

**City of Crystal Lake Economic Development Committee**  
**June 29, 2010 – 7:30 a.m.**  
**Municipal Complex – Council Chambers Executive Conference Room**

**Call to Order**

The meeting was called to order at 7:30 a.m.

**Roll Call/Attendance**

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

James Richter II, Assistant Director of Economic Development was present from staff. Gary Reece, President of the Crystal Lake Chamber of Commerce, Sue Dobbe with Dobbe Marketing, and Lawrence Synett with the Chicago Tribune were also present.

**Approve minutes of the May 25, 2010 EDC meeting**

Mr. Haleblan said there is no quorum present at this time to approve the minutes.

**Public participation and comments**

There was no one present who wished to speak.

**EDC Projects**

**I Shop Crystal Lake for 2010-2011 fiscal year – Review proposed program strategy**

Mr. Richter said the Program Strategy that is presented in the memo is information that has been discussed previously. He reviewed the Program Goals and Objectives and the Action Plan was recently researched. He and the Planning Director feel that a rewards program can be substituted for the previous certificate program. The typical rewards program allows customers to earn points to be converted to value and redeemed at Crystal Lake businesses. However if there is more than 1 business involved in this and if a customer purchased all of their “rewards points” from one business and used the points at another it would not be fair to the second business. Additionally, businesses would need to use a common POS system to calculate/redeem points and this is very costly and nearly impossible. Mr. Richter said they were thinking about a card similar to the booster club card with the I Shop information on it. They would ask the participating businesses to have a promotion for 1 year for the holders of this card. The shoppers can find out the details of the deals by going to the website.

Ms. Feddersen said the cards could be sent out in the City’s newsletter. Ms. Dobbe said people will toss them out. Mr. Richter said they would like to track this somehow – to know who is participating.

Mr. Haleblan asked how would be businesses get involved. Mr. Richter said the City would contact them directly. Mr. Haleblan asked if the Chamber could help. Mr. Reece said they could give the updated data base to the City. He asked how many businesses have signed up for the I Shop program. Mr. Richter said approximately 300. Mr. Fowler said that is mostly retail businesses. Ms. Feddersen said they need to contact professional services such as attorneys, dentists, etc. to be involved as well. Ms. Dobbe said they need to re-present the I Shop idea.

Mr. Fowler said there will be no way to track this program. He said the customer could present the card to get the discount the business is offering and the customer could check out all of the “deals” available on the

website. Mr. Reece said the intent is to increase traffic to the website and to participating businesses. Ms. Dobbe said this could also be marketed on Channel 17 as well as the website. Mr. Haleblian suggested countertop tents for the participating retailers not only for the customers but also to remind the employees.

Mr. Richter said the need to overhaul to website such as enhance the look of the site. For the navigation bar, he would like to eliminate the large buttons and possibly use photo headers to reduce the space taken up with the larger buttons that are currently on the site. That space could be used for other items. Also the flash video portion of the website is currently not working. Ms. Dobbe said they could provide a link to You Tube where the videos are hosted.

Mr. Richter said they are on Facebook and Twitter. He would like the ability to update one and all three are updated.

Mr. Richter added that he has received feedback from the Chamber staff about possible website improvements. Mr. Fowler asked if this site can be used on a smart phone. Mr. Richter said that there is not a mobile version of the site available. Ms. Dobbe suggested eliminating the calendar and location portion of the website. Also the shopping center feature is not needed. People want to know about businesses. Mr. Fowler suggested that the feature business be kept. Mr. Reece said that Google Map is not accurate. Mr. Richter said he would check into that.

Mr. Richter said they have a Facebook and Twitter pages. Ms. Dobbe suggested they keep Facebook since it is still growing but it seems that Twitter is used by younger people. Ms. Viger suggested we keep both since it does reach the younger shopper. Mr. Reece said we should use Twitter when the rewards card comes out. Mr. Fowler said it is important to keep them current and it needs to be automated.

Mr. Richter said he will remove the shopping center feature from the home page of the I Shop website. Mr. Reece said it would be best to leave in the spotlight on the businesses. Mr. Riley added that the rewards program should also be prominent on the website.

Mr. Richter said the cling promotion is still on-going. He said they have certificates from businesses to give away but there just isn't enough time for staff to go out to locate and photograph cars with the clings. Mr. Fowler suggested that it be phased out. Ms. Dobbe said it is good advertising and inexpensive. Currently it is one photo per week but it could be changed to one per month. Mr. Reece suggested that when staff goes out to take photos they should take several at one time and use them once a week.

Ms. Dobbe left the meeting at this time.

#### Vacant Economic Development Committee positions

Mr. Richter said the reappointments for the EDC will be completed when there are people to fill the current vacancies. He has spoken with Mr. Affrunti about remaining on the Committee and he has expressed an interest in remaining. Mr. Richter said he has not spoken with Mr. Bawolek or Mr. Johnson since both are out of town often. Mr. Fowler said they can both attend the meetings when in town.

