



AGENDA

City of Crystal Lake Economic Development Committee

Regular Meeting
Tuesday, May 26, 2009 – 7:30 a.m.

Municipal Complex (City Council Chambers Conference Room)
100 W. Woodstock Street
Crystal Lake, IL 60014

1. Call to Order
2. Roll call
3. Approve minutes of the April 28, 2009 regular meeting and the May 15, 2009 special meeting
4. Public participation and comments
5. EDC Projects
 - A. I Shop Crystal Lake www.ishopcl.com website redesign and content management system
 - i) Status update – redesign and construction
 - ii) Business of the week selections
 - B. I Shop Crystal Lake program 2009 – advertising and promotions: 2009 program management
 - i) City Council meeting preparation
 - C. Retention survey
 - i) Review draft surveys and letters
 - D. Community Investment Award Recommendations
 - i) Final occupancy reviews
6. Staff projects and reports
 - A. International Council of Shopping Centers events summary
 - B. Crystal Lake marketing pieces
7. Organization Reports:
 - A. Downtown Crystal Lake (Brian Fowler)
 - B. Committee for Business Support (Terry Feddersen)
 - C. McHenry County Economic Development Corporation (Brian Fowler)
 - D. City of Crystal Lake (James Richter II)
8. Comments from the Commission
9. Adjourn