

**City of Crystal Lake Economic Development Committee**  
**Special Meeting**  
**May 15, 2009 – 8:00 a.m.**  
**Municipal Complex – Council Chambers**

**Call to Order**

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

**Roll Call/Attendance**

Members Affrunti, Feddersen, Fowler, Riley, Viger, and Haleblian were present. Members Johnson and Bawolek were absent.

James Richter II, Assistant Director of Economic Development, was present from staff.

**EDC Projects**

I Shop Crystal Lake program: Advertising and promotions – 2009-2010 program management  
Proposal review and recommendation to the City Council

Mr. Richter said he would walk through the information with the Committee. He said the first proposal amounts shown are for the entire proposals as submitted. Those amounts are more than we budgeted for Economic Development for the year. The high-lited areas are the breakdown of the bids. Mr. Richter said Dobbe Marketing was the only bidder who completely followed the RFP and provided samples, ideas, and quotes for each component.

Mr. Richter said there were many areas of the bid that amounts were not provided by various companies. They feel that business and shoppers recruitment are essential with this year's program.

Mr. Richter outlined the proposals for component #1, regarding promotion of the I Shop Crystal Lake program.

Mr. Richter said that under business recruitment the next part was for print ads. Dobbe Marketing has secured a good price for a co-op kraft wrap with the Northwest Herald. There is no cost to the City associated with this because the business will be paying for the ad at reduced rates. The fee that will be paid by the City will be to Dobbe Marketing to sell the ad space. He continued to say that the Tribune print ads were another option but the price is very high. Mr. Haleblian said the Tribune is not effective in this market.

Mr. Richter stated that the radio / web-based / other ads were another component. He stated that a portion from At-A-Glance Marketing was for web-based video advertising. After further investigation, he found that what was proposed would cost the City extra with the web redesign company which was just awarded the contract for I Shop CL.com.

Mr. Richter said that Dobbe Marketing had many ideas for events. One of the proposals is to have people send in \$100 worth of receipts and qualify for a drawing for a \$1,000 shopping spree. This would be given away quarterly or semi-annually. Mr. Haleblian said that can be reviewed after the first drawing to see how this is working.

Ms. Feddersen asked if they will be receiving a calendar of events. Mr. Richter said yes. Ms. Feddersen said things can change so quickly in this type of market that the calendar will give them an opportunity to make

changes if necessary. Mr. Haleblian said it is not necessary for the winning proposer to give them a written report every month. That might bog them down. Ms. Viger said even if they called Mr. Richter to give him an informal update or even if someone comes to their monthly meeting to update them informally.

Mr. Richter said regarding Component 6 – the advertising for the Holiday Certificates several of the bidders said they did not know what the advertising costs will be in November and December. He suggested that they bid that portion out again at a later date.

Mr. Richter stated that it is staff's recommendation that the I Shop Crystal Lake Advertising and Promotions program be awarded to Dobbe Marketing & PR, based upon the following: A. the proposer's ability to meet the goals of the program strategy outlined in the RFP; B. the flexibility to select appropriate action-items based upon the ideas provided by the proposer in order to address the program components in an efficient manner; and C. the ability of the proposer and their staff to adequately meet the expectations and needs of the I Shop Crystal Lake program.

Ms. Viger thanked Mr. Richter for all of the work he put into the report. There is a lot of information provided.

Mr. Richter said this will be going to before City Council at the June 2, 2009 meeting. He will be present and asked if any other members could attend.

Ms. Feddersen moved to approve the proposal for the I Shop Crystal Lake advertising and promotions program to Dobbe Marketing & PR for an amount not to exceed \$56,490. Mr. Riley seconded the motion. On voice vote, all members voted aye. Motion passed.

#### EDC Business Cards

Mr. Richter stated that the members will be receiving business cards which will include the City's address and phone number. If any calls are received, they will be going to the City Manager's Office and the information will be forwarded to us. As for the e-mail address, those will come to Mr. Richter's e-mail directly.

#### **Comments from the Committee**

Mr. Richter said he will be leaving for Las Vegas Sunday night and return Wednesday afternoon. He does have meetings scheduled with development companies and retailers at the conference. Mr. Richter said there are several companies who are interested in the redevelopment of Crystal Court.

Mr. Richter said they have had a few inquires for the former Bennegan's site and the Wings and Rings off of Randall Road will be reopening this summer with a new franchisee who will reopen the facility as a Wings and Rings.

Mr. Haleblian asked about Joey T's Restaurant in McHenry that burned. Mr. Richter said he has been in contact with them several times. They are not making any decisions at this time and they are still waiting for

money from the insurance company. Ms. Viger said there was an article in the paper that the building is historic and some people want it restored.

Mr. Fowler said there was an article in the paper recently about a new LED business in Crystal Lake.

**Adjourn**

There being no further business, the meeting was adjourned at 8:40 a.m.