

**RIVERSIDE CHAMBER OF COMMERCE  
MINUTES OF MEETING OF  
TUESDAY, FEBRUARY 16, 2010  
Called for 6:00 p.m.  
At the Riverside Public Library**

<b><i>Chamber Board</i></b>	David Moravecek	President
	Rick Rovella	Vice President, Events Coordinator
	Keith Wright	Vice President, Membership
	Brian Brennan	Vice President, Publicity & Public Relations
	Dorothy Sikora	Secretary
	Carol Franzo	Treasurer
	Holiday Stroll Chair	Brian Brennan
	Car Show Chair	Rick Rovella
	Steak Fry Chair	Eric Sundstrom

Called to order by President, Dave Moravecek at 6:05 p.m. The meeting began with the Pledge of Allegiance.

***Attendance***

24 members were present, including Village Trustees; Mark Shevitz and Ben Sells and EDC member Jason Leander.

***Secretary's Report***

A copy of the Minutes of the Meeting of January 19, 2010 was reviewed, and with a motion from Alex Gallegos, seconded by Carol Franzo, unanimously approved, will stand as recorded, and will be posted on the Chamber's website. A reminder to all that the current month's minutes are now being sent as an attachment to the email reminder of the monthly meeting for all to peruse before the meeting and are also posted on the Chamber website.

***Treasurer's Report***

Carol Franzo advised that due to printer problems, she was unable to print up neither the new proposed budget for 2010, nor the monthly financial report. Current checking account balance is \$15,413.73. She will send out (email) the proposed budget before the next meeting so members can review and be prepared for discussion and approval. An increase in income is expected for 2010, as well as a percentage to be set aside for special funds projects. Concerns voiced at last month's meeting regarding the costs of the Car Shows seem to be unfounded as she works to recreate last year's financial report it appears the Car Shows broke even, and if we host a 50/50 raffle at each of this year's shows with member volunteers (hint) it should not be an issue.

***Village Updates***

Mark Shevitz advised of the following Village updates:

- 1) Village staff will work more proactively with organizations for special event planning which would include Chamber sponsored events.
- 2) EDC is working on a "How to open a business in Riverside Manual" for use with prospective business owners.
- 3) The Village is still working and is fairly optimistic to have an agreement in place for parking use at the Masonic Lodge lot by spring.
- 4) Parking enforcement is being worked on.
- 5) As mentioned last month, the Village email list serve could be available for Chamber announcements and he encourage Chamber to come to the next Village meeting and ask for it.

- 6) There are three locations in consideration for the Farmers' Market: current lot, post office lot, or the cut off street area at Guthrie Park and Bloomingbank Road.
- 7) Public Works is still working on parking signage.

Dave Moravecek reiterated that Chamber members feel strongly that 61/63 Burlington still needs to be a parking lot and hopes it will still be considered for one.

Dave introduced new members in attendance: Robin Mooney of Arcade Antiques and Lindsey Lane of Pagani Hair Salon and welcomed them to the meeting.

Village Trustee, Ben Sells addressed the meeting as a representative of the Friends of the Fourth. Since the 4<sup>th</sup> of July falls on a Sunday, this year's parade in all likelihood will be held on Saturday, July 3<sup>rd</sup> and the concert in the Park on Friday the 2<sup>nd</sup>. A suggestion to reroute the parade is being considered: South on Longcommon and instead of going over the tracks and finishing on Riverside Road, turning East onto Burlington and going through Riverside's business main street. Since it would be on a non-holiday Saturday, businesses on Burlington will be contacted for reaction and impact to their businesses.

### ***Landscape Beds CBD***

Ben also advised that he has walked the Central Business District (CBD) with the Landscape Advisory Commission (LAC) and there is a strong consensus to get rid of the planters or limit them down to a few or containers which could be removed for the winter. They are very optimistic to get plants donated and have a "Riverside Springs Forward" planting day in May to refresh the look of the CBD. Chamber members responded favorably to this information and await approvals to fill in the planters and brighten up the plantings.

### ***Membership***

Keith Wright gave an overview of the current memberships and has prepared an envelope packet for home businesses, asking members to pass them on to anyone who may be interested in joining.

### ***Publicity***

Brian Brennan is working on new considerations for advertising in local newspapers. Ideas for a different focus or setup are being sought. Our current contract expires in April which costs the Chamber \$34/month and \$34/month for each of twelve ads encircling the Chamber's announcements.

Another consideration is to publish a brochure of Chamber members to place in nearby community kiosks and with organizations. Please let Brian know what your thoughts are on both.

### ***Upcoming Events***

Terri Tabor, of Salon D'Amore presented her research for a Ladies' Nite or Scavenger event along with promotional tote bags. She and Robin Mooney attended a recent Junior Woman's Charity meeting and saw they had a Ladies' Nite on their plan sheet. She suggested this be a combined effort with Chamber with funds going to beautify the CBD and informed them of the importance of shopping locally. They were met with great enthusiasm and more information will follow for a date this spring. The tote bags could be part of the benefit and also sold at local businesses as well as the Farmers' Market. A Chamber brochure could be placed in each and the bag could have a slogan to shop locally.

***Chamber Old, New and For the Good of Discussion***

Alex Gallegos announced that there will be an event of some sort, possibly a concert, on Saturday, August 21, 2010, in Guthrie Park for Cory's Kids. More information to follow.

Carol Franzo suggested that education could be the focus of Chamber to reach out to residents and make them aware of the impact not shopping locally has on Riverside, as well as income received from sales tax dollars.

The Riverside Township Lion's Club requested a donation of \$25 for advertising on placemats for their annual Chicken Dinner. Alex Gallegos moved, and Eric Sundstrom seconded the motion to approve the request. The motion passed.

Eric Sundstrom was asked to announce to the Chamber that a local family, the Michaels, whose husband/father was at the raising of the flag at Iwo Jima, are hoping to purchase and place a memorial stone in Guthrie Park.

Linda Trevoy of Shamrock Flowers suggested sponsor stones be used as a fund raiser to fill in the planters in the CBD.

Chamber is seeking a member to represent and read any statements at the Village Board meetings.

Terri Tabor asked if other businesses along Burlington have experienced sewage backup. There is concern that routine maintenance may no longer be occurring and continued problems could occur. She has called the Village.

Dave Moravec suggested the time of the meeting could be reconsidered, if it is a hardship for business members. An email request for preference will be sent out to the entire membership this week: 6:00 p.m., 6:30 p.m. or 7:00 p.m.

The meeting concluded at 7:25 p.m.

Respectfully submitted,

Dorothy Sikora, Recording Secretary