



Chamber chat

A newsletter distinctly for Milan Chamber Members, Milan, IL

Milan Marketplace

Connecting Customers to Milan Businesses

P.O. Box 1036
Milan, IL 61265
309.716.8144
www.milanilchamber.or

Business Spotlight



Mr. Smokey's

Mr. Smokey's Tobacco Shop is one of a number of new shops that have opened recently in Milan's historic 'downtown' area. It is easily located by the Tobacco & Liquor Outlet sign that adorns the side of the building at 116 West 4th Street.

As the sign implies; Mr. Smokey's specializes in premium and hand-rolled cigars, a huge variety of cigarettes and even 'roll your own' tobacco. They also carry hard liquor, beer and some snack items that should fit all your entertainment needs.

Mr. Smokey's is open 6 days a week from 8 a.m. to 8 p.m. Monday to Friday.

Mr. Smokey's Tobacco Shop is looking forward to helping you host your next event; stock your in-home wet bar, or find a premium hand rolled cigar for your guests or clients delivered to you with friendly, personalized service

You might have heard about Groupon or Living Social, sites that combine coupons with group buying power. Effectively, merchants offer great deals to customers at deep discounts to drive volume; customers buy into those deals like \$20 dollar gift card for \$10 etc., and when enough customers buy-in, the offer is activated. These types of sites have seen huge success at driving customers into small businesses and fetching lucrative stock prices for investors.

Milan Marketplace is a new initiative based on some of these national trends, replicated to fit our hometown market with some specific distinctions namely, it eliminates the e-commerce aspect but, keeps the customers to businesses connection model. Milan Marketplace is formulated to increase traffic to Milan's store front businesses. It will provide deals to Milan Marketplace subscribers who will receive weekly deals directly to their inbox just by becoming a subscriber to Milan Marketplace through the Milan Chamber website, and the Milan Marketplace Facebook page, all for free.

Weekly deals will be e-mailed every Mon-

day to Milan Marketplace subscribers. Similar to Groupon type sites; customers will see the deal, links to the advertisers website, the contact information and the logo of the participating advertiser.

Additionally, a quarterly edition of Milan Marketplace will be printed with three

pages of coupons for each month of that quarter and distributed to all businesses in Milan inside Milan Cham-

ber's Chamber Chat, and available to Chamber members and/or Chamber's employees and customers. With distribution rates of 5,000, the coupons delivered to subscribers inboxes, and using the Milan Marketplace Facebook page to help spread the word about the great deals being offered: Milan Marketplace is positioning its self as an effective tool for small local businesses to reach their hometown market.

To learn more about Milan Marketplace, please RSVP to attend the next General Meeting located at **Milan Lanes on August 3rd, starting at 6:00 p.m.** Our speaker, Doug Tschopp from Augustana will be presenting: "Making your Website (and Social Media) Work for Your Business."



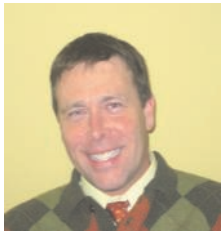
President's Page

JIM HUISKAMP, V.P. BLACKHAWK BANK & TRUST

Jim Huiskamp

309.787.9559

jim@ChoosetheChief.com



Jim Huiskamp

Vice President,
Blackhawk Bank &
Trust

Milan Chamber

Aside from the big fireworks display celebrating our National Independence, which is always a great event here, things were pretty quiet in Milan during July as your Chamber takes the month off in terms of Chamber-wide meetings. Your Board of Director's still met and we talked about a new program that we will begin to implement in the upcoming months which will give Milan companies the ability to market themselves through coupon offerings which we are excited about. It will be presented at our next meeting in August, which I will have to miss, but please attend as some good work has been done regarding this new venture.