Mr. Haleblian said he has spoken with Mr. Johnson and was told that with his work schedule, attendance at the meetings is almost impossible. Mr. Richter said that it wasn't the intent of the staff or the Committee to

create more vacancies but to be sure we have the necessary people to move projects forward. Mr. Riley suggested that an e-mail be sent to the members whose terms have expired or are about to expire with a specific reply date. Mr. Haleblian suggested that the members e-mail names of possible members to Mr. Richter prior to the next meeting.

#### Proposed Committee Meeting Attendance Policy

Mr. Richter said they have two types of meetings – regular and workshops. He doesn't feel it is fair to require attendance at a workshop since they are usually held during the day and not on the regular schedule. Mr. Haleblian said the draft attendance policy is very reasonable and agrees with it. Ms. Viger suggested that the letters for poor attendance come from the Chairman of the Committee and not staff.

Mr. Riley moved to approve the EDC Meeting Attendance Policy with the changes discussed. Mr. Fowler seconded the motion. On voice vote, all members voted aye. Motion passed.

#### Business anniversary recognitions and Community Investment Awards

Mr. Richter said there are several local businesses that are celebrating 50 years or more within the community. Mr. Fowler suggested that in the future the businesses be recognized by the City Council at a meeting but if there is to be a Community Investment Award it should be presented by staff to the business. It gives the business owners an opportunity to celebrate with their employees, if they wish, as well as staff to make contact with the owners. The members were agreeable to the process.

Several businesses celebrating a milestone anniversary are: Joe's Barber Shop – 50 years; Home State Bank - 95 years; Heisler Bootery – 102 years; Lloyd Paint and Paper - 50 years; Gulgren's – 56 years; Countryside – 50 years; Babe Ruth League – 50 years; and possibly Around the Clock.

#### Economic Development incentives update

Mr. Richter said he has spoken with several people but there have been no applications so far this fiscal year. There is one company who will be submitting as soon as they decide their location.

#### Staff projects

##### Attraction update

Mr. Richter said there was a website created by a consultant – [crystallakeretail.com](http://crystallakeretail.com). He said the City has taken over the website and is currently maintaining. It is intended to link business owners – real estate – etc. which the current focus on retail. The site includes the brochure from the realty company and no other downlinks. The site includes incentive information as well as TIF district information.

Mr. Haleblian said this is a great start.

Mr. Richter said Five Guys burgers is very interested in coming to Crystal Lake and is currently looking for a site between Pingree Road and Main Street on Route 14. He said some of the sites they would be interested in have lease restrictions.

Mr. Richter said they received a lead from the state regarding a manufacturer who converts cars into electric cars. They were looking for a former car dealership site. He took them on a tour of the former Viking Dodge site but understands they are looking more seriously at a site in DuPage County due to demographics

and proximity to the City of Chicago. There was a lot of time and effort that went into this and there was a lot of information presented from the McEDC members.

Retention update

**Planning – Fire Rescue: Life Safety Inspections / Retention Visits**

Mr. Richter said he has been attending the Fire Rescue inspections of the largest sales tax providers and employers. Mr. Fowler asked if they could please notify a business via letter a month in advance that this will be taking place. Also a phone call just prior to the inspection would be helpful so they don't come unannounced and if it is a bad time for the business, they have an opportunity to say so. It is a big shock to see the Fire Department come rolling up to the business. The immediate reaction is "where is the fire" or "what is happening with the building." Mr. Fowler said they forget that they can be scary. Mr. Haleblian said they are very nice and very accommodating but unannounced. Mr. Reece said he can understand why they come unannounced. He said it would be nice to receive a letter that they will be there in the next month or so as a courtesy. Mr. Richter said he will pass on the information to the Fire Rescue Department.

**Business Park Meetings**

Review e-marketing strategy – 2010 Economic Development Goal Setting

Mr. Richter said there will be an intern starting shortly and a meeting with the business park owners will be a goal.

**Organization Reports:**

Downtown Crystal Lake

Mr. Fowler said the lunch in the park went well. He added that there are some vacancies in the downtown.

Committee for Business Support

Ms. Feddersen said there was a presentation of real estate taxes. Mr. Reece said if someone wants to object to their tax information, they have a very small window – 30 days – so it is best to start gathering information as soon as possible.

McHenry County Economic Development Corporation

Mr. Richter said it was a great opportunity to work with the McEDC on the electric car company.

City of Crystal Lake

Mr. Richter had nothing additional to report.

**Comments from the Committee**

Mr. Fowler said he likes the I Shop signs where businesses will be locating to. Mr. Haleblian said it is good to have something positive to share. It sends a good message to the Community.

**Adjourn**

There being no further business, the meeting was adjourned at 9:15 a.m.