

**City of Crystal Lake Economic Development Committee**  
**September 17, 2013 – 7:30 a.m.**  
**Municipal Complex – City Council Chambers Conference Room**

**Call to Order**

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

**Roll Call/Attendance**

Members DeHaan, Haleblan, Reece, Saidler, and Fowler were present. Members Affrunti, Dalzell, Hymes, and Riley were absent.

James Richter II, Assistant Director of Economic Development, was present from staff. Pam Cumpata and Jean Schober with McHenry County Economic Development Inc., and Paul Leech, owner of The Cottage were also present.

**Approve Minutes of the August 27, 2013 Meeting**

Mr. Saidler moved to approve the minutes from the August 27, 2013 EDC meeting as presented. Mr. DeHaan seconded the motion. On voice vote, members Haleblan, Saidler, and Fowler voted aye. Mr. Reece abstained. Motion passed.

**Public Participation and Comment**

There was no one present at that time who wished to speak.

**Industrial attraction and marketing (Pam Cumpata, McEDC)**

Ms. Cumpata handed out packets of information specific to Crystal Lake for the members review including CMAP and CoStar information. Ms. Schober said that McEDC makes CMAP information available for every municipality and the County. Ms. Cumpata said there is so much information available on industrial clusters and vacancy rates. She said they recently purchased CoStar and are still learning how to use it and the information that is available. Ms. Schober said they have included comparisons for Crystal Lake to the County, Crystal Lake to McHenry, and Crystal Lake to Cary. Ms. Cumpata said commercial brokers don't feel it's accurate. She said when you search closer to a City it is more accurate than when your search is in the County.

Ms. Cumpata said they are able to add traffic counts, etc. to the information they give to various communities or organizations. They usually don't focus on retail. They leave that up to the municipality.

Mr. Richter asked where the site search requests come from that the McEDC receives. Ms. Cumpata said it is usually from the State DCEO and added that the first six months of last year had more inquiries than the same time this year. Mr. Richter said most of the inquiries the City receives from the State are to return the information to the State. Ms. Cumpata said that the State has a new director, Adam Pollett, and has met directly with him. She explained that after the State receives information, they do not get back with them for 6 months or more about the results of the information to let us know about the results of the search.

Ms. Cumpata handed out the first Illinois state magazine to market the state. It went to 25,000 people. She hopes this is not the only one they will do because you can't do one and done. Industrial sites of 50,000 to 100,000 square feet within the County are very limited. The McEDC advertised in the magazine.

Ms. Cumpata said McEDC is currently working on a Comprehensive Economic Development Strategy which is needed for grant applications. They will also keep talking with communities on their wants as well

as attending trade shows. We need to be consistent in that as well. It keeps our name out there. Ms. Cumpata said municipalities need to be ready for the “delivery” that is needed after the selection. In some places it becomes a problem.

Mr. Saidler asked if other municipalities know what McEDC is planning for attraction. Ms. Cumpata said no. She added that next week they will be reviewing their plan with the board. If someone from the EDC would like to be on one of the building teams for the Economic Development Strategic Plan, please let them know.

Mr. Fowler said the EDC held a joint meeting with the City’s Planning and Zoning Commission earlier this year. He said the PZC can’t take into account economics and he feels they should be able to but it was good for both sides to hear each others’ perspective. Mr. Richter said the PZC looks at things from a planning perspective but the City Council can look at a request from all angles including economical.

Mr. Richter asked if there is a trade show or event for industrial businesses like there is for retail (International Council of Shopping Centers). Ms. Cumpata said there is a conference in Washington DC that is held by the Department of Commerce and there will also be one in South Caroline in December. Mr. Richter asked if there was one locally. Ms. Cumpata said Correnett. She said manufacturing and office uses look for a location that makes it easy to get their goods to market and close to their families’ location. IT companies are looking for young people who usually live near major cities like Chicago or at least close to public transportation.

Mr. Saidler asked why a company would choose McHenry County. Ms. Cumpata said we are close enough to Chicago and Milwaukee without having to pay their tax rates. Mr. Fowler said the states around us are using Illinois’ budget problems to take businesses away from us.

Mr. Fowler asked about possible changes to the Unified Development Ordinance. Mr. Richter said the minor changes are going through now and the major revisions are being reviewed by legal. He added that no matter what municipality, there are certain time sensitive requirements set by State Statute such as notification of a public hearing.

Ms. Cumpata said there is not much new building going on currently. Most businesses are revamping their current space. She said it is important to visit the businesses in your community which is what the EDC has been doing. Mr. Fowler asked if the McEDC has heard from businesses in our community. Ms. Cumpata said she has and they appreciate the visits especially by businesses with new ownership such as Knaack. They are not getting any attention from the State so we need to do it.

