City of Crystal Lake Economic Development Committee
April 22, 2024 – 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. Fowler.

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

Approve Minutes from the February 22nd 2025 Meeting
Motion to approve by Reece/Affrunti. All aye by voice vote.

Public Participation
Not applicable

Clearly Crystal Lake Update
Ms. Maieritsch said that Think Big Go Local continues to work on the Clearly Crystal Lake campaign to continue to promote Crystal Lake businesses and staff is working on creating some campaigns to run this summer to promote small businesses throughout Crystal Lake.

Business Anniversaries and Business Tours
City staff will work with the Crystal Lake Chamber this May to recognize them for their 80th Anniversary on 6/17 at the City Council meeting at 7pm, Schafer Brothers for their 35th anniversary on 6/12 at 3pm, Around the Clock for their 50th anniversary and Nick's Pizza for their 30th anniversary.
City staff will also work to set up a tour with Induction Heat Treating.

Organization reports:
Downtown Crystal Lake
Upcoming events include the: Garden Party is May 17th, Pride Event on June 1st, and Wine Walk June 28th. Additionally the Farmers Market will be in the "Z" Parking Lot. Group discussed the City doing a campaign to support the small businesses since business has been slow since last April. The group discussed consumer changing spending habits and how individuals have been more cost conscious. Consensus was to also encourage choosing to shop smart

Crystal Lake Chamber
Catherine shared that Community Cleanup will be April 26th, the Annual Dinner will be on May 8th and the Annual Gold Outing is on June 2nd. The Crystal Lake Chamber is partnering on business educational seminars with the Downtown Organization and the City of Crystal Lake. The Chamber is also working on starting up a Welcome Wagon for new residents. Agrees the City, Downtown and Chamber need to collaborate to combine efforts to assist and support our business community.

Fowler said we need to encourage residents to choose Crystal Lake over amazon. Malpica said we need a positive message and way to encourage individuals to support the local economy and businesses.

McEDC
As part of the City's role on the MCEDC Board, Crystal Lake is the municipal representative for the EDGE Group made up of municipalities and Chamber leaders that meet quarterly to collaborate on County

initiatives. Recently we met to explore incubator opportunities. The group is exploring what it would take to bring a Test Kitchen Incubator to McHenry County. MCEDC also hired a new staff member and will be hosting Chicago Business in June and taking a tour of General Kinematics.

City of Crystal Lake
The City continues to actively promote and market Water's Edge and other commercial properties throughout Crystal Lake. We are seeing significant interest in both our housing which will start having individuals move in the beginning of 2025 and the commercial development will begin in the spring of 2025.

Adjourn
The meeting was adjourned at 8:55 a.m. by Ormbsy/Dunlop. All aye by voice vote.