

City of Crystal Lake Economic Development Committee
April 24, 2018 – 8:00 a.m.
Municipal Complex – City Council Chambers Conference Room

Call to Order

The meeting was called to order at 8:00 a.m. by Mr. Fowler.

Roll Call/Attendance

Members Affrunti, DeHaan, Leech, Maule, Saidler, and Schroll were present. Mr. Fowler arrived at 8:05 a.m. Mr. Reece was absent.

Heather Maieritsch, Economic Development Manager, was present. Jackie Berggren with Visit McHenry County was also present.

Approve Minutes of the March 27, 2018 Meetings

Ms. Maule moved to approve the minutes from the March 27, 2018 EDC meeting as presented. Mr. Saidler seconded the motion. On voice vote, members DeHaan, Leech, Maule, and Saidler voted aye. Members Affrunti, Schroll, and Fowler abstained. Motion passed

Public Participation

There was no one present who wished to speak.

I Shop Crystal Lake Update

Ms. Maieritsch said the contract with the City's consultant could be extended for another year. Staff moved forward with that extension and will put out a new RFP next year.

Ms. Maule said the Chamber will restart the welcoming of new residents with "gift" bags. They will do 10 per week for one year.

Mr. Fowler arrived at this time.

Ms. Maule said it will consist of a canvas bag containing various items such as the shopping and dining guide and information from various businesses. She asked if the City would like to partner with them. She will send staff the proposal which would request a \$500 partnership to assist with the printing of the canvas bags. Ms. Maule said the library provides the Chamber with a list of the recent residential transactions.

Business Investment Awards and Business Tours

Business Tours and Investment Awards

Ms. Maieritsch said Precision Waterjet's tour will be in May. The Quarry will be opening mid-May and she thought that conducting a tour in June would be better. This would allow them time to get running again after the winter and we would be able to present the investment award to them at that time. Currently they have scheduled Sunset Logistics and Willow Creek for July.

Ms. Maule asked about an award for Aldi. Ms. Maieritsch said she has contacted both the manager of the local store as well as corporate and they thanked the City but are not interested in a recognition plaque. Ms. Maule suggested G & M since they had a significant expansion. Ms. Maieritsch said she will check to be sure they had not received recognition previously.

Organization reports:

Downtown Crystal Lake

There was no report.

Chamber of Commerce

Ms. Maule said The Community Cleanup was held on April 21st. It was very successful. There were more than 1,200 people who came out.

Ms. Maule said their annual dinner is May 24. The Independence Day parade currently has 80 participants and it will be held on July 7. The new shopping and dining guide is out and available at City Hall. Ms. Maule added that the Government Affairs Committee will be hosting candidate forums between now and the election.

McHenry County EDC

Ms. Maieritsch said Mr. McConoughey appreciated the Committee inviting him to their last meeting. He will not be able to make all of our scheduled meetings but would like to attend quarterly if his schedule allows. Mr. Saidler said he received an invitation to a meet and greet event with Mr. McConoughey. Ms. Maule said his contract was confirmed recently and he is now the director of the McEDC.

Guest Speaker from Visit McHenry County

Ms. Berggren said she is not sure many people know who “Visit McHenry County” is much less what they do. They are an accredited convention and visitors’ bureau and receive grant dollars from the State and local business and communities to assist with their operations.

Ms. Berggren said they moved to their currently location at Route 47 and Main Street in Huntley about three years ago and were able to get a sign on the interstate for the McHenry County visitors’ bureau.

Ms. Berggren said they have created a program called McHenry County Made which is patterned after the State’s program. Currently they have created two videos – one for Crystal Lake Brew Company and the other for Conscious Cup. The new visitors guide will be coming out soon and will be on display prior to the Memorial Day weekend. The new guide will include The Quarry cable park and an article on the McHenry County Made program. It will also feature Farm to Table restaurants including 1776 and Duke’s.

Ms. Berggren said they will also be partnering with Zagster, a bike sharing company, as part of a new initiative. Typically a municipality who wants to partner with Zagster would need to commit to a minimum of five bike racks at \$9,000 a year. With Visit McHenry County’s partnership any community could have one or two but not required to have five by themselves. They are looking for grant opportunities to help reduce the cost per year. She said they hope to partner with Crystal Lake for a rack at Three Oaks Recreation Area and the downtown train station.

Mr. Affrunti asked what are the five top attractions in McHenry County. Ms. Berggren said the Union rail museum, Richardson Farm, Royal Oak, and The Quarry. Also the downtown areas of Woodstock and Crystal Lake are very large drawing points along with festivals in the county.

Ms. Berggren said their guide has changed from a listing of businesses to a magazine style guide with articles about various communities and events. Mr. Leech suggested adding a festival guide. Ms. Berggren said they do have that on their website. Anyone can enter the information regarding their event and the staff from Visit McHenry County will review it and add it to the website information.

Ms. Berggren said she can come to the EDC meetings quarterly to report on what is going on in McHenry County.

Mr. Fowler thanked Ms. Berggren for coming to their meeting and sharing more about Visit McHenry County.

City of Crystal Lake

Ms. Maieritsch said Mariano's ribbon cutting will be April 30. Plum Garden has their sign up and they are shooting to open the first weekend in May. Urban Air hopes to open on May 12.

Ms. Maieritsch said there are a few companies looking at the former Sports Authority near Portillo's. Staff will be entering into a social media marketing campaign with JMS Marketing to help bring companies from outside of our market to Crystal Lake. She added that several companies that had previously been interested in the Crystal Lake market are now reconsidering.

Comments and suggestions from the Committee

There were no comments from the members.

Adjourn

The meeting was adjourned at 9:10 a.m.