Ms. Cumpata said Crystal Lake is still the center of everything in McHenry County. She said the City is the first to take advantage of things and the McEDC is proud to work together. Mr. Richter said they appreciate McEDC and asked that Ms. Cumpata keep them posted on any attraction efforts. Ms. Cumpata said the grants, etc. that the City already has in place and that they work well speaks volumes about the City. Ms. Schober said the City needs a “tag line” to be used in advertising.

Ms. Cumpata said the City needs to provide someone for their “teams.” She added that the City’s website is critical and needs to be easy to navigate. It is important for the City to be ready, know what they want to be, and prepare for it.

The EDC members thanked Ms. Cumpata and Ms. Schober for coming to the meeting.

**Business retention tours (updates from Committee calls)**

Mr. Fowler asked that the members please make the calls to the businesses they had signed up for at the last meeting.

**Workforce development trade publication advertisement research (Andrew Hymes)**

Mr. Fowler said they need to piggy back with the McEDC's efforts. He also will be in contact with Mr. Hymes about his findings for trade publications.

**I Shop Crystal Lake updates**

**I Shop Crystal Lake Sub-committee report (Keith Saidler)**

Mr. Saidler said they recently met with several small business owners as a subcommittee. The central theme was that they liked the I Shop Crystal Lake branding, the certificate programs, and they want the e-mail blasts to continue. They will be coming up with a schedule for the blasts for 2014 and the businesses will need to get us their information before a set date to be included in that particular blast. This will be no cost to the businesses. Mr. Saidler said it was also suggested that there be drop-off boxes around town to make entry drop off easier and also get the I Shop logo out there.

Mr. Saidler said it was also suggested that businesses give gift cards that also can be given as prizes during the certificate contest. Also an exchange like "Groupon" where two businesses are involved – buy something from one business and get something from the other. The question is do we have the time to match up the businesses and promote the offers. He added that the business owners felt that print advertising such as news papers was good as well as digital-internet advertising. They did not care for bill board ads.

Mr. Fowler said the drop boxes are a good idea and also will advertise the I Shop program. Also another meeting would be great.

**Holiday gift certificate contest**

Mr. Richter said Staff is proposing \$10,000 in prize money and \$9,900 in advertising for the Holiday Certificate program. There was discussion regarding various divisions of the prize money. Mr. Reece said with certain divisions of prizes that would allow for \$2,500 to be used for the remaining fiscal year. That would keep the "brand" in front of the consumer.

Mr. Reece moved that the Holiday Certificate program prizes be as follows: 1-\$1,000; 4-\$500; 20-\$100; and 50-\$50. Mr. Saidler seconded the motion. On voice vote, all members voted aye. Motion passed.

Mr. Richter spoke with the Northwest Herald. He said they are already committed to the craft wrap at Thanksgiving. They received a good deal thanks to the efforts of Mr. Dalzell. Mr. Richter said a ¼ page ad running for 7 weeks would cost \$307 per week.

Mr. Leech said his experience has been that if he spreads his advertising budget in several places he gets more response then with using only one paper. Mr. Haleblan asked if they could cut down the size of the ads. Mr. Richter said the ad includes the application form, terms and conditions, and it is hard to get all of the information in a smaller space. It was suggested they check into the Chicago Tribune. Mr. Saidler asked how far we want to draw customers. It was also suggested they check into the Daily Herald instead.

Mr. Reece moved that not more than \$9,900 of the budget be used for advertising and Mr. Saidler and Mr. Richer shall determine how best to use it. Mr. Haleblan seconded the motion. On voice vote, all members voted aye. Motion passed.

I Shop Website

Mr. Richter said he will be providing information for the members at the next meeting.

**Franchise opportunities (Staff/Gary Reece)**

Mr. Reece said there are several companies who want to come to Crystal Lake but need franchisees. He is suggesting they contact bankers, brokers, investment agents, etc. to get the word out that there are franchise opportunities. Mr. Fowler said he will help put together a list of bankers, investment groups, etc. Mr. Richter said they can send out a letter to them to get the word out. Mr. Fowler suggested they send out a letter similar to that quarterly. Mr. DeHaan believes they will have more success with bankers than investment agents. He also suggested real estate agents.

Due to the hour, the remaining agenda items were not discussed.

Mr. Richter reminded the members that there will be a tour on Wednesday of Technipaq.

**Report to the City Council**

Mr. Richter said he will create a report highlighting the major points discussed during this meeting.

**Adjourn**

There being no further business, the meeting was adjourned at 9:10 a.m.