

City of Crystal Lake Economic Development Committee
June 12, 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, Leech, Reece, Saidler, and Fowler were present. Members DeHaan, Maule, and Schroll were absent.

Heather Maieritsch, Economic Development Manager, was present.

Approve Minutes of the April 24, 2018 Meetings

Mr. Reece asked about the last comment made on page 3 by Ms. Maieritsch regarding interest in Crystal Lake. The statement will be modified as follows: “She added that several companies have had renewed interest in the Crystal Lake market due to new retail and restaurant activity.” The members agreed.

Mr. Affrunti moved to approve the minutes from the April 24, 2018 EDC meeting as amended. Mr. Saidler seconded the motion. On voice vote, members Affrunti, Leech, Saidler, and Fowler voted aye. Mr. Reece abstained. Motion passed

Public Participation

There was no one present who wished to speak.

I Shop Crystal Lake Update

Ms. Maieritsch said the consultant is keeping their feelers out about events of interest that are going on in Crystal Lake. She asked the members if they know of any businesses hosting events and/or special sales, who would like to be posted on Facebook to please let her know.

Ms. Maieritsch said the City is currently revamping their website to make it more streamlined and user friendly. Mr. Saidler said the key is to go to the bottom of the website’s home page for the site map. That is very helpful.

Business Investment Awards and Business Tours

Business Tours and Ribbon Cutting

Ms. Maieritsch said she has been able to arrange a few tours – The Quarry on June 28 at 3 p.m.; Willow Creek on July 19 at 3 p.m.; and Sunset Logistics on July 26 at 3 p.m. The tour for 1776 will be in September and they are still working on a date for that.

Ms. Maieritsch said Plum Garden’s ribbon cutting was June 1 and Heartland Cabinets will be tonight. She added that the ribbon cutting for Habitat for Humanity is set for June 22 at 1 p.m. It will be at 431 S. McHenry Ave.

Mr. Reece asked about the response to Plum Garden opening. Ms. Maieritsch said she was not sure and will reach out to the owners.

Ms. Maieritsch said that 1776 is currently working on their parking lot next to the building and has purchased the lot and is removing a home on Washington Street to use as employee parking.

Organization reports:

Downtown Crystal Lake

Mr. Fowler said the Farmers' Market has opened for the season on Saturday mornings and is doing well.

Mr. Reece stated that Diana Kenney will be the Grand Marshall for the Independence Day parade this year. This is well deserving.

Mr. Fowler said McHenry County Living has reached out to the Downtown Association to visit their Car Shows that are at Park Place on Woodstock Street. The organizers hope that they can interest the Downtown Association to hold the events on Williams Street like they had several years ago. He added that there were mixed feelings from the business owners.

Chamber of Commerce

Ms. Maieritsch said there have been several ribbon cuttings recently for new businesses in Crystal Lake.

McHenry County EDC

Ms. Maieritsch said she met with the new director and he has great plans for McHenry County. Recently, there was also a "meet and greet" at the Crystal Lake County Club for him.

City of Crystal Lake

Ms. Maieritsch said there will be a new operator for the vacated gas station at McHenry Avenue and Route 14. Also there are signs up in the window at the former Monkey Joe's site for Jump Zone. They have not been through the City's process yet but may be opening in the coming months. She added that both Boston Market and the Wendy's on Routes 176 and 31 have closed. They were aware that Boston Market would be closing their restaurant sometime this summer. Ms. Maieritsch said she attended the ICSC event and there are many businesses looking at second generation restaurant locations. She said there is interest in the Boston Market location due to the strong activity in the Crystal Point Shopping Center with the addition of Steinhafel's, Ulta, and TJ Maxx.

Mr. Reece asked about the former Teddy Liquor site. Ms. Maieritsch said they have approval for 7-11 and is in the permit process. Mr. Reece asked about the proposed residential development on Main Street north of Congress Parkway. Ms. Maieritsch said that is moving slowly. Also the property at the southwest corner of Main Street and Crystal Lake Avenue has new interest. The original developer dropped out due to other circumstances.

Mr. Fowler said there is a senior housing grant that was approved for Crystal Lake. Ms. Maieritsch said staff is aware of it and the others that also have submitted plans can reapply for the grant during the next cycle.

Mr. Fowler asked about the property to the west of City Hall. Ms. Maieritsch said the developer is proposing three 4-story buildings with a very high density. They are working with the developer on the project.

Ms. Maieritsch said due to Crystal Lake's ability to fill vacant spaces, we have been featured nationally as an emerging market. We have figured out how to re-use what spaces we have and attract expanding retailers. She added that there was a rumor when Joseph's closed that they would be looking for a new location in the area but that is not correct. They will not be reopening.

Mr. Fowler suggested creating a marketing piece about Mariano's and other businesses coming to Crystal Lake. Ms. Maieritsch said businesses flock to where other national companies are locating and will look into doing a promotional piece.

Mr. Leech asked if staff is marketing Crystal Lake to high end restaurants. Ms. Maieritsch said there are several businesses that are interested in a properties in Crystal Lake. She said staff has been marketing Crystal Lake to family and national restaurants as we have a market gap in site down restaurants.

Comments and suggestions from the Committee

Mr. Affrunti asked if there were any vacancies in the EDC members. Ms. Maieritsch said they were holding Mr. Dalzel's spot open for a period of time and she will be contacting him soon.

There were no other comments from the members.

Adjourn

The meeting was adjourned at 9:05 a.m.