

City of Crystal Lake Economic Development Committee
February 23, 2021 – 8:00 a.m.
Municipal Complex – City Training Room

Call to Order

The meeting was called to order at 8:07 a.m. by Mr. Fowler.

Roll Call/Attendance

Members Leech, Rainwater, Saidler, Eich, and Fowler were present. Members Affrunti and McClain participated via telephone. Members Reece, and DeHaan were absent. Heather Maieritsch, Economic Development Manager was also present.

Public Participation

James Scharpf from Tessler Construction was present but did not wish to speak.

Approve Minutes from the December 1, 2021 Meeting

Mr. Saidler moved to approve the minutes from the December 1, 2020 EDC meeting. Mr. Rainwater seconded the motion. On voice vote, members Leech, Rainwater, Saidler, Eich, Affrunti, McClain and Fowler voted aye. Motion passed.

I Shop Crystal Lake Update

Ms. Maieritsch said the City is continuing support for local businesses thru the I Shop campaign platform, contest and in the Northwest Herald to help support businesses and promote the community to shop and dine locally during this challenging time.

Business Anniversaries and Business Tours

Ms. Maieritsch said due to COVID all large group business tours are on hold until further notice.

Organization reports:

Downtown Crystal Lake

Mr. Rainwater said that the Downtown Organization is working on planning outdoor activities to create a buzz and bring people into the downtown to shop and dine.

Crystal Lake Chamber

The Chamber's 2021-2022 Community Guide will be released mid-March. The Chamber is also currently planning the Spring Home & Business Expo to be held outdoors at Twin Ponds Shopping Center on May 22 and a rain date of June 5. The Chamber has partnered with the Park District for Community Cleanup on April 17th and interested businesses should register thru the Crystal Lake Park District. The Chamber is also working with the McHenry Health Department to see if they can create a streamline list of regulations and safety practices for businesses. Bill Eich also thanked the City for their participation in the State of Community event.

City of Crystal Lake

Ms. Maieritsch said the city remains focused on business outreach and retention efforts. The City has continued business attraction efforts with brokers, site selectors and developers. In an effort to continue to promote the City of Crystal Lake the City began advertising in Crain's Chicago Business, Bisnow, Nation's Restaurant News and LinkedIn which has resulted in positive feedback. The City is also revamping the Economic Development website to host a video of the City on the page along with becoming more user

friendly to individuals interested in learning more about the Crystal Lake community and available opportunities.

The City is also focused on business retention and recently working with DCEO to provide 85 businesses with \$600,000 of grant funds.

Comments from the Committee

Chairman Brian Fowler commended the City for the swift implementation of the grant program to provide businesses grant funding at a time when there were few grant opportunities available to businesses.

Both McClain and Leech shared their interest in the City considering ways that the restaurants can continue to serve people tastefully outdoors even after the pandemic is over.

Adjourn

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