



CLARENDON HILLS CHAMBER OF COMMERCE MINUTES

October 21, 2020

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

2. New Resurgence Mitigation in DuPage County

- a. DuPage County will be under new Covid resurgence mitigation restrictions starting Friday. Chamber President Derek Berg discussed the Chamber's goal to support businesses and reviewed the Clarendon Hills Chamber of Commerce mission statement:

MISSION STATEMENT

- To develop, encourage, promote, and protect the commercial, professional, financial and general business interests of the Village of Clarendon Hills.
- To promote the civic interests and the general welfare of the community.
- To extend and promote the trade and commerce, and foster, develop, and protect the industry of the Village.
- To encourage the development of the transportation and communication facilities and the various resources of the Village.

3. Village Report

- a. Community Development Director Dan Ungerleider reported the new restrictions due to the escalation in Corona Virus cases will prohibit indoor dining. For state-wide details go to:
<https://www2.illinois.gov/Pages/news-item.aspx?ReleaseID=22237>
The Village website will also be updated with the latest Corona Virus information at:
<https://www.clarendonhills.us/446/Business-Resources>. Ungerleider said the Village will support its business community in any way it can and continue to work with the Chamber.
- b. Ungerleider reported lots of activity in the Village – several building permits have been issued and cars are being sold at Infinity of Clarendon Hills.
- c. Village Manager Kevin Barr discussed the that new restrictions were expected with Corona cases rising. He encouraged people to be cautious so the number of cases will go down. The Clarendon Hills Library had to shut down for a few weeks because there was a case or two there.

4. NEW Content Capturing Sessions

- a. The Chamber has not had many business members submit content for social media promotion. Berg believes businesses either don't have the time or think they have to do a bigger production than they have to. This is a great opportunity for businesses

to promote themselves. Chamber Marketing Director Amanda Hutchison reported that the Chamber has new marketing interns to help. The Chamber is now offering free sessions with a marketing intern to help businesses create social media content. For more information go to: <https://www.clarendonhillschamber.com/contentfaq>. To sign up for a session, email: marketing@clarendonhillschamber.com.

5. NEW Marketing Training & Accountability Program

- a. After a business participates in a content capturing session, the Chamber will give the businesses a training deck to help them continue their social media marketing on their own.

6. Welcome New Chamber Member – Walkers Bar & Grill

- a. The Chamber welcomed new member Walkers Bar & Grill located at 1 Walker Avenue. General manager James Kupka reported that they are finalizing the menu now and will include family friendly food such as pizza & mac and cheese. The restaurant will also offer delivery and is looking into carry out for wine.

7. Halloween Walk Event – Saturday, October 24th 11 am – 2 pm

- a. The Chamber will hold its annual Halloween Walk this Saturday. It is relying on businesses to execute the event safely by wearing masks and gloves. Candy must be distributed directly into trick or treaters' bag or bucket and no unsealed food or beverages are allowed. Cirrus Falcon band will be set up in the triangle and playing during the event.

8. No Christmas Walk in 2020

- a. Due to Covid restrictions, the Chamber will not hold a Christmas Walk this year.

9. Clarendon Christmas Trees

- a. The Chamber will hold "Clarendon Christmas Trees" instead of the Christmas Walk this year. The trees will be placed outside downtown stores and the Village hall lawn throughout December. Members are encouraged to spread the word to all groups and businesses to sponsor a tree and decorate it. The tree sponsorship will be \$120. It will be a great opportunity for exposure for businesses and organizations and help bring more traffic to stores downtown. It will also generate income for the Chamber to help create more visibility and marketing campaigns to support businesses.

10. Open Forum / Q & A

- a. Laura Marquardt with Coldwell Banker encouraged everybody to follow social distancing and wear masks at the Halloween Walk to help keep everybody safe. She shared her concern that people may be frustrated with the new Covid restrictions and not follow safety guidelines.
- b. Belinda Hamel with Hamel Dental asked whether the Chamber could separate groups at the Halloween Walk. Members discussed and agreed that it would be difficult to do.

- c. Lauren Shelton with Root and Bloom Chiropractic is creating a “12 Days of Christmas” give away at her business. She asked members to contact her if they would like to participate. Root and Bloom will buy the items from the businesses. For more information, email: office@rootandbloomchiro.com
- d. Chuck Kaufmann with The Daily Scoop announced that the ice cream shop will close for the year on Sunday. He also thanked the Village for its support and encouraged the Village to keep up the cement barriers for outdoor seating or bring them back for spring.
- e. Chamber Membership Drive will start November 1st. The drive is starting earlier this year. Early bird ends December 31st instead of February 1st. The Chamber will send an email out to encourage businesses to sign up before January 1st.
- f. Dan Ungerleider will update new grants for restaurants on the Village Covid page. <https://www.clarendonhills.us/446/Business-Resources>
- g. Derek Berg encouraged more people to get involved with the Chamber and to run for a board position. If you’re interested in serving on the board, please email Derek at: president@clarendonhillschamber.com. He reported that now that the Chamber has staff and interns in place and systems are automated, the job is much easier.

11. Meeting Adjourned at 10:02 am

Next Chamber Meeting – November 18th at 9:00 am on Zoom

Submitted by Susan Charlier, secretary