City of Crystal Lake Economic Development Committee
April 25, 2017 – 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. by Mr. Reece.

Roll Call/Attendance
Members Affrunti, Dalzell, Maule, Saidler and Reece were present. Members Leech, Schroll, DeHaan and Fowler and were absent.

Heather Maieritsch, Economic Development Manager, was present.

Approve Minutes of the March 28, 2017 Meeting
Ms. Maule moved to approve the March 28, 2017 EDC minutes as presented. Mr. Saidler seconded the motion. On voice vote, members Maule, Saidler, and Reece voted aye. Members Affrunti and Dalzell abstained. Motion passed.

Public Participation
There was no one present to speak.

I Shop Crystal Lake Update
Ms. Maieritsch said there has been a steady increase of followers with the Facebook and Instagram I Shop campaigns. Staff met with the City Manager who approved a contract extension for the consultant for an additional year. There is a slight fee increase to cover the expenses to target or market Facebook followers. Mr. Reece said the idea is to get people to come to Crystal Lake. Ms. Maieritsch said there is no way to know at this time if the "followers" are physically coming to Crystal Lake.

Ms. Maule suggested moving away from the nostalgic photos and suggested having a contest for posting photos of people shopping at Crystal Lake stores and periodically awarding something to that follower.

Business anniversaries and tour updates
Ms. Maieritsch said she has reached out to Autotech regarding a tour and the tentative date is May 15. She will confirm the date and contact the members. Also dates are being set up for the additional tours with Garfield's and Amish Furniture. She did not want to have them too close together making it difficult for members to attend. Mr. Affrunti said Gala week is the beginning of July.

Ms. Maieritsch reviewed the ribbon cutting for Brow Boutique coming up and added that the Grand Reopening for Olive Tap was well attended.

Organization reports:
Downtown Crystal Lake
Mr. Dalzell said the sidewalk sales are coming up soon.

Ms. Maule said a middle school class stenciled poems on the sidewalks in front of several businesses downtown. The poems only show up when it is wet and disappears when it is dry. Mr. Reece said the poems go with the businesses and you can see the poems if the light is right.

Chamber of Commerce

Ms. Maule said the Community Cleanup was last weekend and it was a spectacular success. They had three trucks of electronics, 60 bins of shredded documents, five boxes of pharmaceuticals., and 72 pairs of shoes. There was even a family celebrating a birthday and the party goers went to a park to clean it up and then had cake in McCormick Park.

Ms. Maule said they have extended an invitation to Governor Rauner as well as Mr. Pritzker to come to speak. Mr. Pritzker's invitations was extended prior to him throwing his hat into the race for Governor.

Ms. Maule said District 155's Incubator Program pitch night will be coming up soon and they will be awarded the PICA award for this new program.

McEDC
Mr. Reece said there are a few events coming up for the McEDC. Ms. Maieritsch said if anyone knows of someone interested in the Metro Chicago 2017 grant to please contact her.

City of Crystal Lake
Ms. Maieritsch reviewed the new businesses that are opening: M Supper Club's soft opening will be pushed back due to delays; Brow Boutique will hold a ribbon cutting ceremony on April 28th; Carlos Mexican Restaurant will be opening in the former Pizza Hut early this summer; and Bucky's Gas Station is now open.

Ms. Maieritsch reviewed the businesses that will be opening soon: Pink Pearls & Girly Girls, Breaking Bread, Mias La Michoacana, DNH Management Inc., Brow Boutique, Hammortree Financial Services, and Basic Logistics Inc.

Ms. Maieritsch reviewed the current larger vacancies throughout the City. HH Gregg will be closing soon and there has been interest from an entertainment group. The stand alone Sports Authority was up for auction and no bids were accepted. There is a new company that holds the property and is currently listing it. Staff met with Inland Real Estate regarding the K-Mart and Sports Authority spaces, as well as, their long term goals for Crystal Point. Staff also met with the owners of Crystal Lake Plaza who expressed concern regarding the impact of the new grocer. Ms. Maieritsch said she also met with representatives at Brixmor to discuss the vacancies at the Commons Shopping Center. There are two new tenants that will be moving in on each side of Harbor Freight shortly. Brixmor has submitted a landscape plan to spruce up the center.

Ms. Maieritsch said they have been working with someone for over a year on the former Porter's. Now someone else is interested in the site to remodel the building and incorporate a restaurant. Ms. Maule said the Blue Star Banner program will be in that area and it will help draw attention to that corridor.

Ms. Maieritsch said there are currently two senior housing projects proposed. Mr. Reece said people from this area want to stay here to be close to their kids. There is a great demand for this.

Comments and suggestions from the Committee
Mr. Affrunti asked about the former Hines Lumber site on Main Street and Crystal Lake Avenue. Ms. Maieritsch said the person in charge of the project became ill and the project was on hold but is now moving forward again.

Adjourn
The meeting was adjourned at 8:05 a.m.