

**City of Crystal Lake Economic Development Committee**  
**June 9, 2020 – 8:00 a.m.**  
**Municipal Complex – City Council Chambers Conference Room/Virtual Zoom Meeting**

**Call to Order**

The virtual Zoom meeting was called to order at 8:00 a.m. by Mr. Fowler.

**Roll Call/Attendance**

Members Eich, DeHaan, Rainwater, Reece, Saidler and Fowler were present. Members Affrunti and Leech were absent.

Heather Maieritsch, Economic Development Manager, and Greg Fettes were present from staff.

**Public Participation**

There was no one present who wished to speak.

**I Shop Crystal Lake Update**

Ms. Maieritsch said the City is ramping up marketing and support for local businesses thru the I Shop campaign platform to help businesses 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. City staff is still working with and coordinating with specific manufactures regarding their growth and employment needs but for the time being all tours or meetings will be kept small.

**Organization reports:**

**Downtown Crystal Lake**

Mr. Rainwater said Johnny Appleseed and other events downtown are being reviewed due to new COVID safty guidelines. Mr. Rainwater said the Farmers Market is underway and social distance guidelines are being followed by vendors and participants.

**Chamber of Commerce**

New Crystal Lake Chamber Director Willam Eich shared that the Chamber is planning a Grand Re-Opening event with the City of Crystal Lake and Downtown Crystal Lake to help promote businesses.

**MCEDC**

Ms. Maieritsch said MCEDC is part of the Resume McHenry County Task Force, made up of local business, industry and health professionals and has released its findings and recommendations to guide the successful and safe reopening of the county's businesses. McHenry County Board Chairman Jack Franks created the Task Force in April to obtain input and advice from the local business community for reopening. The group has been meeting weekly over the last month to develop strategies that support businesses and protect both employees and customers.

**City of Crystal Lake**

Ms. Maieritsch said the city remains focused on business outreach and retention efforts. The City created a new Business Resource webpage for businesses to help identify, simplify and locate financial programs available to businesses in Crystal Lake, information important to reopening and assistance with navigating these challenging times. This webpage created a one-stop place where business can access and compare the various programs and assistance available to them.

Many Crystal Lake restaurants remained open and adapted their business operations to evolve and meet the demands of this crisis. In an effort to help these businesses we created a listing of Crystal Lake restaurants that are open during the time restaurants were not open to sit-down dining on the Crystal Lake I Shop webpage. We also highlighted a number of businesses thru our I Shop CL campaign and worked with businesses particularly in the downtown area to add temporary signage to help customers locate curbside pick-up areas and temporary advertising signage to help promote these service changes.

Ms. Maieritsch shared that the City communicated and worked with 44 businesses helping direct them to and apply for various State and Federal financial assistance programs that they qualify for and assisting them in the application process including how to find the required information for submittals. The City has been in communication with landlords of large and small shopping centers along the key retail commercial corridor to share what state, federal and local programs are available to their tenants. Many of the tenants of these shopping centers have reached out to provide contact information to be kept apprised of financing programs as they become available.

Ms. Maieritsch said now that we have moved into the next phase the City Council approved temporary outdoor dining at restaurants until October 31<sup>st</sup>. The City has expedited working with restaurants to allow outdoor seating in areas where it may not have previously been allowed. The City has worked to approve 28 restaurants for temporary outdoor seating areas.

On another note, Ms. Maieritsch shared that due to the pandemic, Zagster the bike company is no longer in existence and the bike-share program will cease operating. This involved zero cost participation from the City.

#### **Approve Minutes from the February 25, 2020 Meeting**

Mr. Fowler moved to approve the minutes from the February 25, 2020 EDC meeting. Mr. Affrunti seconded the motion. On voice vote, members DeHaan, Eich, Rainwater, Saidler, Reece, and Fowler voted aye. Motion passed.

#### **Comments and suggestions from the Committee**

There were no other comments from the members.

#### **Adjourn**

The meeting was adjourned at 8:25 a.m.