



Coronavirus Business Roundtable Call: Meeting Minutes
Tuesday, March 17, 2020 at 1:00 PM

Dillon Goodson, Executive Director of the Lakeview Chamber of Commerce began the meeting by thanking attendees for joining and invited all attendees to submit questions or thoughts via the chat function in the app so that Lakeview Chamber staff can address questions and concerns both during and following the call.

Dillon Goodson explained the goal of the call: to open a dialogue among West Lakeview businesses regarding their responses and concerns related to COVID-19, and ways the Lakeview Chamber and SSA 27 can support businesses during this time.

Dillon Goodson also shared that the Lakeview Chamber of Commerce launched the webpage www.lakeviewchamber.com/covid19 to collect and collate all relevant information surrounding COVID-19, and advised all attendees to review the webpage for helpful information, including:

- Latest news and updates
- Public health guidance
- Business resources
- Financial assistance information
- Ideas to stimulate business activity
- COVID-19 roundtable meeting dates and notes
- Community and business event cancellations.

Dillon Goodson introduced 32nd Ward Alderman Scott Waguespack, who thanked attendees for joining and for their resilience and cooperation. Alderman Waguespack highlighted that his office is in constant communication with City, County and State officials to brainstorm options and ideas to support small businesses, as well as counterparts in other cities and states. Alderman Waguespack added that the City Council meeting on Wednesday, March 18 was canceled, but the 32nd Ward will continue to push the passage of permits, signage and licenses for businesses who have been in touch on these items.

Alderman Waguespack outlined a few other potential measures that are being considered, including delaying payment of city taxes, working with Springfield to push for the same treatment of state sales tax and payroll taxes, and working with the City to review stimulus packages for small businesses. Other ideas under discussion include offering zero-interest loans, deferring business license fees, and direct grants to businesses.



From the 47th Ward, Andi Aguilar, Assistant Director of Constituent Services, provided updates that Ward staff have been focused on outreach to get information on current businesses needs. Andi Aguilar noted that waiving or deferment of state and local taxes has been a prominent concern, in addition to employee health insurance and state actions to support non-food or drink based businesses.

Dillon Goodson thanked Alderman Waguespack and Andi Aguilar for joining the roundtable call and providing their ward updates, and continued the conversation by providing updates on recent changes to restaurant and bar operations: Governor Pritzler mandated that all restaurants and bars halt dine-in access, effective Monday, March 16 at 9 PM. Dillon Goodson clarified that on-premises consumption will not be allowed, but curbside delivery, to-go orders, and online delivery may still be offered.

Dillon Goodson added that consumption on premises and tavern liquor licensees in the City of Chicago can sell and deliver incidental packaged goods liquor under the following provisions:

- Liquor sales and delivery must occur during liquor sale hours as defined in the Municipal Code 4-60-130
- Licensees must verify proof of age
- Goods must be sealed in their original container
- Transactions must take place at the retail licensee.

Dillon Goodson specified that additional restrictions on delivery may apply to brew pubs, distilling pubs and manufacturers, and that these businesses should contact the State Liquor Commission or visit <https://www2.illinois.gov/ilcc/Pages/Home.aspx> for additional information.

Dillon Goodson ended with an update that Federal guidance recommends restricting gatherings to 10 or fewer people. Dillon Goodson noted that Elliot Richardson, Co-Founder & President of the Small Business Advocacy Council will be the next speaker to provide updates, and informed attendees that SBAC will soon launch a dedicated webpage with updates that will be posted to the lakeviewchamber.com/covid19 webpage.

Elliot Richardson explained that the mission of SBAC is to advocate for small businesses, and began a discussion on the possibility of federal loan disbursement through the U.S. Small Business Administration (SBA), which are loans that could provide up to \$2 million in funding with interest rates of 3.75% and a repayment timeline lasting up to 30 years. Elliot Richardson added that his understanding is that any potential loans would be processed directly through the SBA, not banks. SBAC will remain a resource for individuals who require assistance in filling out



the loan applications. Elliot Richardson added that businesses can act by sending their anecdotes or stories regarding impacts from COVID-19 to info@lakeviewchamber.com.

Elliot Richardson received a few questions regarding how long the federal loan application processing will take, and what constitutes a small business, and confirmed he would get more information from SBA and provide all answers to the Lakeview Chamber.

Elliot Richardson advised that he has contacts at the SBA, and anyone who would like to get in touch with the SBA should email info@lakeviewchamber.com.

Elliot Richardson proceeded by providing information on the proposed \$850 billion stimulus package from the federal government, which includes sending checks through the mail, and a cancellation, hold or reduction in payroll taxes.

Elliot Richardson also received a question whether deferral or waiving of mortgage and rent payments were a possibility, and Elliot informed that waiving rent payments is unlikely, but he expects to get an update regarding mortgage payments soon which will be posted on lakeviewchamber.com/covid19.

Elliot Richardson noted there is a strong likelihood that the April 15 tax deadline will be extended, and Dillon Goodson added that the Treasury Secretary announced in a press conference that there will be a 90-day tax deferment with a \$1 million individual limit and \$10 million corporate limit.

