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| <div>MINUTES OF THE COMMITTEE OF THE WHOLE MEETING OF THE GURNEE VILLAGE BOARD</div> <div>GURNEE VILLAGE HALL APRIL 28, 2025</div> | |
| Call to Order | Mayor Hood called the meeting to order at 7:00 p.m. |
| Other Officials in Attendance | Patrick Muetz, Village Administrator; Austin Pollack, Assistant to the Village Administrator; Ellen Dean, Economic Development Director. |
| Roll Call | <div>PRESENT: 5- O'Brien, Balmes, Thorstenson, Woodside, Ross</div> <div>ABSENT: 1- Garner</div> |
| Pledge of Allegiance | Mayor Hood led the Pledge of Allegiance. |
| <u>A. PUBLIC COMMENT</u> | None. |
| <u>B. DISCUSSION ITEMS</u> | <div>1. Village of Gurnee Chamber of Commerce presentation.</div> <div>Village of Gurnee Chamber of Commerce Chair Amber Apercedo and Executive Director Lynn Granstrom thanked the Village Board for the opportunity to share information about the Chamber. Chair Apercedo and Director Granstrom shared the following:</div> <div><ul style="list-style-type: none">• 189 current members, up from 132 a year ago.• \$250 membership fee, \$145 fee for non-profits.• Events including monthly mixers, community events (examples: Gurnee Days, Bonfires & Brews) and collaborating with other chambers to name a few.• Concerted efforts to “get out there more”.• Member benefits including networking, multi-chamber events, website portal access, educational opportunities and boosting online presence.• Future focus on library partnership, hosting breakfasts/lunches and additional educational opportunities.• General focus of providing member support through a hands-on approach.• Current Board Members:<ul style="list-style-type: none">○ Amber Apercedo, Chairperson○ Nicole Khayat, Vice Chairperson○ Jordan Spriegel, Treasurer○ Janelle Rominski, Acting Secretary○ Lynn Granstrom, Executive Director○ Richard Diesterheft, Board Member○ John Krajnak, Board Member○ Mark Le Vine, Board Member○ Nick Phillips, Board Member○ Terry Waddell-Moenter, Board Member○ Garrett Koncan, Board Member○ Jeanne Balmes, Board Member○ Ellen Dean, Board Member</div> <div>Next, Julius Foust, Seven Seas Web Design, shared information about a new, dynamic, AI-generated podcast created for the Village of Gurnee Chamber of Commerce. He stated the podcast will continue to be refined and can serve various functions including spotlighting businesses, soliciting sponsorships, blogging and promoting the Chamber in general.</div> <div>The 12-minutes podcast was played for the Village Board.</div> <div>Highlights of the podcast include:<ul style="list-style-type: none">• Executive Director hiring• Website features/benefits• Spotlighting businesses</div> |

- Chamber mixers, networking and community events
- Local partnerships
- Internal restructuring of Chamber operations
- Recruitment and retention
- Economic development
- Advocacy
- Finances
- Chamber goals (400 members for example)
- “Growth Zone” chamber management software
- Board member and partner thanks/appreciation

Questions:

Trustee O’Brien stated the AI-generated podcast was very impressive.

Trustee Thorstenson commented on the recent increase in members. Also stated she was impressed by the podcast.

Trustee Woodside echoed Trustees O’Brien and Thorstenson.

Village of Gurnee Chamber of Commerce Chair Apercedo and Executive Director Granstrom concluded by thanking the Village Board for the continued support, both financially as well as being a helpful resource.

C. PUBLIC COMMENT

None.

Adjournment

It was moved by Trustee Balmes, seconded by Trustee O’Brien to adjourn the meeting.

Voice Vote: ALL AYE: Motion Carried.

Mayor Hood adjourned the meeting at 7:26 p.m.

Andy Harris,
Village Clerk