



## Chamber of Commerce Member Meeting Minutes August 19, 2020

### 1) Meeting was called to order at 9:08 am

### 2) Report from the Village – Dan Ungerleider, Community Development Director

- a) Dan Ungerleider thanked Chamber for all work it's doing – getting people involved and shopping downtown.
- b) Downtown Revitalization completed mid-October. Street scape project picking up pace. Waiting for sundial to be embedded in patio of village hall.
- c) Train Station – start seeing steel structure installed next week. Once that goes in, we'll put in windows and complete parking lot. Construction workers will park on Burlington Avenue on East side so shouldn't interfere with business parking. Also received approval from IDOT to start construction on outbound train station. That should start in October and be completed in the spring. BNSF is stepping up now and starting to do their work as well.
- d) The Village received building permits from TR Distillery. They're moving into old Arts Building. They're putting a substantial investment into building. They're offering retail space in front for coffee shop or other complimentary business.
- e) Former Mexican restaurant is completely gutted except for kitchen. The new owner of building designing new restaurant – will open spring 2021. Working with consultant with Let Us Entertain You – so they're putting a substantial investment into building and area.
- f) New property owner at 1 Walker. The old Tippi Thai restaurant. Local owner from DG. He's working to fill that building with tenants.
- g) Village is working with Country House restaurant to provide outdoor dining space in fall and into winter using a tent and heaters. If other businesses are looking for approval to do other things as it gets colder, contact the Village and we'll do everything to accommodate that.
- h) Community Presbyterian Church held an outdoor service in parking lot and we worked with them to operate safely.
- i) The Village still holds open board meetings on the 1<sup>st</sup> and 3<sup>rd</sup> Mondays of the month at 6:30 pm. Please join us!

### 3) **2020 Review – Derek Berg, Chamber President**

The Chamber Board, Village and Village Board deserve a huge thank you! The Chamber board has been working hard and being active making lemonade out of lemons. The Village has supported Chamber and businesses and Village board is focused on helping businesses. It shows the power of partnership with the Village and Chamber working together.

#### **a) New Website**

##### **i. Separate Member and Community Areas with Dedicated Navigation Dashboard**

Launched new Website – two separate sides of website for community and for business members.

##### **ii. Enhanced Business Directory Segmented by Industry**

The Chamber directory is now segmented by industry which is Important because if the Chamber wants to do promotions with specific industries, it can do that with landing pages.

##### **iii. Direct Channel for Businesses to Promote their Content**

Businesses can now directly promote their business. Just go to Chamber website and share content. Marketing team vets the info and puts in que of Facebook and Instagram feeds. Chamber is getting strong engagement on the social media platforms.

##### **iv. Chamber Members Suggestion Box**

You can communicate directly with the Chamber through the suggestion box on the Chamber website. Chamber needs to hear from businesses to make sound decisions.

##### **v. Schedule, Minutes, Bylaws & Email Broadcast History Access**

Chamber members can look at broadcasts, minutes, bylaws online.

#### **b) The Investment of Social Media Scheduling Software, Hoot Suite focused on generating consistency**

Chamber is using Hootsuite, a social media scheduling software.

#### **c) The Investment of G Suite to Organize/Automate Administrative and Marketing Activities**

Instead of email, G Suite organizes all of the Chamber's administration activities. It helps Chamber organize and plan our events – so there is a history of the planning for future reference as well.

#### **d) Professional Email Program Aweber to Adhere to Legal Guidelines for Bulk Email**

Chamber is now using Aweber to legally be compliant with bulk emails to members and the community. We have started building an email list with community members who attended the drive in movie.

#### **e) The implementation of Private Chamber Member's Slack Channel**

Slack is designed for businesses to communicate better, stimulate conversation and help them partner with other businesses. Please turn on your notifications for Slack and take action to communicate with businesses. If you're not on Slack channel, email Derek at [president@clarendonhillschamber.com](mailto:president@clarendonhillschamber.com) to get an invite and start using Slack.

#### **f) Chamber Marketing Intern Program**

The Chamber started an intern program this year giving students a great opportunity and helping the Chamber as well.

