

City of Crystal Lake Economic Development Committee
July 22, 2014 – 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 Affrunti, Dalzell, DeHaan, Haleblian, Reece, Saidler, and Fowler were present. Mr. Leech was absent.

James Richter II, Planning and Economic Development Manager, was present from staff.

Approve Minutes of the June 2, 2014 Meeting

Mr. Reece moved to approve the minutes from the June 2, 2014 EDC meeting as presented. Mr. Saidler seconded the motion. On voice vote, members Affrunti, DeHaan, Reece, Saidler, and Fowler voted aye. Mr. Haleblian abstained. Motion passed.

Public participation

There was no one present who wished to speak.

Manufacturer tour update

Mr. Fowler said the tour for G & M will be in August or September and a tour of National Gift Card will be either August or September depending on the tour for G & M.

Mr. Richter said they need suggestions for possible future tours.

Business attraction update

Mr. Richter said they have been contacted by a company who is interested in taking most of the former Eisenmann building on Virginia Road near Rakow Road. He said staff will be assisting them with any information they need. Mr. Saidler asked about parking on the site. Mr. Richter said they believe there is enough parking but the potential problem is the truck maneuvering with Eisenmann's plan for utilizing the cul-de-sac. The company who is interested is working on a plan and will present it to Eisenmann for their review.

Mr. Richter said the contract purchaser for the former Dominick's site is working with businesses that are interested in the site. Also the Sports Authority building near Route 31 is available. He added that Aldi is looking to relocate to the former Great Escape building on Route 14 near Main Street. They would be taking down the existing building and rebuilding. Also he has attended the walk-throughs for both the former Living Room building as well as the former London Pub with potential restaurateurs. Mr. Richter said Panera is interested in adding a drive-through on the east side of the building.

Certified/shovel-ready sites program research (Haig Haleblian / Jeff DeHaan)

Mr. DeHaan said the wheels are turning and there is a meeting later today with representatives from the McHenry County Economic Development group. They are putting the framework together for a County-wide program.

I Shop Crystal Lake (Keith Saidler)

Mr. Saidler said the sub-committee met yesterday to brainstorm. There are a few possibilities such as the City-wide app like the one that Naperville has and is working well. Also they could use a social networking promoter at \$150 per month to get information out to our current e-mail addresses. We would still need to provide the information to the promoter. Mr. Saidler said they have no further information for that possibility. They would need to do further investigation.

Mr. Richter said there were 637 different people who participated in the I Shop Holiday Program with over 3,000 entries. They have had the best success reaching shoppers through Constant Contact. That also can be measured as to how many are looking at the information.

Mr. Reece asked how often the promoter would be used. Mr. Saidler said it would be on an as-needed basis. Mr. Reece asked if the promoter they have information on is local. Mr. Saidler said no.

Mr. Dalzell said people don't want to receive a lot of e-mails from the companies but only a few or they become uninterested.

Mr. Saidler said they can find out more information about the process. He doesn't feel it would be a long-term contract.

Mr. Reece feels this is a great way to go. He said there is an employee of the Chamber who works on the website, newsletter, etc. and it's a full time job. We need to keep I Shop in front of the consumer. Mr. Dalzell suggested we contact the Chamber to see if this person could do the I Shop promotions as well since the Chamber knows businesses and the area. They could also use some of the material they are already creating for the Chamber for the I Shop promotion.

Mr. DeHaan suggested that we follow several of the business websites and send links to our e-mail list. We can "share" the information and don't need to recreate it.

Mr. Fowler asked if the Intern could work on that prior to him leaving to go back to school and show staff how to do it.

Economic Development Committee goals for FY 2104-15

Mr. Richter said they had discussed the goals at the previous meeting and he listed them for the members to review and act upon.

Mr. DeHaan moved to approve the EDC Goals for FY 2014-15 as follows:

- I Shop Crystal Lake Committee (on-going)
- Business Anniversaries (twice annually)
- Manufacturer retention tours (monthly)
- Business attraction tours (as needed)
- Incentive programs overview (annual)
- Reports to City Council (bi-monthly/quarterly)
- McHenry County College relationship building (on-going)
- Special projects, such as certified/shovel-ready sites program (as needed)

Mr. Reece seconded the motion. On voice vote, all members voted aye. Motion passed.

Committee vacancy

Mr. Fowler said the Chamber has decided that their new President, Mary Margaret Maule, act as the Chamber representative for the EDC. There is currently a vacancy on the Committee and asked if Mr. Reece who was previously the Chamber representative, to fill the vacancy. Mr. Reece said he would like to fill that spot. Mr. Fowler said he has asked Matt Thurow with Alpha Star to continue to attend these meetings when he is available to bring the Committee up to date on the manufacturing industry.

Mr. Dalzell moved to recommend to the City Council that the EDC vacancies shall be filled as follows:

- Mary Margaret Maule, Chamber President, as the new Chamber representative;
- Gary Reece be appointed to continue as a member at large.

Mr. DeHaan seconded the motion. On voice vote, all members voted aye. Motion passed.

Comments and suggestions from the Committee

The Committee discussed the PEDCOR project in Crystal Lake on Congress Parkway.

Mr. Dalzell asked about the possible power plant in Oak Hollow. Mr. Richter said they don't know much about the project at this time.

Organization reports:

Downtown Crystal Lake (Brian Fowler)

Mr. Fowler said the City-wide sidewalk sale was held this past weekend. There is a new owner of the Players Bench. Also the Tour de Crystal Lake bike races were held this past weekend. Mr. Reece said he attended and there were about the same number of spectators this year as last. Mr. Fowler said it would be interesting to know the number of hotel rooms that were booked for this event. Mr. Reece said very few downtown businesses were open.

McHenry County Economic Development Corporation (Staff)

Mr. DeHaan said they are working with the EDC on the shovel ready sites.

Chamber of Commerce (Gary Reece)

Mr. Reece said they are working on their 75th Anniversary picnic in August.

City of Crystal Lake (Staff)

Mr. Richter said he received a survey from the Illinois DCEO and asked the members if they wanted to complete the survey together or do it individually. The members reviewed the survey and made suggestions for the comments to be included.

Report to City Council

Mr. Richter will take care of the information that will be sent to City Council.

Adjourn

The meeting was adjourned at 8:30 a.m.