

**City of Crystal Lake Economic Development Committee**  
**October 27, 2020 – 8:00 a.m.**  
**Municipal Complex – City Training Room**

**Call to Order**

The meeting was called to order at 8:02 a.m. by Mr. Fowler.

**Roll Call/Attendance**

Members Rainwater, Affrunti, Saidler, Leech, DeHaan and Fowler were present and McClain, participated via teleconference. Members Reece and Eich were absent. Michelle Rentzsch, Community Development Director, Haig Haleblain, Mayor and 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 August 25, 2020 Meeting**

Mr. Affrunti moved to approve the minutes from the August 25, 2020 EDC meeting. Mr. Saidler seconded the motion. On voice vote, members Rainwater, Affrunti, Saidler, Leech, DeHaan, 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 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 that is it great to see the resilience of the stores in Downtown Crystal Lake. The Downtown also worked together to create a *Celebrate Local Together*, three day event, in place of the Ladies Night Out event to encourage people to support businesses in the downtown.

**City of Crystal Lake**

Ms. Maieritsch said the city remains focused on business outreach and retention efforts. The City Council approved extending the temporary outdoor dining at restaurants until December 31<sup>st</sup> and ran a number of press release in support of dining at Crystal Lake restaurants. In addition to that the City held a *Restaurant Week* to help advertise local restaurants.

The City honored the following businesses with a plaque and visit from the Mayor: Clothes Gallery- 25<sup>th</sup> Anniversary, General Kinematics- 60<sup>th</sup> Anniversary, Joe's Barber Shop- 60<sup>th</sup> Anniversary and the Crystal Lake Chamber of Commerce- 80<sup>th</sup> Anniversary.

Despite uncertain economic times Crystal Lake is receiving a lot of residential permits and new housing developments. A handful of new salon, fitness and restaurant businesses opened up and existing businesses are expanding, such as, Heartland Medical Supply and Triple Berry Café. Crystal Lake has a strong market and we will continue to leverage that to help fill vacancies. We remain dedicated to helping support our existing businesses and attracting new businesses to our community.

**Comments and suggestions from the Committee**

Mayor Haleblain mentioned that the City is working on different ways to deploy funds to the restaurants and businesses during this challenging time and said we need to think outside the box in order to help our businesses. He asked the committee to reach out if they have any ideas on how the City can assist the businesses within the community. The Committee was in consensus that financial assistance, awareness and advertising about shopping and dining local are key to helping businesses during this time.

Mr. Fowler asked about ways the City can assist businesses, particularly restaurant businesses, over the next few weeks as COVID mitigation measures increase. Committee members Leech and McClain expressed concern about what a second-shut down and cooler weather will mean for a lot of the restaurants in the community. Many of the dine-in restaurants have been able to reinvent themselves to adjust to limited indoor dining but that only helps temporarily.

Mr. DeHaan suggested running another shopper reward program through the I Shop Crystal Lake platform like we had done a few years ago and really focus on supporting small businesses.

Mayor Haleblain also suggested motivating people to order out by advertising Take-out Tuesday and featuring businesses through the I Shop platform.

**Adjourn**

The meeting was adjourned at 9:20 a.m.