#### **g) New Policies and Procedures**

The Chamber has established and systematized how it awards sponsorship opportunities by putting 3 policies into place: Sponsorship, Promotional and Outside Vendors. When the next board steps up the new board has policies and procedures to follow:

- Sponsorship opportunity awarding policy
- Promotional opportunity awarding policy
- A policy on the use of outside vendors focused on not creating a competitive environment

#### **h) COVID-19 Initiatives - 2 Virtual Events (Financially supported by the Village)**

##### **i. Clarendon Hills Unplugged** (Financially supported by the Village)

Every week a musician plays in the triangle for 2 hours while people social distance - creating a cool and uplifting vibe and hopefully bringing more traffic to downtown. It doesn't require closing off streets.

##### **ii. Drive-in Movie** (Financially supported by the Village)

Great event but had a 40% no show rate. If Chamber holds another drive-in movie, it will charge to cut down on no show rate. Daily Scoop & I Want Candy sold popcorn, etc. The industry standard no-show rate is 13%. We oversold it by 10%. Maybe 40% is the new pandemic no-show rate. If we were to do this again, we will also have a new texting confirmation 3 days before so we don't have a large no-show rate. The event was a nice thing to do for the community.

##### **iii. COVID-19 Troubleshooter Virtual Workshops**

The Chamber held the workshops on Zoom during pandemic shutdown featuring speakers who could help businesses specifically during the shutdown. The Chamber plans to add a regular educational piece during its regular monthly meeting.

##### **iv. Print Ads Promoting our Businesses During Shut Down** (Financially supported by the Village)

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#### **4) NEW Promotional Upgrades**

##### **a) NEW Part-time, Paid Staff Member**

Amanda Hutchison, who served as the Chamber intern earlier this year, is now

working as a parttime staff member. She is focused on social media, paid ad management and website updates. The goal is for the Chamber to have 1 parttime staff member and 2 interns that Amanda can delegate to. Chamber board is very excited about this!

**b) NEW Content Calendar – Amanda Hutchison**

We want to steam lime what we're posting to get more engagement and better use of time. This is an overview of the content calendar. Monday and Wednesday are business spotlights – standard image posts. In the future, we will have a 30 second video where business owner talk about their business and what they do. Video is more engaging. Tuesdays – Question of the Day – businesses will answer it in a video. Thursday – Employee Shout Out with 30 second video. Friday – Events and Updates in Community News. WHY? – videos receive more engagement. It's a great way to show off businesses and increases brand recognition which leads to increased sales. Keep it casual - hold up phone horizontally when recording and hold to 30 seconds to a minute. Submit content on the Chamber website under the link "Promote your Business." Chamber members will receive a bi-weekly email promoting questions of the day. Overall, this is to help you – the businesses and showcase your personality and business. It's a great way to promote new businesses and products too!

**c) NEW Chamber approved \$2000 for Boosted Industry Social Media Posts**

The Chamber approved spending \$2,000 over the next year for boosted posts. We can take an industry in our directory and create landing pages for that specific industry – such as restaurants. It's a great and fair way to promote businesses as a sector, and not just one business. The Chamber can create targeting ads - promote specifically to Hinsdale to visit our restaurants for example. Targeting ads are paid ads that focus on a group – town, moms, age groups, etc. It is more strategic than organic posts. The targeting ads will increase the reach by 95%. Typical reach of organic post is 5% of people who have liked your page. Targeting ads reach is 95% and still really inexpensive.

**d) NEW Friday Night Jazz, Friday, August 21<sup>st</sup>, 6 – 8 pm**

Once in a while we will have musicians play in the triangle. Derek Berg is donating his time to organize and personally paying \$200 for jazz trio to play. It gives a fun vibe downtown and also gives Clarendon Hills Music Academy a boost. This will be an occasional thing.

**5) Open Forum and Q & A**

a) **Meeting Attendance** – 15 members attending – that's 25% of Chamber members attending meeting. The purpose of this meeting is to help members. If you talk to members say it's important to attend meetings. It's going to be important to engage with others and help each other. If you attend, your voice can be heard.

**b) Belinda Hamel – Hamel Dental**

We need a new hygienist to come in and work with us to see if they like how we operate. You can post a job on the Chamber website and social media.

We put together a video on how we are operating safely.

**c) Friday Jazz Night**

Amanda encouraged people to post about the event and the Chamber will repost videos or pictures. Direct tag or hashtag.

**d) Encourage Business Promotion – Meredith Lannert**

Repost or share business posts to help each other. It increases organic reach.

Derek encouraged all businesses to continue to post daily and develop your own content calendar like the Chamber did. It's the cheapest marketing you can do.

**6) Meeting adjourned at 9:51 am**

**Next Clarendon Hills Chamber of Commerce Meeting  
September 16, 2020 at 9:00 am on Zoom**