

**City of Crystal Lake Economic Development Committee**  
**August 23, 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, Maule, Saidler, and Fowler were present. Members Dalzell, DeHaan, Leech, Reece, and Schroll were absent.

Heather Maieritsch, Economic Development Manager, was present from staff. Haig Haleblian was also present.

**Approve Minutes of the July 26, 2016 Meeting**

Due to a lack of a quorum, the minutes from the July 26, 2016 meeting were not able to be approved. They will be on the next agenda.

**Public Participation**

There was no one present who wished to speak.

**I Shop Crystal Lake Update**

Ms. Maieritsch said summaries from our I Shop CL consultant have been provided in members packets for review. The I Shop Crystal Lake program has unveiled a new Instagram account, and will be posting past/present photos to help acquire a following. Mr. Haleblian said he was recently on vacation and the town they were in was doing something similar. They did a time line on historic buildings and what businesses had occupied them.

Mr. Affrunti addressed the I Shop CL survey results stating that businesses in Crystal Lake have been included in the I Shop program - not just downtown businesses. Mr. Haleblian said there are business owners along Route 14 who feel differently. Ms. Maule said there are two areas that have people spearheading the efforts to educate the consumers about their areas – Downtown with Diana Kenney and Crystal Lake Plaza with Beth from Achieve Footwear. It takes someone to take the reins of shopping areas to keep people focused.

Mr. Saidler commented that many of the concerns discussed in the comment were older parts of the program that have not been done for some time. Ms. Maieritsch said we are trying to change and adjust the program as it evolve the program. Mr. Fowler gave a brief history of the sub-committee for I Shop CL.

Mr. Haleblian asked if I Shop had run its course and the Committee should move on. Ms. Maule said there is no easy answer. Mr. Fowler stated that the limited budget restricts how effective the program can be.

Ms. Maule suggested a contest involving the four high schools in District 155 to help jump start I Shop CL's popularity. The Chamber has a good relationship with the District and could create a project to help market I Shop CL. Mr. Affrunti said it could be an annual challenge. Ms. Maule suggested that she and Ms. Maieritsch meet with District 155 about the possibility. She believes there is a good chance they would accept the project since this would offer real world experiences.

**Business anniversaries and tour updates**

Ms. Maieritsch said she contacted Crystal Lake Graphics and the tour is set for September 27 at 7:30 a.m. She asked the members if there is a preferable day and time for tours. Mr. Saidler replied it varies.

Ms. Maieritsch said she spoke with the City Manager yesterday regarding anniversary presentations at City Council meetings, and will likely recognize some businesses in October. She will keep the members posted on the dates as they become available.

Mr. Fowler suggested Ziegler's Ace Hardware for an anniversary award. Mr. Maieritsch said she will check into it.

### **2016 Business Champion Nominations**

Ms. Maieritsch said that there is a form from the McEDC regarding the Business Champion nominations for this year and there are four categories based on the business size. She said staff thought of Rita Corporation and Crystal Lake Brew. Mr. Fowler said those are good and suggested Votech. Ms. Maule suggested Heartland Cabinets. Ms. Maieritsch asked if the members think of any others to please let her know. Mr. Affrunti suggested General Kinomatics, as they have a lot of community involvement. Mr. Fowler suggested DeMarco Industrial Vacuum and Servall. Ms. Maieritsch said she will check into the ones the members mentioned to be sure they had not won an award recently and then pass them along to McEDC.

### **Organization reports:**

#### **Downtown Crystal Lake**

Mr. Fowler said they are gearing up for Johnny Appleseed and was glad to see an article regarding no vacancies in the downtown. Ms. Maieritsch said we are always looking for businesses looking to come to Crystal Lake and they have heard of some looking to sell their business and building over the next year so if any members hear of business interested in locating to Crystal Lake let her know.

Mr. Haleblan asked if the coffee shop and salon are open yet. Ms. Maieritsch said not yet but the salon is very close to reopening.

Ms. Maule said she had been contacted about space for an office co-op. She had heard that the owners of the Labor Hall are interested in selling their property on North Main Street and she gave both parties contact information. Mr. Affrunti said that would be a good location for the office co-op.

#### **Chamber of Commerce**

Ms. Maule said their luncheon for Senator Kirk was well attended. She said the Chamber will be holding a meeting with local taxing bodies at Park Place on September 22 at 7:30 a.m. Also they will be holding two forums in the fall regarding business case studies and other skills. Finally there will be a mixer tonight at Buffalo Wild Wings.

#### **McEDC**

Mr. Fowler said the annual McEDC dinner is October 12<sup>th</sup>.

#### **City of Crystal Lake**

Ms. Maieritsch reviewed the businesses who will be opening soon in the City. Also four video gaming licenses have been approved. Ms. Maule said she was recently at Fire Bar and they did a nice job of remodeling their space.

**Comments and suggestions from the Committee**

Ms. Maieritsch said they recently did an e-mail blast regarding the former Porter's restaurant and London Pub. She added that there have been inquiries into the Porter site.

Ms. Maule said the McHenry County Revolving Loan fund has been funded again.

Mr. Fowler asked about the former K-Mart and two Sports Authority sites. Ms. Maieritsch said they have a possible tenant for the Sports Authority space in the shopping center but there has been no movement for the K-Mart site.

Mr. Haleblian asked if we had contacted Big R since they backed out of the space in Lake in the Hills. Ms. Maieritsch said we will be contacting them.

Ms. Maule said there are opposition signs all around the neighborhood where the recovery house will be located. Mr. Haleblian said it was approved by Council. He said that time and education will show the neighbors this is a good fit.

Ms. Maule said that Chris Christenson, Vice President of the Chamber Board, has been selected for the County Board and will run to retain the seat in November.

Mr. Haleblian suggested a Community Investment Award for The Quarry. Mr. Fowler said they are waiting for the restaurant construction to be completed.

Mr. Haleblian said the Food Pantry will be hosting an open house this weekend. Also, Jewel will be completely filling the shelves for their grand opening. Ms. Maule said this will help the entire County.

**Adjourn**

The meeting was adjourned at 8:45 a.m.