With things being fairly quiet, I also took an opportunity to reach out to the Village of Milan this month and had a very healthy meeting. If you're reading this now, you probably know that I've written about my pledge to try and get businesses, elected, and non-elected, village leaders, community organizations, and the citizens of Milan all pulling in the same direction towards common growth. I felt that both sides were very open about things that have, and still do, bother each side. We spoke about the tension that is almost palatable when the two sides get together and agreed that this has to stop. We talked about the lingering frustration when the TIF fund was drained to build the massive village hall but the fact is that it is done and this cannot, now, change. The village spoke of frequent criticisms thrown their way

which are misguided, or built on lack of complete information.

Without going through everything, I can tell you that I left that meeting with a sincere belief that Mayor Dawson and Steve Seiver [the meeting consisted of only the 3 of us], truly do want to help set a new course. Duane said several times, "What can we do???" People say we do nothing but they're not offering plausible solutions. What we need is ideas from businesses to help."

I believe they really do want to try and I am hoping that we can join in that same spirit. In order to accomplish this all sides are going to have to take a very difficult step by putting the past behind us. If we keep clinging to past failures, disappointments, and wounds that have been inflicted by both sides we will never progress. We pledged to get together more often to discuss our common path and build this new venture. Please call me if you ever have concerns that occur from this moment going forward. Again, I don't want to spend much time on bashing the past. Duane has assured me that he will also share any challenges that he is faced with on a going forward basis so both sides are held to a higher standard.

Considering our assets, such as the new bridge, we really are poised to leap forward as a community in so many ways. We have to be coordinated in our effort to maximize this potential. Thank you for any help you can bring to the effort...I sincerely mean that.

Take care,

Jim

Milan's Housing Market

The road to recovery is littered with the failed forecasts from the housing sector. With employment slowly strengthening and energy prices settling downward, experts are looking to the housing sector for trends that will lead indications for the overall economy.

Thus far, housing has not played the traditional role of helping the economy from recession. High unemployment numbers, flat home sales and under enthusiastic consumers have kept the housing from rebounding. However, there is some glimmer in housing; specifically in multi-family construction. The mix of higher income, down payment and credit score requirements in the mortgage market, has prevented many borrowers from getting the home loans they need to get started, pushing them into the renter market. In the near term, the renters market will lead the return of the housing sector as so called echo-boomers (born 1986 or later) emerge from their parents basements and start to demand starter apartments and smaller single family homes.

These trends can also be seen in Milan with construction along the beltway of the Cobble Stone Apartments, although the population of Milan has seen decreases in recent years, multi-family housing of this nature could neutralize those losses.

Demographic changes will also be a part of Milan's future. Estimates show that by 2020; minorities are expected to make up a third of all

US households with 40 percent of that number of Hispanic origin. In Milan the Hispanic population showed growth, while other minority populations declined or stayed the same as a percentage of total population.

Other demographic changes are likely to occur in the housing market, as baby boomers (born 1946-65) age, many will be downsizing their homes over the next decade. Many believe this will translate this into demand for smaller single or multi-family households. As a generality, Milan has a wide array of housing available on all levels of the economic strata including smaller family homes in safe walk able neighborhoods.

An improving economy nationally and locally may allow more people who have delayed living on their own to form households. In all, local housing markets will comeback at different rates in direct proportion to the depths at which they fell. Housing is directly tied to the employment numbers and with national numbers still firmly at nine percent; Milan's recovery will likely rise and fall along within these larger contexts.



Milan *Community Night*

Modern Woodman Park

August 11

Tickets available for purchase at the Village Hall for only \$7.00 with \$3.00 from every ticket to benefit the Mirror Lake Project.



Lets Pack The Park!

Chamber *Minutes*

Chamber Minutes [7-13-2011](#)

June Meeting at Blackhawk Bank & Trust on the Beltway. Submitted by: Secretary Betty Boltz

Jim Huiskamp, Betty Boltz, Bruce Brooks, Ron Heinzman, , Kevin Humphrey, Dennis Mosley, John Ryan, Del Steiert, Lory Van Blair, Non Board Members: Sarah Wright . Absent Vera Hinrichsen, Dave Temple, Steve Wilson. Guest , Annette Ernst

Secretary's report for June accepted as presented motion by Lori Van Blair 2nd Ron Heinzman carried

Treasurer's report June checking balance \$21,204.68. CD no change \$17,022.84 A motion by Del Steiert and 2nd by Ron Heinzman carried.

