



AGENDA

City of Crystal Lake Economic Development Committee

Regular Meeting
Tuesday, September 22, 2009 – 7:30 a.m.

Municipal Complex (City Council Chambers Conference Room)
100 W. Woodstock Street
Crystal Lake, IL 60014

1. Call to Order
2. Roll call
3. Approve minutes of the August 25, 2009, EDC Meeting
4. Public participation and comments
5. EDC Projects
 - A) I Shop Crystal Lake program
 - a. Final review the ishopcl.com website
 - i. Recommended improvements or enhancements discussion
 - b. Advertising and Promotions program
 - i. Program evaluation (current progress)
 - ii. Strategy review
 - iii. I Shop Crystal Lake contests
 - B) Business retention
 - a. Proposed retention strategy
 - b. Visitation plan scheduling
6. Staff projects
 - A) Economic Development incentives update
 - a. Façade / Tenant Improvement program
 - B) Business recruitment update
 - C) Restaurant performance enhancement
 - D) McHenry County Economic Development Corporation cooperation
7. Organization Reports:
 - A) Downtown Crystal Lake (Brian Fowler)
 - B) Committee for Business Support (James Richter II)
 - C) McHenry County Economic Development Corporation (Brian Fowler)
 - D) City of Crystal Lake
8. Comments from the Committee
9. Adjourn