

City of Crystal Lake Economic Development Committee
August 25, 2020 – 8:00 a.m.
Municipal Complex – City Training Room

Call to Order

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

Roll Call/Attendance

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

Heather Maieritsch, Economic Development Manager was present from staff.

Public Participation

There was no one present who wished to speak.

I Shop Crystal Lake Update

Ms. Maieritsch said the City continuing 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.

Organization reports:

Downtown Crystal Lake

Mr. Rainwater said Johnny Appleseed will have modified events this year including a scavenger hunt and a modified Great Ball Race. The Downtown will also be hosting a modified Festival of Lights Parade where the parade floats will be parked lining the streets and spectators will drive-by the floats. Haig commented that the downtown has been active and parking availability has been good even with the addition of outdoor dining in the downtown.

Chamber of Commerce

Crystal Lake Chamber Director William Eich shared that he was happy to see that our area was able to successfully lobby to be removed from the original health zone.

MCEDC

Ms. Maieritsch shared that McHenry County and the McHenry County Economic Development Corporation (MCEDC) have launched a new Resume McHenry County website at www.ResumeMcHenryCounty.com with information and resources for the public, employers and employees to assist on the road to recovery from COVID-19.

City of Crystal Lake

Ms. Maieritsch said the city remains focused on business outreach and retention efforts. The City Council approved temporary outdoor dining at restaurants until October 31st. We expedited working with restaurants to allow outdoor seating in areas where it may not have previously been allowed. The City approved 28 restaurants for temporary outdoor seating areas and will be reaching out to work with restaurants to see how we can assist them as the weather changes.

Ms. Maieritsch commented that staff is also in the process of revising the existing Economic Development page to develop a more streamline and modern look to ensure Crystal Lake stands out to new developers,

restaurants and retailers. Additionally, the City has hired a5 Digital Branding and Marketing to create a branding campaign and assist with media buy placement to market Crystal Lake to potential developers, restaurants and retailers.

Approve Minutes from the February 25, 2020 Meeting

Mr. Affrunti moved to approve the minutes from the February 25, 2020 EDC meeting. Mr. Saidler seconded the motion. On voice vote, members Rainwater, Affrunti, Saidler, Eich, DeHaan 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 8:51 a.m.