

Clarendon Hills Chamber of Commerce Meeting | March 17, 2020

Via Zoom - Online Meeting
Secretary Susan Charlier

Meeting was called to order at 9:00 am by CH Chamber Co-President Derek Berg.

1. Village Report – Community Development Director Dan Ungerleider

- A. Congratulations to Hamel Dental! It just got village approval for new updates to its building. It will be a beautiful addition to the village.
- B. Corona Virus –
 - a. Village services are available, but offices are closed to the public and many village staff are working from home. We are evolving to make sure municipal services are available. Village is working on developing business initiatives to support businesses. It will collaborate with the Chamber to promote a sense of community to stay connected. We'll also be working with the Chamber to bring businesses and families together
 - b. Collaborate with the business community to expand promotion and collaboration to support businesses and continue to work with the Chamber to succeed. Village is placing signs around downtown for pickup spots. It also talked to businesses on how to collaborate to make sure people know businesses are open. We need to make sure we all come up with new ways to market – virtual meetings – give reasons to come together. Stretch our boundaries.
 - c. Business protection – Village is meeting with Alan Alongi to put together a group of professionals and resources. Goal is to find best practices to prepare for the worst within the business community. Also, to see how the state and national governments can help us to prepare for the long run. If you have ideas – please use Slack app or call me. Skype is a great way to talk – reach me at: **dungerleider.work**
 - d. Recovery – We're going to recover and be stronger and a better community! The recovery is going to take planning as well. Big fear before this was Amazon taking our business – all of us can now take advantage of that model. Sell our goods and services using technology while maintaining community. Amazon doesn't have the community part – that makes us better and stronger. Feel free to call me or contact me via Skype: 630-286-5412 or **dungerleider.work**

2. Corona Virus – Staying Connected – Chamber President Derek Berg

The meeting will be kept simple and informative today. We'll focus on staying informed, resources for new business and how to optimize our business to serve in the current situation...creating a new way of service to the community.

- A. Slack App is our main resource to connect with each other.
- B. We are looking into possible grants to help business in future – SBA
- C. If you have a loss – document, it. So, you can prove it in the future.
- D. Business have to become customer centric. The excuse of not being tech savvy is not a good excuse in this case.

3. Community Examples of Adapting to Corona Virus

A. Clarendon Hills Music Academy – Derek Berg

- business became 100% virtual lessons in 24 hours
- Teachers said the lessons were more productive, students more engaged
- used a multiple camera shoot, lighting, etc. -higher tech – to keep kids engaged

B. Jackie Errico Fitness - Jackie Errico

- using Zoom to hold personal training sessions
- moved to training via my app

C. I Want Candy – Kris Magana

- using online store
- connect with kids – TikTok, Instagram, Facebook, etc. doing little videos for -
- using Mailchimp promote kitchen still open and pushing hard on Etsy
- using Shopify - It's viable as long as you're using Shopify as your website – if you do – you can blast out message to everything. If you're using square, etc. it doesn't work.

D. Hamel Dental – Belinda Hamel

- dental offices have been asked to cancel non-emergency patients
- working on updating our website and use this opportunity to gear up for upcoming expansion

E. Salon Sapphire – Mike Ockrim

- seeing one person at a time & keep salon super clean
- some staff has decided not to work
- get marketing, accounting, sales in this slower time

E. Daily Scoop - Chuck Kaufmann

- tad bit slow
- doing call in orders and curbside service with all items to go
- sell pint, quart and gallon containers

**Appreciate the offer of English Garden – flower store – store has offered to deliver any downtown business items to Clarendon Hills residents – store has 2 trucks sitting doing nothing – bring your product over to flower shop and they will deliver.

F. Zazzo's Pizza & Bar – Tina Welch

- taking online orders and can pick up their orders or delivery
- Monday – closed restaurant to deep clean everything
- started doing frozen pizzas this week and prepared meals ahead of time

G. Root 'n Bloom – Weston Shelton

- we still have a lot of people coming in – 1 person or family at a time

- keeping up to date with sanitary guidelines
- talking to parents about immune support at this time, handle stress, etc.
- we are a portable medical site – other than hospital – can see if we can help people

H. Musicians – Sue O’Connell

- everything is closed setting up Go Fund Me page to help musicians
- musicians can’t apply for unemployment
- O’Connell Success Partners – Sue O’Connell
- offering virtual sessions to help students get assignments completed, etc.

I. Compass - Mike McCurry

- wearing gloves and putting gloves at all
- continue to do open houses at vacant houses and monitor numbers
- virtual tours or a walk-through of our listings.
- double down and don’t retract – be creative with marketing, lots of opportunities come out of lower prices and lower water mark

J. Talley’s - Laura Marquardt

- doing carry out and curbside – servers doing curbside to make some kind of money. Hours 4 – 8 pm.
- Coldwell Real Estate – Laura Marquardt
- had open house scheduled last Sunday and cancelled it. Seller didn’t understand. Such a new thing
- hand sanitizer at listings & wipes – sellers wipe doorknobs, etc. to keep it as safe as possible

4. CH Chamber Budget – Treasurer Mark Rediehs

Chamber board met last month looked over budget – everything looking healthy. Membership drive still going on and income coming in. Expenses for vendors for summer. Discussed a lot in future for marketing and will continue to do so – to market our businesses.

Derek Berg - Agents doubling down on TikTok – doing virtual tours – expand their YouTube channel – by 30,000 people. 30-45 day period. Organic reach on TikTok and LinkedIn is huge. Paid ads are huge on Facebook – important to consider now. Charge 5-\$7 for 1,000 views. I’ll be conducting a paid ad class and how to target your market soon.

Dan Ungerleider - I’m smiling and feeling proud for the community we have here. Do this community video as often as possible and keep our community close knit and share each other’s resources and ideas.

Going to Country House – share lunch with me virtually. Probably through Skype or Zoom. Anyone wants to host a virtual lunch, let me know. We're doing this for a while – embrace it and work for us and stay together.

Village is still here – doors are closed, but we are still here. Everybody is still working and here for you. And to serve you – trying to do it as smart as possible to keep us all safe.

5. Chamber Website Business Promotion – Meredith Lannert

Use the chamber member's area to upload post for Facebook – if you have a new offering – we'd love to promote it. Easiest way is to upload it on the website – or if struggling , just email Meredith, meredith@lannerthomes.com – send verbiage, photos, videos, etc. anything we can share with the public

Derek Berg – naturally put in the position of new needs – kids at home -need stimulation – and structure. When people stay home – we need to think of ways to better their lives. Ask yourself what business am I in and what business could I be in? Even if it has nothing to do with your business. We just realized we can now offer national lessons and virtual lessons for memberships.

Now we have high schoolers with tons of time – having them research nationwide - go to every chamber site and see what best practices are – industry specific. And we're compiling info on Chamber University. If you have high schoolers who need to volunteer have them contact me, 630-915-8533, derek@chmusicacademy.com . The more we know the more we can implement!

Chamber meeting adjourned: 10:03 am

Next Clarendon Hills Chamber Meeting, April 15, 2020, 9:00 am – Site TBD