Dillon Goodson provided information on a few more resources:

- The US Bartenders' Guild Foundation is offering [grants](#) for bartenders and their spouses and children affected by COVID-19.
- The Illinois Unemployment Insurance Office is offering unemployment insurance as a result of COVID-19. Individuals with COVID-19 or individuals with a dependent who has COVID-19 are eligible to apply, as well as individuals whose employment has been impacted by government-imposed or recommended quarantine.
- The Mayor's office is speaking with Chicago's major financial institutions to request a deferment on loan payments and mortgages, and any businesses experiencing issues with banks, mortgage officers or lenders can contact info@lakeviewchamber.com.

Becca Girsch, Business Services Director with the Lakeview Chamber of Commerce gave some information on grassroots initiatives among businesses impacted by COVID-19, and added that



open lines of communication both from the Lakeview Chamber and from local businesses will play a major role moving forward.

Becca Girsch outlined initiatives being taken by businesses to both garner and offer support in response to COVID-19, noting that other ideas can be found under “Ideas for Stimulating Business Activity During the Outbreak” on <http://lakeviewchamber.com/covid19>:

- Social media shoutouts
- Brainstorm ideas for cross-promotion
- Send information on specials, promotions, and business hours to the Chamber for social media sharing

Becca Girsch added that the Chamber will offer webinars and other online support to businesses, and are seeking connections to a distributor for cleaning and sanitation supplies.

Dillon Goodson responded to a few questions that were submitted through the chat function:

Q: Does underemployment insurance only apply to restaurant workers?

A: The Lakeview Chamber is under the impression that this does not only apply to restaurant workers, but please reach out to the Illinois Unemployment Office for clarification.

Q: Is there a Facebook group where businesses can go to brainstorm and collaborate?

A: The Lakeview Chamber created a Facebook group titled Lakeview Chamber Business Connection. Please join to brainstorm and share your ideas.

Nicole McLellan, Community Development Manager with the Lakeview Chamber of Commerce outlined two new programs that were approved by the SSA 27 Commission in response to COVID-19:

- Digital Marketing Rebate Program: Local businesses have been confronted with the need to quickly adapt and shift their operations to an online presence, so the goal of the Program is to support locally-owned businesses impacted by closures due to COVID-19 by providing rebates to locally-owned businesses who invest in a digital marketing and social media strategy through working with a digital marketing or social media consultant, purchasing online ads (e.g., Google ads), or use of social media boosting.
 - Nicole McLellan added that Cascade Communications and Ripson Group are offering pro-bono media, marketing, social media, and PR consulting services to help brainstorm marketing ideas and messaging during this time.
 - To schedule a 25-minute consulting session with Cascade Communications, make an appointment online [here](#).



- To schedule a 1-hour consulting session with Ripson Group, please contact info@ripsongroup.com.
- Health & Sanitation Rebate Program: Local businesses have been confronted by increased costs for cleaning and sanitation supplies, so the goal of the Program is to support locally-owned businesses impacted by high sanitation materials costs due to COVID-19. The Program will provide rebates to locally-owned businesses with an increased need for personal and commercial sanitation, cleaning, and sterilization products, including antibacterial hand soap, hand sanitizer, isopropyl alcohol, disinfectant wipes, disinfectant spray, and cleaning supplies.
 - Nicole McLellan added that the Lakeview Chamber is pursuing the idea of purchasing supplies to distribute to businesses, once supplies are more widely available.

Nicole McLellan noted that summary sheets will be included on <https://www.lakeviewchamber.com/covid19> under “Financial Assistance for Small Businesses & Employees” in the coming days, and businesses can email SSA27@lakeviewchamber.com for more information.

Carisa Marconet, Marketing & Events Director of the Lakeview Chamber of Commerce informed attendees that she is currently working on promoting unique measures taken by businesses via social media and the Chamber e-newsletter. Carisa Marconet added that WGN is interested in performing a virtual “Around Town” segment of the Lakeview Community about what unique methods and promotions local businesses are offering. All businesses should send information on their unique offerings, deals, discounts, promotions, and ideas for the WGN segment to carisa@lakeviewchamber.com.

Carisa Marconet is currently building a Love Local, Love Lakeview webpage to live on the Chamber site, which will include a list of ways people can support local business, such as:

- To-go order, curbside pick-up, online delivery
- Online shopping
- Gift card purchases
- GoFund Me Campaigns
- Curbside retail pick-up

Dillon Goodson answered one other question posed by the business community: how can businesses be of service to the community during this time? Dillon Goodson responded that businesses should continue to be innovative, creative and inspirational, create interesting marketing opportunities and share their promotional information with the Chamber and other



businesses. Businesses should also continue to be a good neighbor, and offer support to those struggling and ask for help if they are struggling.

Dillon Goodson ended the call by providing a recap on next steps:

- Chamber staff will summarize the notes from this call and post them online at <https://www.lakeviewchamber.com/covid19>.
- Businesses should submit their anecdotal stories to info@lakeviewchamber.com to build a stronger case for the SBA emergency loan program.
- Send information on deals and marketing ideas to carisa@lakeviewchamber.com.

Dillon Goodson thanked all attendees for joining, and noted that the Chamber plans to hold roundtable calls on a consistent basis, and all future meetings and updates will be promoted through the Chamber newsletter, social media, and <http://www.lakeviewchamber.com/covid19>.