

City of Crystal Lake Economic Development Committee
July 25, 2017 – 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. Mr. Schroll arrived at 7:50 a.m. Members Dalzell, DeHaan, Leech, and Reece were absent.

Heather Maieritsch, Economic Development Manager, was present.

Approve Minutes of the June 13, 2017 Meeting

Mr. Fowler said there was no quorum present and tabled the approval of the minutes from the last meeting.

Public Participation

There was no one present to speak.

I Shop Crystal Lake Update

Ms. Maieritsch said the I Shop campaign report is in the members' packets. They are moving forward with posts and asked the members if they had suggestions for new posts to please let staff know.

Ms. Maule said the Chamber just created videos of people shopping at Julie Ann's, Achieve Footwear, Olive Tap, and Hallmark. They received over 3,000 hits and many shares. The videos are 30 seconds or less and is unscripted of people doing normal activities. Ms. Maule expressed concern that the nostalgic posts generated for I Shop are not getting visibility from local shoppers.

Ms. Maieritsch said the consultant is currently promotion "National Day" events such as National Hamburger Day, or Ice Cream Day to advertise various businesses in Crystal Lake where people can go to celebrate the national event.

Mr. Schroll arrived at this time. Mr. Fowler said that since there now a quorum the members would be able to approve the minutes from the previous meeting.

Approve Minutes of the June 13, 2017 Meeting

Ms. Maule moved to approve the June 13, 2017 EDC minutes as presented. Mr. Schroll seconded the motion. On voice vote, members Maule and Saidler voted aye. Members Affrunti, Schroll, and Fowler abstained. Motion passed.

Business anniversaries and tour updates

Business Tour

Ms. Maieritsch said she has reached out to Knaack Manufacturing to schedule a tour. They are shooting for some time in late September since they were recently acquired by a German company. She has also been in contact with Medtronic's which will be part of the Cardinal group. They also asked that the tour be in November to let the "dust settle" from their acquisition. Ms. Maieritsch said she is working on a tour of Precision Water Jet for October.

Business Anniversaries

Ms. Maieritsch said the next presentation will be at the August 15th City Council meeting. The companies receiving the plaques will be G & M Manufacturing and Boltswitch. Both companies are celebrating 50 years. Mr. Fowler said at the last Council meeting there were three businesses that were acknowledged. He asked if the Council was ok with the number of awards as well as the closeness of the meetings. Ms. Maieritsch said she is waiting on final approval and will move forward with the awards. She asked that if anyone knows of a business celebrating a milestone anniversary to please let her know. Ms. Maule asked for a list of the businesses that have received the awards. Ms. Maieritsch said she will include it in the next packet.

Organization reports:

Downtown Crystal Lake

Mr. Fowler said the downtown recently held their annual sidewalk sales. Unfortunately it rained. Ms. Maieritsch said the new location of the Pilates studio was approved at the last City Council meeting.

Chamber of Commerce

Ms. Maule said the Legislative Wrap-up event was held last week and approximately 45 people attended. It went very well considering the recent actions by the State legislature. The Chamber will be hosting another event in August. They have been holding conversations with the Governor as well as Senator Dick Durban. They will also be rescheduling the EDC/McEDC luncheon since Pam Campata has resigned from her position at the McEDC. August 10th will be her last day.

Ms. Maule said the Chamber completed their annual review and had an 85.7% membership retention rate.

McEDC

Ms. Maule said the very successful Incubator program in District 155 will also have similar programs in Woodstock, Marian Central, and McHenry. District 155's program will have a new teacher in charge next year since the original teacher took a new position in another district.

City of Crystal Lake

Ms. Maieritsch said the City was invited to the 2017 Fam Tour by the Visit McHenry organization which showcased Crystal Lake Brewery, the downtown shops, and the Three Oaks Recreation Area. The group was very encouraged about the possibility of creating a tour to our City.

Ms. Maieritsch said there have not been many requests so far this year for the EDC retailer grant. Several have been applied for and the one for Aroma Café has been put on hold until the business owner is ready to move forward.

Ms. Maieritsch said there is a contract pending for the former Porter's Restaurant. They would be remodeling the building. She has not been provided a time frame.

Ms. Maieritsch said Tommy's on Route 176 is starting back up again after some issues with the contractors. They anticipate a late September opening.

Ms. Maule said the vacant property to the south of the welding business has a sign stating it's under contract. Ms. Maieritsch said the City has nothing to report on that site.

Ms. Maieritsch said Matt's Car Wash is open. On Angle's Wings is looking for a new location. Also the Latin Cuisine Restaurant on Route 176 fell through and the space is still available.

Ms. Maieritsch said she will be attending an ICSC event next week. The City will get a variety of leads to fill our vacant spaces. Mr. Affrunti asked what businesses usually follow the opening of a Mariano's. Ms. Maieritsch said there has been interest in outlots for fast casual restaurants at Crystal Lake Plaza, The Commons, and Crystal Point. The discussions are in the initial stages.

Mr. Fowler asked about the business at the former Brew and Grow on Route 176. Ms. Maieritsch said they are moving forward.

Mr. Saidler said the building his business is in is being taken over by Aptar. Their business is up June 30th. Aptar is bringing people from other places to their Crystal Lake location.

Ms. Maule asked what is going into the former cabinet business. Mr. Saidler said Paws on Pingree will be moving into that building.

Ms. Maieritsch said they are working with National Gift Card to expand and stay in Crystal Lake. There is enough room on the property for an expansion.

Mr. Saidler asked about the flooding in front of Countryside after most rain storms. It has been like that for years. Ms. Maieritsch said it warrants a look.

Ms. Maieritsch said she will not be at the next meeting in August. Katie Cowlin will attend the meeting. She works closely with the I Shop consultant so if there are any questions, Ms. Cowlin will be happy to answer them.

Comments and suggestions from the Committee

There were no comments from the members.

Adjourn

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