great. No problems last week as far as people wearing a mask. Police will be there again tomorrow to help make sure all are wearing masks. It doesn't matter how much the vendors bring; they sell out by 1 pm. Derek Berg talked about adding a farmer's market sponsor each week.

4. Virtual Events – Chamber President Derek Berg

a. Dancin' in the Streets

1st event was recorded at the Country House and 2nd event recorded at the Infinity dealership. Event was 100% safe for Phase 3 and was a fun project. Blake Trchka with Perfect Show did a great job producing the 2 videos. As far as content, it got the best traffic on the Chamber website. It didn't dramatically help businesses as far as we hoped, but it was good for community, good branding and engagement and awareness of businesses. A link was put on the Chamber Facebook page and promoted businesses that were open. A good exercise turning lemons into lemonade.

b. Clarendon Hills Unplugged

This event will put an acoustic musician in the triangle. Blake Trchka with PerfectShow has been huge in helping us produce all the virtual events. Please support Blake – he can create both video and audio work. Blake gave us a great deal. Sue O'Connell is booking the acts and not taking a fee. Thank you Sue! Great promotional partnering.

5. Drive-In Movie - Derek Berg

This is a social experiment. We sold out in less than 48 hours – 70 cars. Showing Ferris Bueller's Day off. Drive in model is conducive to event and people will stay in their cars. Audio is 88.2 on car radio. Vendors – Daily Scoop & I Want Candy will be there. People

can text their order and a car hop with mask delivers food. If successful and people social distance, Chamber will look to do more events like this. There is an opportunity for Chamber businesses to help sponsor the event. There will be a virtual banner on side of screen, tie sponsors into boosted posts on Facebook to create awareness of event, and sponsors can make a 30 – 40 second shout out before movie that will be put on screen. If you want to be a sponsor, \$100 for sponsor – contact Derek at president@clarendonhillschamber.com

6. Business Promotion Push - Derek Berg

Chamber is in a research mode to find out how Chamber members are doing and pain points that the Chamber can help with. Chamber is working on more ways for businesses to collaborate and help each other.

a. Social Media

Chamber businesses are encouraged to submit content for the Chamber Facebook page via dashboard on the Chamber website.

b. Industry Focused Campaign

Chamber is doing an industry-focused social media campaign to support local businesses. Intern Amanda Hutchison put together landing pages for different groups of businesses such as fitness/beauty, real estate, etc. The Chamber can promote that page and it's more focused by industry.

c. Open Discussion - Challenges and Ideas for Generating More Awareness

One member suggested adding a business group for education.

7. Treasurer Report – Mark Rediehs

Annual report to date – not a lot of activity without Daisy Days. Most of the income is coming from membership dues and sponsorships. 2020 income is \$15,440. Expenses this year include: virtual events, Unplugged events, additional money marketing businesses and farmer's market signage. 2020 Total Expenses \$8,466. Net income \$6,933. Current account balance is \$63,887.

Special thank you to the village – the village is paying the bill for the Drive-In movie, Unplugged, etc. The Chamber is doing the legwork and the village is picking up the financial part of events. Some Chamber members are also helping to sponsor events. Daisy Days deposits totaled about \$1,500. The Chamber is leaving deposits with vendors to help them and Chamber has receipts for deposits for next year.

8. Comments

Chuck with Daily Scoop thanked the village for putting up all the barriers for outdoor dining. He said he hasn't heard any complaints and hopes the outdoor dining will continue in the future.

9. Meeting adjourned 9:42

Submitted by Secretary Susan Charlier

Next Clarendon Hills Chamber of Commerce, Meeting, August 19, 2020, 9:00 am, Zoom