

City of Crystal Lake Economic Development Committee
April 27, 2021 – 8:00 a.m.
Municipal Complex – City Training Room

Call to Order

The meeting was called to order at 8:07 a.m. by Mr. Fowler.

Roll Call/Attendance

Members Rainwater, DeHaan, Saidler, Leech, Eich, Affrunti and Fowler were present. Member McClain was absent. 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 December 1, 2021 Meeting

Mr. Affrunti moved to approve the minutes from the February 23, 2021 EDC meeting. Mr. Reece seconded the motion. On voice vote, members Leech, Rainwater, Saidler, Eich, Affrunti, DeHaan 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 support businesses and promote the community to shop and dine locally.

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 there is a lot of excitement about the upcoming flower sale and said the overall business activity in the downtown has been very active which is great to see. Also, the Downtown Organization is trying to diversify and is looking for new individuals that would like to become active on the Downtown Board and within various committees.

Crystal Lake Chamber

The Crystal Lake Chamber partnered with the Crystal Lake Park District for this year's Community Clean Up and worked with the Crystal Lake Police Department to sponsor a prescription take back event both of which were very successful.

The Home and Business Expo set for May 22nd outside at the Twin Ponds Shopping Center and already has 83 vendors and about 25 spots remaining. The Chamber's efforts to work with businesses for re-opening continues and any businesses with questions or concerns should contact the Chamber for assistance.

City of Crystal Lake

Ms. Maieritsch said the city remains focused on business outreach and retention efforts. The City has continued business attraction efforts with brokers, site selectors and developers.

The City has continued working on ways to assist the restaurants within the City to help them take advantage of the warm weather and strengthen their businesses amid the pandemic. In an effort to encourage outdoor dining and supporting our restaurant establishments the City amended the grant program to allow for

reimbursement up to \$5,000 for outdoor seating improvements for existing businesses. Eligible reimbursable items include outdoor tables, chairs, umbrellas, weather enclosures, heating appliances, and other types of appurtenances to help establish comfortable and attractive outdoor seating options for the City's restaurants and bars.

Additionally, the City has worked on outdoor enhancements throughout the downtown. Picnic tables have been placed in the Depot Park by the train station and the City Council recently approved the addition of two new outdoor dining areas at the Brink Street Plaza and along North Main Street as public places for customers to relax and enjoy a meal.

Comments from the Committee

Committee Member Brett Rainwater discussed the downtown parking issues. Committee Member Paul Leech suggested the City consider additional signage in the downtown that directs individuals to where additional parking lots are located like the Village of Long Grove or add signs with a QR code that links to a parking map.

Adjourn

The meeting was adjourned at 8:50 a.m.