

City of Crystal Lake Economic Development Committee
August 26, 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 Dalzell, DeHaan, Maule, Saidler, and Reece were present. Members Affrunti, Leech, Fowler and Haleblan were absent.

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

Approve Minutes of the July 22, 2014 Meeting

Mr. DeHaan moved to approve the minutes from the July 22, 2014 EDC meeting as presented. Mr. Dalzell seconded the motion. On voice vote, members Dalzell, DeHaan, Saidler, and Reece voted aye. Ms. Maule had not arrived yet. Motion passed.

Public participation

There was no one present who wished to speak.

Manufacturer tour / retention update

Mr. Richter said there will be a tour at National Gift Card next month. He will let the members know as soon as a date is set. Also if the members have any suggestions as to companies that can be contacted regarding a tour would be helpful. Mr. Richter said they have been in contact with G & M Manufacturing about a future tour. Mr. Reece suggested that G & M be contacted again. Mr. Dalzell suggested the new Anderson VW on Route 14.

Ms. Maul arrived at this time.

Industrial attraction update

Mr. Richter said he had received information that the Parkway Industrial Center buildings of Exchange Drive are being sold. He understands that Cardinal Packaging has not extended their lease yet. He will reach out to them.

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

Mr. DeHaan said he has another meeting with MCCD to refine the program. They are discussing a two tier approach. The first is for property that information has already been gathered on and is shovel-ready. The second is for property that additional information is needed from the municipality. He said they hope to present this program to other municipalities next month. Mr. Reece asked if any other municipality is involved with setting up the program. Mr. Richter said Huntley has a representative and they are concerned since their industrial property is all a PUD, they require additional approvals.

Mr. Dalzell asked if there is a list of uses and square footages that are pre-approved for those properties. Mr. Richter said the underlying zoning takes care of that.

Mr. Reece said Mr. DeHaan did a nice job with this program

I Shop Crystal Lake (Keith Saidler)

Mr. Saidler said we are planning to move forward with our Social Media campaign. Mr. Richter said it can be done at a very low cost. The brand needs to be kept out in the public eye. It is possible that there could be an intern working a few hours a day on the social media. There was a recent e-mail blast that was sent out for Douglas Automotive. They provided the information and we added the I Shop format and sent it out.

Welcome New Member to the EDC

Mr. Reece introduced Mary Margaret Maule to the members of the Committee. Ms. Maule gave her business background.

Mr. Richter reviewed the EDC goals for the current fiscal year. He said the Committee reviews their goals every year.

Mr. Richter said they try to tour a manufacturing business once a month. It is to act as a conduit between the business and the City.

Mr. Richter said they are reaching out to MCC hoping to use them as leverage to get manufacturing businesses to come to Crystal Lake and present a possible co-op program with the College. Ms. Maule said there is a new robotics class at MCC. She discussed other possibilities with MCC. Mr. Richter said they would like to invite representatives from MCC to an upcoming meeting to discuss their programs. Ms. Maule said this is a two prong approach. They need to get in front of parents and tell them that not everyone needs to go to college and there are wonderful jobs in manufacturing that don't require any college.

Comments and suggestions from the Committee

Mr. Dalzell said his suggestion was to reduce sales tax rates.

Organization reports:

Downtown Crystal Lake (Brian Fowler)

Mr. Dalzell said the Johnny Appleseed is coming up soon. Mr. Richter said the Raue Center will be holding an Oktoberfest which was approved by City Council on the Friday prior to and the same day as Johnny Appleseed at 100 S. Main Street. There is plenty of parking on that property.

McHenry County Economic Development Corporation (Staff)

Mr. Richter said they received the Champion in Business Award nomination forms. It was suggested that National Gift Card, Rita Corporation and Covidien be nominated. Mr. Reece suggested speaking with the owner of Rita Corporation since they prefer to keep low key.

Chamber of Commerce (Mary Margaret Maule)

Ms. Maule said their 75th Anniversary kickoff picnic was a success. Their anniversary is actually September 14, 2015 but their events will build up to that date. They will be requesting from City Council the right to rename the Chamber building and use it as a fund raiser. Also they are looking for a new sales person. Ms. Maule added there will be a Fall Scramble next month with several other Chambers. They will be hosting a coffee on September 8 with Congressman Randy Hultgren. Bruce Rauner, Republican candidate for Governor, will be here on September 19th at Lakeside Legacy. They ask to submit questions in advance. They are also working with Governor Quinn's people to set a date.

City of Crystal Lake (Staff)

Economic Development Committee

August 26, 2014

Page 3

Mr. Richter said that Mooyah Burgers is planning a location in Crystal Lake in a portion of the outbuilding with Julie Ann's at the Plaza. He added that the EDC members were reappointed and Ms. Maule was appointed as the Chamber representative.

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 8:05 a.m.