

City of Crystal Lake Economic Development Committee
August 27, 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. Reece.

Roll Call/Attendance

Members Affrunti, DeHaan, Rainwater, Saidler, and Reece were present. Mr. Fowler arrived at 8:35 a.m. Members Leech, and Schroll were absent. Ms. Magit had resigned her position with the Crystal Lake Chamber of Commerce.

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

Approve Minutes of the July 23, 2019 Meetings

Mr. DeHaan moved to approve the minutes from the July 23, 2019 EDC meeting. Mr. Saidler seconded the motion. On voice vote, members DeHaan, Rainwater, Saidler, and Reece voted aye. Mr. Affrunti abstained. Mr. Fowler had not arrived yet. Motion passed.

Public Participation

There was no one present who wished to speak.

I Shop Crystal Lake Update

Ms. Maieritsch said they are moving forward with great posts and photos on Facebook. They are also looking for more interactive posts for people to participate in which reaches farther than just the Crystal Lake community.

Business Investment Awards and Business Tours

Ms. Maieritsch said Benson Electric will be celebrating their anniversary on September 13 with a private reception. The members are welcome to attend and please let her know so she can RSVP everyone.

Ms. Maieritsch said she will be reaching out to Chicago Plastics and Camfil to set up tours of their facilities and present the companies with the Crystal Lake Investment Award.

Organization reports:

Downtown Crystal Lake

Mr. Rainwater said they are preparing for Johnny Appleseed next month. Their main focus is the Farmers' Market which is very successful. They are creating a brochure for a membership drive. He said most of the downtown businesses are not part of the association.

Chamber of Commerce

Ms. Maieritsch said Ms. Magit, the Chamber's Director, left the position. Currently Jackie Ruiz is the interim Director. She will be retiring in March. They are currently looking for a new director. Mr. Reece said the new staff member, Jordan Debbink, will now be the staff liaison and working on social media.

MCEDC

Ms. Maieritsch said the MCEDC Board is moving forward on the new branding and will have a joint meeting with Visit McHenry County to finalize their efforts. She said the Business Champion nominations are due later this week. She suggested Bio Bidet for the 24 employee category; Chicago Plastics for the 25-

100 employee category; and Camfil for the 100+ category. She is trying to have at least one company nomination for each category. The members agreed with the suggested companies. Ms. Maieritsch said the dinner will be either November 5 or 6 and the location has not been announced.

City of Crystal Lake

Ms. Maieritsch said Mr. Leech will be opening a small plate and wine bar towards the end of November. He will be going before the City Council to request a grant. Also, Smoothology is looking to open a third location in Crystal Lake. She added the former Sports Authority is under contract for a fitness user who will offer classes.

Ms. Maieritsch reviewed the new businesses that recently opened, as well as, the businesses that are coming soon to Crystal Lake. She added that the former Wendy's on Route 31 is also under contract. The members were provided a copy of the Economic Development mid-year report.

Ms. Maieritsch said Target is in the process of updating their space. They will be removing the snack bar and replacing it with Starbucks. Also, Five Below is moving into the former Dress Barn space and the former Five Below building will be three spaces with two fast-casual restaurants and a retail business in the center.

Comments and suggestions from the Committee

Mr. Saidler asked about Discount Tires. Ms. Maieritsch said they are reaching out to them with new locations on Route 14. There was a discussion about the potential boardwalk along the rear of the properties on Route 14 adjacent to Three Oaks Recreation Area.

Mr. Saidler said businesses are now receiving the City's newsletter. Ms. Maieritsch said they wanted everyone to know what is going on within the City. It is important for businesses to know what we are working on.

Mr. Affrunti asked if Barnes and Noble is still looking for a new location in town. Ms. Maieritsch said they have restructured and staff has reached out to assist them with other available locations.

Mr. Fowler arrived at this time.

Mr. Affrunti said he understands that Jaster has closed. Ms. Maieritsch said that it had and there is interest in reopening it is a wine bar with small plates. Yumz has also closed their location in front of the movie theater and staff is working with the broker on a new tenant.

Mr. Fowler understands that the property at 110 W Woodstock Street was sold. Ms. Maieritsch said yes it was sold and understands it will remain a rental property at this time.

There were no comments from the members.

Adjourn

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