Agenda Items. President Jim asked for reports from the appointed committees.

Planning: Milan Signage – The Sign Committee was given the go ahead to proceed with getting new signs for Chamber

Communications: Milan Market Place Lori Van Blair reported that they are talking about how to proceed with the Milan Market Place which will last for 2 weeks with coupons on the website and at businesses. Residents will be able to sign up on a database to receive notices. John Ryan will give a presentation at the Aug 3 meeting to explain this to the membership we want to have this in place by Sept. Sarah will be responsible for the record keeping. John Ryan made a motion to proceed with the Milan Market Place. 2nd by Ron Heinzman and carried.

Betty is still working on the new business list and should have it completed soon. It will be shared with the Village.

Membership: It was reported that we have a couple new businesses, a barber shop on W 4th and Diehling Direct. President Jim asked if these businesses had been contacted. Sarah was on vacation so we did not know for sure.

Brunsvold/Milan *Photo Contest*



Deadline Extended to August 31

The Joel Brunsvold/Milan Photography Contest has extended it's date for submissions to August 31, to take advantage of WQAD's Three Degree Guarantee Program. The contest will be featured for the entire month of August.

Thank you Eriksen Chevrolet!

Economic Development: It was suggested that we work with the Village for the panel discussion for the Nov meeting.

Rudy's is behind on their opening, they need help painting the walls. Annette asked for volunteers.

Legislative Liaison: John Ryan reported that the IRS and Ill Dept of Revenue are reviewing tax forms. When checking taxpayers form they do not communicate with each other. They have been working with Rep Schilling and Pat Verschoore about business credit issues and 401K transfers.

Programming: Golf Outing – Betty presented a comparison spreadsheet for the golf outing and showed a profit of \$8,332.77.

President Jim met with Mayor Dawson and Steve Steivers and talked about the Village being represented in Springfield when the Quad City Chamber goes in the spring. Mayor Dawson felt it was time to participate in this event again. They all agreed it was time to move forward for the betterment of Milan.

Items from Sarah. President Jim reminded the Board that we need to define what we want Sarah, as our contracted employee, to have as her main goals and prioritize them.

President Jim requested an update on the Joel Brunsvold Photo Contest, Betty reported that Eriksen's Chevrolet will be using the 3 degree guarantee to promote this event in August. We have only received 2 entries so far. We may need to extend our deadline.

President Jim also requested a Holiday Party Chair, it was suggested that we contact Toni Gasper again.

Since Sarah will be on vacation July 13 to July 20, Betty will be responsible for the Chamber phone.

It was suggested that the agenda and the financial reports be sent to the board members a few days before the meeting..

Milan Community Night is August 11 for Mirror Lake project at Modern Woodmen Park. Meeting Adjourned.



Labor Day is approaching again
Enter your float for this year's Parade!

**This Year's Theme:
"MAGIC IN THE AIR"**

Date: Saturday, September 3, 20 11

Time: 10:30 a.m.

Entry Deadline: August 29, 20 11

GATES OPEN 8:30 AM. AUTOMATICALLY LOCK AT NOON!

CATEGORIES / PRIZES:

COMMERCIAL (Trophies)

1st Place, 2nd Place and 3rd Place

SR DIVISION

(Organizations with members over 18 yrs of age)

1st Place - \$100.00

2nd Place - \$70.00

3rd Place - \$50.00

JR DIVISION

(Organizations with members under 18 yrs of age)

1st Place - \$80.00

2nd Place - \$60.00

3rd Place - \$40.00

Vehicles pulling the floats should have a sign stating which category in which it is entered.

Judging is done prior to the start of the parade. Information will be sent after float entry is received.

