

City of Crystal Lake Economic Development Committee
September 27, 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, DeHaan, Leech, Maule, Saidler, and Fowler were present. Members Dalzell, Reece, and Schroll were absent.

Heather Maieritsch, Economic Development Manager, was present from staff.

Approve Minutes of the July 26, 2016 and August 23, 2016 Meetings

Ms. Maule asked that the July 26, 2016 minutes correctly spell her last name.

Ms. Maule moved to approve the minutes for the July 26, 2016 EDC meeting as amended. Mr. Affrunti seconded the motion. On roll call, members Affrunti, DeHaan, Leech, Maule, Saidler, and Fowler voted aye. Motion passed.

Ms. Maule moved to approve the minutes for the August 23, 2016 EDC meeting as presented. Mr. Affrunti seconded the motion. On roll call, members Affrunti, Maule, Saidler, and Fowler voted aye. Members DeHaan and Leech abstained. Motion passed.

Public Participation

There was no one present who wished to speak.

Ms. Maieritsch said possibly the Crystal Lake Library will have someone attend the next meeting to review the referendum that is on the ballot in November.

I Shop Crystal Lake Update

Ms. Maieritsch said there has been more activity on the Crystal Lake sites. They are currently working on a scavenger hunt that will have 3-\$25 gift cards as prizes.

Business anniversaries and tour updates

Ms. Maieritsch said there currently is no policy and procedure for the business anniversary awards other than the number of years a business has been open. Some businesses are falling through the cracks. She said that City Council would prefer to make presentations two times a year (spring and fall), with two meetings per session and with only a couple of businesses per meeting. Staff is suggesting that with the other businesses a certificate be given to them acknowledging the number of years for that business and either present the certificate at an EDC meeting or go to the business.

Ms. Maule said the Chamber does the same thing for the number of years a business has been a member. She suggested they continue with the larger milestones such as 25, 30, 35, etc. years. She added that it would be nice to go to their business since they probably would like to show it off.

Mr. Fowler said the businesses do appreciate the recognition.

Ms. Maule agreed that there needs to be a policy. Mr. Leech said they need to create a database. Ms. Maieritsch said they are working on it by starting with the Chamber's membership list. At least that is a starting point. Mr. Fowler said they need to acknowledge major employers too and not just the businesses who provide tax revenue. Ms. Maieritsch said she will put something together for the next meeting regarding criteria, as well as a list of possible businesses to go before City Council for acknowledgement.

Ms. Maule suggested going to MCC since they have the State's data base for businesses. We can use that information. She added that Cyber Drive may be easier to use. Mr. DeHaan suggested putting something in the newsletter asking businesses to contact us with milestone anniversaries. Mr. Saidler said businesses don't receive the newsletter. Ms. Maule said she will include the request in her next newspaper article.

Mr. DeHaan asked if the newspaper covers the awards. Ms. Maule said the Northwest Herald no longer has a dedicated business staff.

Ms. Maieritsch reminded the members of the tour of Crystal Lake Graphics tomorrow morning at 7:30 a.m.

Organization reports:

Downtown Crystal Lake

Mr. Fowler said Johnny Appleseed was held this past weekend.

Chamber of Commerce

Ms. Maule said they reconfigured their funding for the Shopping and Dining Guide to create a short video of Crystal Lake. The video was shown. It will be on the Chamber's website and Facebook and can be added to the City's website and Facebook. They will be creating a series of six videos which will include recreation, business, education, and night life. She added that the videos will cover a wide range of areas and not just a few places in the City.

Mr. Leech suggested that they have a video of the Holiday Parade since there is nothing like it in the area and it is a great family event. Ms. Maule said that is not a Chamber event and doesn't feel right using Chamber funds to promote a downtown event. Mr. Leech said that promoting the event will have people come to Crystal Lake. Ms. Maieritsch said the City is working on different avenues to promote activities in the City such as the parade, etc. Ms. Maule suggested contacting Erica from McHenry County Living or possibly Northwest Quarterly regarding promoting the events.

Mr. Fowler said there is a Marketing Committee associated with the Downtown businesses and suggested that staff contact them since they have advertised in many outlets.

Mr. Leech said the City has presence on Facebook and he placed an ad for the Beatles Blast which cost him \$50. He feels he got a lot of exposure for the money he spent, as many people shared the ad. Ms. Maieritsch said the City is looking into advertising and other avenues.

McEDC

Mr. Affrunti said the annual McEDC dinner is October 12th. There are several Crystal Lake businesses who are up for the business awards. They are Crystal Lake Brewing, Heartland Cabinets, Vo-Tech, Rita Corporation, Serv-All Die and Tool Company, and General Kinematics. He feels the City is well represented in the nominations. Ms. Maule said the Chamber has two tables and there are only a few seats left.

Mr. Affrunti asked staff to contact Pam Cumpata to attend their meetings a few times a year just to update them on what is happening in the County.

City of Crystal Lake

Ms. Maule said the “incubator” has been opened at Prairie Ridge High School. The district purchased the curriculum from Barrington High School. There are two incubator classes at PR and students will have a presentation at the end of the class similar to “Shark Tank” to present their ideas.

Mr. Leech asked if there are any updates about Willow Creek. Ms. Maieritsch said the redevelopment of the property will be done in phases and the first phase won’t be noticed from the exterior. She said they continue to move forward with the project.

Mr. Leech asked about the property at the southwest corner of Crystal Lake Avenue and Main Street. Ms. Maieritsch said there are several investors interested in the property.

Ms. Maule asked if G & M Manufacturing on Main Street is just doing repairs to their entrance or is there something else going on there. Ms. Maieritsch said she will check into it.

Ms. Maieritsch said the new Enterprise car rental location on Route 14 just opened. Also Casey’s and Bucky’s gas stations have poured their foundations and are moving forward.

Mr. Affrunti asked if the new Food Pantry location will be opening soon. Ms. Maule said the Chamber will be holding the Community Harvest at the former Monkey Joes location on Route 14 next to Hobby Lobby and not at the pantry’s new location.

Mr. Leech asked about the recent annexations. Ms. Maieritsch said they are pocketed properties that are surrounded by the City. This is just to clean up the City boundaries.

Mr. Leech asked what is happening with the property across the street from the Chamber. He said there are issues with the parking in that area and it needs to be addressed.

Comments and suggestions from the Committee

There were no other comments from the members.

Adjourn

The meeting was adjourned at 8:35 a.m.