

City of Crystal Lake Economic Development Committee
October 25, 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 Ms. Maieritsch.

Roll Call/Attendance

Members Affrunti, DeHaan, Maule, and Saidler were present. Mr. Schroll arrived at 7:50 a.m. Members Dalzell, Leech, Reece, and Fowler were absent.

Heather Maieritsch, Economic Development Manager, was present from staff. Terri Reece, President of the Crystal Lake Public Library Board, and Kathryn Martens, Director of the Crystal Lake Public Library, were present from the Crystal Lake Library.

Ms. Maieritsch said that since both the Chairman and Vice Chairman were absent, she asked Mr. Affrunti, who is the senior member of the Committee, to act as Chairman. Mr. Affrunti agreed.

Approve Minutes of the September 27, 2016 Meetings

Mr. Affrunti said since there is no quorum present at the time, they would table the motion for the approval of the previous meeting's minutes until later in the meeting. The members agreed.

Public Participation

Ms. Reece said they are here to answer any questions the members may have about the November referendum. The library is good for businesses in Crystal Lake and the City in general and offers loans on business equipment and access to data bases such as lynda.com, which is an online learning site for business, software, and technology.

Ms. Reece said the proposed new building would have small group study rooms available for businesses to use for meetings and a large meeting area for about 200 people. She added that a new library would have a "halo" effect for businesses because people would come to the library and spend time in the area.

Ms. Reece said the voters have a choice of spending \$9 million on fixing up the current building with no new meeting spaces or technology which would last for about 10 years or spending the money to invest in the future. They currently have tours of the library facility showing what would be repaired, and there are places online for frequently asked questions as well as a tax calculator to see what impact the referendum would have on a property owner's tax bill.

Mr. Affrunti said either way we need to spend money on the library building. Something needs to be done. The question is do we want to spend three times the amount on a new building that will last five times longer. We need to do things for the residents in the future and not be short sighted.

Ms. Martens said the stairs at the current building are difficult for seniors and kids. They had looked into having the library as an early voting facility and was denied because they don't meet the Federal requirements for accessibility.

Ms. Martens added as a side note that the library has been awarding I Shop Crystal Lake gift certificates to the winning participants of the summer reading program.

Ms. Reece and Ms. Martens thanked the Committee for their time.

I Shop Crystal Lake Update

Ms. Maieritsch said the Facebook activity has been climbing and there is an increase in people on Instagram. She has not heard how the scavenger hunt went and will report on that for the next meeting.

Ms. Maule asked what was the specific plan for the holiday season. Ms. Maieritsch said she was not sure and would check into it. Mr. Affrunti said the season is coming quickly.

Business anniversaries and tour updates

Ms. Maieritsch said there are plans to award four businesses with anniversary plaques at the City Council meeting. The previous discussion was to invite the others to the EDC meeting in December to award them with certificates commemorating their businesses' anniversaries. Also for those business owners who would not be able to attend the December meeting, she and Mr. Fowler could go to those businesses to award them with the certificate.

The members had a discussion on which business should receive awards and how they should be awarded.

Mr. DeHaan suggested creating a standard process. Mr. Affrunti agreed there needs to be guidelines.

Ms. Maieritsch said she will be contacting Serv-All Die & Tool and DeMarco Industrial Vacuums for tours in the future. She said they were nominated for awards at the McHenry County EDC annual dinner recently. Mr. Saidler said due to the time of the year he would suggest that the tours be put off until January or February. Mr. Affrunti agreed.

Ms. Maule moved to provide anniversary awards and certificates per the discussion. Mr. DeHaan seconded the motion. On voice vote, all members voted aye.

Organization reports:

Downtown Crystal Lake

Ms. Maieritsch said there will be candy handed out at the downtown businesses prior to the City's trick or treat hours.

Chamber of Commerce

Ms. Maule said they are gearing up for the Community Harvest food drive. The location will again be at the former Monkey Joe's next to Hobby Lobby on Route 14 due to the number of cars expected for the drop offs as well as the volunteers. This year they have three food store partners. She said that in the future there may be a change to how the harvest is done since the food pantry's roll is changing to a regional hub.

Ms. Maule added that Willow Creek's ground breaking will be on November 1 at 11 a.m. They are reaching out to the businesses in the area to attend.

Ms. Maule said they will be hosting an award presentation for State Senator Pam Althoff for her pro-business voting record. That will be an opportunity to meet the new representatives of Districts 63 and 64. The event will probably be on December 4 at Park Place.

Ms. Maule stated that they are having difficulties finding new Chamber members.

McEDC

Mr. Affrunti said the McEDC recently hosted their annual dinner.

Mr. Saidler said Strikers has been sold and the new owners said they are committed to the community.

Ms. Maule said there will be approximately 1,000 new manufacturing jobs that will be coming to the County and will have a big impact on the area.

Mr. Saidler said Tickets Now will be leaving the area. There will be some people who will be transferred to a new location and other will lose their jobs. He added that there are generators in the building, which will be a valuable asset in remarketing the property.

City of Crystal Lake

Ms. Maieritsch said they will be including in the November information about small business Saturday. She also has been working on weekly press releases about various things around the City. Ms. Maieritsch reviewed the press releases that were recently sent out. She also reviewed the new businesses that have opened and/or changed ownership.

Ms. Maieritsch said that she and the Director of Community Development attended the ICSC Chicago event last week. They met with many people, primarily retailers, regarding bringing their business to Crystal Lake. She added that they spoke with people regarding the former Pauly Toyota site on Route 14 that backs up to Three Oaks Recreation Area. There was a lot of interest in those lots.

Ms. Maule asked what the attendance numbers were for Three Oaks Recreation Area for this year and how they compare to last year. She wanted to know if there was an impact on the area from the wake park opening. Ms. Maieritsch said she did not have those numbers and would get back to the members with them.

Ms. Maieritsch said there is still a lot of interest in the vacant property on the southwest corner of Main and Crystal Lake Avenue. It would be a mixed use development with retail on the first floor and residential above with an indoor parking garage. She said this property is owned by a bank and they are looking to sell the property.

Approve Minutes of the September 27, 2016 Meetings

Ms. Maule moved to approve the minutes for the September 27, 2016 EDC meeting as presented. Mr. DeHaan seconded the motion. On roll call, members Affrunti, DeHaan, Maule, and Saidler voted aye. Mr. Schroll abstained. Motion passed.

Comments and suggestions from the Committee

There were no other comments from the members.

Adjourn

The meeting was adjourned at 8:40 a.m.