City of Crystal Lake Economic Development Committee
October 23, 2018 – 8:00 a.m.
Municipal Complex – City Council Chambers Conference Room

Call to Order
The meeting was called to order at 8:00 a.m. by Mr. Reece.

Roll Call/Attendance
Members Affrunti, DeHaan, Rainwater, Saidler, Schroll, and Reece were present. Mr. Fowler arrived at 8:05 a.m., and Mr. Schroll arrived at 8:06 a.m. Members Leech and Maule were absent.

Heather Maieritsch, Economic Development Manager, was present. Also present was Jeff Lind, UIC student and Woodstock resident.

Approve Minutes of the September 25, 2018 Meetings
Mr. Saidler moved to approve the minutes from the September 25, 2018 meeting as presented. Mr. Affrunti seconded the motion. On voice vote, members Affrunti, DeHaan, Rainwater, Saidler and Reece voted aye. Members Fowler and Schroll had not arrived yet. Motion passed.

Public Participation
Mr. Lind introduced himself to the Committee. He is studying Urban Planning at UIC and needs to do a report on an open meeting.

I Shop Crystal Lake Update
Ms. Maieritsch said there was a quick turnover required with our I Shop consultant and staff needed to find a consultant quickly. After several interviews, Staff selected Think Big-Go Local from McHenry. They have been working on the I Shop Crystal Lake campaign since the beginning of October.

Mr. Fowler arrived at this time.

Mr. Reece asked if the new consultant would be finishing out the former consultant's contract time. Ms. Maieritsch said the City terminated the former contract and entered into a new one-year contract. There were six companies interested in the contract.

Mr. Schroll arrived at this time.

Mr. Maieritsch said the new consultant has been invited to attend the next EDC meeting which will be in December.

Business Investment Awards and Business Tours
Events and Ribbon Cutting & Business Tours

Ms. Maieritsch said many companies are not interested in conducting tours during the holiday season and will resume after the first of the year. She will continue to contact companies and set up tours for 2019. She said there have been several ribbon cuttings including JumpZone at 6250 Northwest Highway and Bii Natural Salon at 12 Crystal Lake Plaza. The JumpZone space was difficult to lease due to restrictions from the ownership/other tenants in the center.

Organization reports:

Downtown Crystal Lake

Mr. Rainwater said the Farmer's Market has ended for the year. They did a survey of vendors, as well as people who come to the market and have new ideas to improve the market for next year. The goal is to improve the event with new vendors or activities for the kids such as face painting, magicians, etc. They have lost several vendors due to individual business staffing issues. Another problem is the Woodstock Farmer's Market is also held on Saturday. There was also a suggestion to add an evening event. Mr. Rainwater said they need to promote it better and need more vendors. Mr. Reece said the farmers market in Woodstock and Crystal Lake are as different as night and day. Ms. Maieritsch said Saturday is a popular day and it is hard to get a slot with vendors. Mr. Reece asked if the vendors were open to adding a Thursday night. Mr. Rainwater said the vendors prefer no evenings.

Chamber of Commerce

Ms. Maieritsch mentioned that Ms. Maule has conflicts with the EDC meetings recently. Mr. Reece said the manufacturers' tours were well received. He was sorry it was at night since 3 of the 4 companies did not have a crew working and the 4th company only had a skeleton crew. He believes there were 60 students and their parents on the tours. He said it was a great turnout for their first event. Ms. Maieritsch said it was good to see the interest from both the business community as well as the students. Mr. Affrunti said McEDC would like to make this event county wide in the future.

MCEDC

Mr. Fowler said the annual dinner is tonight. Ms. Maieritsch said that Camfil, Precision Waterjet, and Aptar were nominated for awards.

City of Crystal Lake

Ms. Maieritsch said she was recently at a conference in Atlanta to accept the International Excellence in Economic Development award for the Three Oaks Recreation Area for the public/private partnership. The conference provided workforce development training and offered ways the City can strengthen its workforce and draw new employers into the area.

Ms. Maieritsch said Staff also recently attended the ICSC deal making event at Navy Pier. The event is changing and it is predominately retail focused. At this meeting they met with the purchaser of the former Pauly Toyota site on Route 14.

Mr. Affrunti said he has seen some action inside the former Boston Market building. Ms. Maieritsch said the owners of the property have not shared any new information about a potential tenant. Also the former Sports Authority purchaser has run into a few road blocks and the status of the project is now pending.

Comments and suggestions from the Committee

There were no comments from the members.

Adjourn

The meeting was adjourned at 8:40 a.m.