

**City of Crystal Lake Economic Development Committee**  
**March 22, 2016 – 7:30 a.m.**  
**Municipal Complex – City Council Chambers Conference Room**

**Call to Order**

The meeting was called to order at 7:30 a.m. by Mr. Fowler.

**Roll Call/Attendance**

Members Affrunti, Dalzell, DeHaan, Leech, Maule, Saidler, Schroll, and Fowler were present. Mr. Reece was absent.

Michelle Rentzsch, Director of Community Development, and Katie Cowlin, Planner, were present from staff.

**Approve Minutes of the February 23, 2016 Meeting**

Mr. Schroll moved to approve the minutes from the February 23, 2016 EDC meeting as presented. Mr. Leech seconded the motion. On voice vote, members Affrunti, Dalzell, Leech, Maule, Saidler, and Schroll voted aye. Members Fowler and DeHaan abstained. Motion passed.

**Public Participation**

There was no one present who wished to speak.

**I Shop Crystal Lake report**

Ms. Cowlin said the summary of the past few weeks is in the packet the members received. The change to Instagram is not possible at this time, but it can be included in the bid information for the next fiscal year.

Mr. Schroll asked why the consultant can't include Instagram now. Ms. Cowlin said the consultant's system doesn't allow for the type of entries she uses for Twitter and Facebook on Instagram. Mr. Schroll said the count on Twitter is very low. Ms. Cowlin said she will check into it. Ms. Rentzsch said at a previous meeting, the consultant said that she felt good about using Instagram and using photos is a good idea. She added that staff is working on the bid/quote specifications. Ms. Cowlin said they need to receive three quotes and have it approved through the City process.

**Business anniversaries and tour updates**

Ms. Rentzsch said the dates for the business anniversary presentations will hopefully be April 19 and May 3. We will be contacting the businesses to determine which date is best for them and we will keep everyone posted.

Ms. Rentzsch handed out an e-mail that she received yesterday regarding two possible dates for the MCC tour. The members felt that April 6<sup>th</sup> worked best for their schedules. Mr. Fowler asked that the Council also be invited. Ms. Rentzsch added that Pam Cumpata with MCEDC will also be included in the invitation. Mr. Saidler said there is a different mindset at MCC and they are more focused on relationships with the community and businesses.

Ms. Rentzsch asked for additional tour suggestions. It was suggested they check into touring Mathews Corp, Technipaq Inc, Althoff Industries, Knaack, Crystal Lake Graphics, and Container International. Mr. Fowler suggested that Mayor Shepley be invited to the Technipaq tour since they are a major national player. Ms. Rentzsch said there are many changes at Knaack. Ms. Maule said she doesn't know anyone there. All of her contacts are gone. Ms. Cowlin said she would contact Container International to see if they are available in the fall.

### **Welcome Packet**

Ms. Cowlin said in the members' packets are a draft letter, quick tips, and Three Oaks Recreational Area brochure to possibly be included in the Welcome Packet. Mr. Saidler suggested adding information on civic organizations such as the Lions. Ms. Maule said that information is included in the Chamber guide, which also includes places of worship, entertainment and shopping guides. She added that the draft letter mirrors the letter that is in the Chamber guide. The intent of the packet is for Crystal Lake employers to entice people to work for them. They were hoping that the letter would be more conversational and possibly look like it is hand written instead of typed. Ms. Rentzsch said she will get that to Ms. Maule soon.

Ms. Maule said that at a previous meeting Mr. Richter had offered using some of the EDC budget funds to pay for the folder for the packet. Ms. Rentzsch asked for quotes and the folders and she will check into it.

### **Organization reports:**

#### **Downtown Crystal Lake**

Mr. Affrunti said he attended the informational meeting hosted by Willow Creek. He said there were only 18 people there and four were neighbors. The biggest concern was traffic. It was a nice presentation about the phased project and there was a question and answer session. Mr. Affrunti said that everyone thought this project was a good idea but everything went back to traffic. They will have the Police Department direct traffic if needed.

Mr. Fowler asked if the traffic study has been finalized. Ms. Rentzsch said they just received the final site plan and the traffic study is being finalized. They are scheduled for the April 6<sup>th</sup> PZC meeting.

Mr. Affrunti said at the presentation the representatives from Willow Creek said their studies show that the increase in sales tax will outweigh the loss of property taxes for the property. Ms. Maule said the people who attend Willow Creek are already from this area and spending money here. Mr. Saidler said it is probably based on the increase in membership with the larger facility. Ms. Maule said it will lift the value of the property across the street.

Ms. Rentzsch said the Raue Center is proposing another event during the summer. They are proposing to close off a portion of Williams Street on a Saturday. The Downtown Association was very positive and asked that the road not be closed until 4 p.m. instead of noon. This request will be going before the City Council for approval on April 5<sup>th</sup>.

#### **Chamber of Commerce**

Ms. Maule said the Chamber Springboard event will be held on April 15<sup>th</sup>. The program will be presented by college professors. They will be getting a bus to go to Springfield for Employee Appreciation Day. There will be meetings with the governor, state representatives, etc. The price for the event itself is \$59 and the price for the bus is \$20. They will be going down and back in one day so the day will be a long one.

Ms. Maule reviewed pending legislation regarding EDCs who receive their funding from governments. If the legislation passes, the EDC would be required to have a member who represents organized labor on their commission. Another piece of legislation is any full-time or part-time employee will be required to receive seven sick days in a calendar year. This is still in committee and she is not sure if there is any movement on this piece. She will send staff the information she has on it so it can be sent to the members.

Ms. Maule said another piece of legislation is regarding exempt employees who make less than \$50,000 a year. It would require employers to pay them overtime for any time over 40 hours in a work week. That would make employers move those employees from salary to hourly. This was a directive from the Department of Labor and was open for public comment. Unfortunately, the comment time has passed and no one knew about the legislation. There are two additional pieces to stop this from going into effect, but since this is an election year that may not happen. Ms. Maule said she will also send staff the information on this to be shared.

Ms. Maule said they are partnering with the Police Department for prescription collection on the Community Clean-up Day. They will also be collecting old shoes and host a shredding event.

#### McEDC

Ms. Rentzsch said that information was included in the packet regarding transportation projects. She added that priorities might shift with new members of the County Board.

Ms. Rentzsch said there was a presentation from District 155 on a mentorship program. It is a good opportunity for the students in this area. Ms. Maule said Barrington High School has been doing this for years and not they also fund the projects presented by students, similar to Shark Tank.

#### City of Crystal Lake

Ms. Rentzsch said there is a list of recent approvals by City Council included in the packet.

Mr. Saidler noted there is an article included in the packet about Meijer and asked if they were interested in Crystal Lake. Ms. Rentzsch said they have been interested for some time and their building footprint has changed recently.

Mr. Saidler asked about the Sears store on Route 14 and if they were on the list to close. Ms. Rentzsch said Sears has told them that this is a good performing store and it is not currently on the list. She added that Sears is starting to divest themselves of properties but not the two in Crystal Lake. She added that there has been movement on the former K-Mart space. Also there is movement on the former Superior Fitness location.

#### **Comments and suggestions from the Committee**

Mr. Leech asked what the status is of the City receiving our sales tax from the state. Ms. Rentzsch said most of the money has been released to the City. Ms. Maule said the payments are being made via Court Order since there is no official budget. Ms. Rentzsch added that about 92% of the state budget is being paid by Court Order.

#### **EDC Group Photo**

The members moved to the Council Chambers for their official photo.

#### **Adjourn**

The meeting was adjourned at 8:20 a.m.