FEE - NONE

Please fill out form below, detach and return to:

MISF Parade

P O Box 1036

Milan IL 61264



CATEGORY: (check one) () Commercial () SR Division () JR Division

Name

Address

Contact Person(s) and Phone Number(s)

Chamber *Membership*

American Bank & Trust	Just Kids Inc.
Avonlea Cottage Assisted Living	Jumer's Casino & Hotel
B&B Drain Tech Inc.	Mass Custom Hauling & Crushing
B&B Hardware Inc.	McDonald's
Beardsley Printery, Inc.	Meathead's Meat Market
Blackhawk Bank & Trust	Merl's Business Machines
Blackhawk Township	Mid American Builders
Brandt Construction	Mid American Energy Co.
Bush Turf Inc.	Midwest Horseshoeing Supply
Dr. Karla Buckrop	Milan Lanes & Skinny Legs BBQ
Linda A. Cain, C.P.A.	Milan License and Title
Choice Video	Milan Medical Group
CIS Financial Group Inc.	Milan Optical
Coach House Garages	Milan Police Dept.
Cobblestone Apartments	Milan Surplus
Collinson and Scott	Milan Zumba
Collinson Stone Co.	MIP
DHCU Community Credit Union	Missman Inc.
Edwards Creative Services	Modern Woodmen of America
Eriksens Chevrolet-Buick	Mr. Ed's Ltd.
First Presbyterian Church	Mr. Smokey's Tabacco Shop
Flooring Xpress	Mutual Wheel
Fyre Lake National	Nalevanko-Ullrich Builders Inc.
Happy Joe's	Orange Guy Inc.
Group O	Pinnacle Country Club
Hi Cliff Estates	Pagalo's Pizzeria & Gelato Cafe
Hy-Vee	Quad City Animal Welfare Center
IH Mississippi Valley Credit Union	Quad City Hitmen
Johannes Bus Service	Quad City Re-Bath
Johnston & Wilson, P.C.	Rock Island County Board—Ken Maranda
	Rock Island County Extension



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RIA Federal Credit Union	VFC Distributors, Inc.
River Stone Group	Village of Milan
Roth Pump	Village Woods Apartments
Ruhl & Ruhl Insurance/Mike Wernsman	Vision Crest
Stern Beverage	Walgreens
Swartz Insurance Company	Walman Optical
THE National Bank	Welcome Inn
The Touch Inc.	Wheelan-Pressly Funeral Home
Therapeutic Oasis Massage & Spa	Wilbert Vault
Valley Construction	XPAC

Board *of Directors*

PRESIDENT	OTHER BOARD MEMBERS:	
Jim Huiskamp - Blackhawk Bank & Trust	Ron Heinzman —Stern Beverage	Del Steiert —Merls Business Machines
VICE PRESIDENT	John Ryan — CIS Financial	Steve Wilson —Johnson & Wilson
Kevin Humphery — Retired	Lory VanBlair — Beardsley Printery, Inc.	Vera Hinrichsen —Just Kids Early Care & Education Centers
TREASURER/SECRETARY	Bruce Brooks — Blackhawk Bank & Trust	Dave Temple —THE National Bank
Betty Boltz - MIP	Dennis Moseley —Flooring Xpress	

General Meeting: August 3rd

Wednesday, **August 3rd** at Milan Lanes

6:00 social on patio (weather permitting)
 6:20 dinner in banquet room.

"Making Your Website (and Social Media) Work for Your Business"

~Douglas Tschopp
 Entrepreneurial Center Director
 Director of Marketing / Instructor
 Augustana College



With a special presentation on a **NEW** advertising opportunity with Milan Marketplace: by John Ryan

Wednesday, **September 7** at Milan Community Center

Starting at 6:00 p.m. for light refreshments, cash bar

Announcing Winners of the Joel Brunsvold/Milan Photography Contest

Special Presentation by local historian Roland Tweet on "The History of the Hennepin Canal"

Open to the public and participants of the contest.

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