City of Crystal Lake Economic Development Committee
February 27, 2023 – 8:00 a.m.
Municipal Complex – City Council Chambers Conference Room

Call to Order
The meeting was called to order at 8:03 a.m. by Mr. Fowler.

Roll Call/Attendance
Members Fowler, Malpica, Affrunti, Ormsby, Peterson, Leech, Dunlop and Reece were present. Heather Maieritsch, Economic Development Manager, was also present.

Approve Minutes from the October 24th and December 5th 2023 Meeting
Motion to approve by Affrunti/Leech. All aye by voice vote.

Public Participation
City Clerk Nick Kachiroubas was present. He shared that he is working to with the Democratic National Convention that is being held in Chicago and would like to host an event in Downtown Crystal Lake on August 18th inviting and welcoming them to our community. This would enhance the profile of Crystal Lake and could bring up to three State delegations comprised of up to 500 individuals to shop and dine in Crystal Lake.

Clearly Crystal Lake Update
Ms. Maieritsch said that the City is working with Think Big Go Local on the Clearly Crystal Lake campaign to continue to keep the content fresh and interesting.

Business Anniversaries and Business Tours
Ms. Maieritsch said the City is working to organize a tour of Advantage Glass at 115 Erik Street and Enclave at 95 Crystal Lake Avenue.

Organization reports:
Downtown Crystal Lake

Joy Neal has been selected as the Main Street organization's new Executive Director. Neal will replace Reckamp, who recently left for a new opportunity. Joy Neal, resident in downtown Crystal Lake will begin in the position on Tuesday, March 5th, 2024. Joy Neal was most recently employed by Lindsey Letters, a small art business. Prior to that she was a freelance book editor and ghost writer, helping authors and communicators create and polish their best work. With a Bachelor's of Art from Regent University, Neal brings years of experience in writing, marketing, social media and non-profit leadership.

Downtown Crystal Lake plans to continue to build off of existing events. The Garden Party will be held May 4th and the Farmers Market will run June 15 - September 28th.

Crystal Lake Chamber

Peterson said there has been a lot of transition but with that there is new creativity and opportunities to grow. The State of Community event was very well received and attended by 235 individuals which was a great turnout. The Community Cleanup event will be held on 4/20 for anyone interested. The Expo will now be held on November 9th 2024. The Chamber will be shifting to focus on more programing and less events.

McEDC

Maieritsch said McEDC has posted the position and is looking for a new director.

City of Crystal Lake
Ms. Maieritsch summarized the current activity underway in Crystal Lake. The City presented a video at the Crystal Lake Chamber State of Community event which is available on our Clearly Crystal Lake website. Crystal Lake is still experiencing significant housing interest and growth. The City is also working with Heartland to help secure tenants for the new Water's Edge development.

Adjourn
The meeting was adjourned at 8:30 a.m. by Mr. Reece/Affrunti. All aye by voice vote.