

City of Crystal Lake Economic Development Committee
April 23, 2019 – 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 Leech, Magit, Rainwater, Reece, Saidler, and Fowler were present. Mr. Affrunti arrived at 8:10 a.m. Members DeHaan and Schroll were absent.

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

Mr. Fowler welcomed the EDC's newest member, Alli Magit who is with the Crystal Lake Chamber of Commerce. The members welcomed Ms. Magit.

Approve Minutes of the February 26, 2019 Meetings

Mr. Reece moved to approve the minutes from the February 26, 2019 EDC meeting. Mr. Saidler seconded the motion. On voice vote, members Rainwater, Saidler, and Fowler voted aye. Mr. Affrunti had not arrived yet. Members Leech, Magit, and Reece abstained. Motion passed.

Public Participation

There was no one present who wished to speak.

I Shop Crystal Lake Update

Ms. Maieritsch said the campaign is going well and there are new things in store for this summer. There has been a continual growth. The members have been given a variety of reports since the last EDC meeting was cancelled.

Ms. Maieritsch said staff is working through the City Manager's Office with creating an overall image for Crystal Lake. Mr. Reece asked if these companies deal primarily with this type of imaging. Ms. Maieritsch said yes. They are not trying to change "A good place to live" but want something that is very visual to market Crystal Lake. The City is also working with getting high quality photos with people engaged in an activity. Mr. Reece thought that we had photos of various businesses when we started the I Shop Crystal Lake program. Mr. Fowler said those would be outdated. Mr. Saidler said they suggest photos be updated every two years. Mr. Reece suggested a professional photographer with a high resolution camera to take the photos.

Business Investment Awards and Business Tours

Ms. Maieritsch said that if anyone knows of a business celebrating a milestone anniversary, 25 years or greater please let her know.

Ms. Maieritsch said the Grand Opening for Camfil's expansion will be in June but there is no specific date set for the tour and celebration. She asked if anyone has a contact with Sequoia or NuMetal Products so she can set up a tour. Mr. Fowler said he will give there the information.

Organization reports:

Downtown Crystal Lake

Mr. Rainwater said they are also working on a tag line for the Downtown. They are trying to push consistency. They did come up with something but it is very long.

Mr. Affrunti arrived at this time.

Mr. Rainwater said they recently had their Main Street review to be sure they are doing what they are supposed to do and they passed with flying colors. They will have training for the new Board on May 9th. Also they are working on a new sound system for the gazebo at Depot Park. He added that they are focusing on Ladies' Night, the Farmers' Market, and Johnny Appleseed.

Chamber of Commerce

Ms. Magit said they will be holding their spring board meeting and sending out surveys to their members for feedback. They are also working on making their social media presence more engaging and will be highlighting members.

Ms. Magit stated the Community Cleanup will be Saturday, April 27. Registration for the Independence Day parade is open until May 30.

MCEDC

Ms. Maieritsch said a new McEDC group called EDGE will be meeting quarterly. It is made up of City officials, City and school staff and Chamber directors.

Ms. Maieritsch said McEDC is also rebranding. They want to get the word out about McHenry County.

Mr. Leech asked if the lack of skilled labor is holding back development. Ms. Maieritsch said the County has a very low unemployment rate. Recently there were tours of businesses to help educate parents and students about manufacturing and entering the workforce as an alternative to attending a 4-year university. Mr. Fowler said that Black Diamond has their own plumbing school and there are many businesses who are starting their own programs. Mr. Reece said there is grant money available for businesses to cover the cost of training and it is a fairly simple process.

City of Crystal Lake

Ms. Maieritsch said there were several new businesses that opened recently. She said Mr. Leech's Hickory Hall recently opened and is beautiful. Other new businesses include Northern Illinois Foot and Ankle Specialists, Clearbrook, Monarch Home Real Estate, Athletico Physical Therapy, Smooth Brick Club, Music Makers for Life (moved locations), Diesel Redemption, Northwest Obedience Club, and 815 ChopHouse at the former M Supper Club site. She added that there are several development projects in the works.

Mr. Leech asked about the townhouses on Grant Street. Ms. Maieritsch said someone is currently in discussion with the City about adding additional units and fixing up the existing buildings.

Comments and suggestions from the Committee

There were no comments from the members.

Adjourn

The meeting was adjourned at 9:00 a.m.