

**City of Crystal Lake Economic Development Committee**  
**August 24, 2021 – 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 DeHaan, McClain, Reece, Leech, Rainwater, Saidler, Affrunti and Fowler were present. Member Eich was absent. Heather Maieritsch, Economic Development Manager and Haig Haleblain were also present.

**Public Participation**

N/A

**Approve Minutes from the June 22, 2021 Meeting**

Mr. Reece moved to approve the minutes from the June 22, 2021 EDC meeting. Mr. Fowler seconded the motion. On voice vote, members DeHaan, McClain, Reece, Leech, Rainwater, Saidler, Affrunti and Fowler voted aye. Motion passed.

**I Shop Crystal Lake Update**

Ms. Maieritsch said that the current I Shop Crystal Lake social media contract is expiring in October and the City is looking for companies interested in managing the City's I Shop campaign.

**Business Anniversaries and Business Tours**

Ms. Maieritsch said with things re-opening the City will look to reach out to some new industrial businesses that opened over the past year and set-up a tour. The City will also be reaching out to Autotrol, Holiday Inn and The Church Street Apartments to find dates to present them with community investment plaques.

**Organization reports:**

**Downtown Crystal Lake**

Brett Rainwater thanked the Mayor for his participation in the last Downtown Crystal Lake meeting and noted that the organization is busy preparing for the upcoming Johnny Appleseed Festival.

**Crystal Lake Chamber**

N/A

**City of Crystal Lake**

Ms. Maieritsch said the city continues to experience growth and activity with interest from housing developers, fast casual restaurants and local businesses looking for new locations or to expand.

**Comments from the Committee**

Committee Members began a discussion about the need to find ways to create a lively vibe and ambiance that makes Crystal Lake a destination continually attracting more people the area for shopping, dining and entertainment.

**Adjourn**

The meeting was adjourned at 9:09 a.m.