City of Crystal Lake Economic Development Committee
December 4, 2012 – 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, Haleblian, Reece, Riley, Saidler, and Fowler were present. Members Affrunti and Hymes were absent.

James Richter II, Assistant Director of Economic Development, was present from staff.

Approve Minutes of the October 23, 2012 Meetings
Mr. Reece moved to approve the minutes from the October 23, 2012 EDC minutes as presented. Mr. DeHaan seconded the motion. On voice vote, members Dalzell, DeHaan, Haleblian, Reece, and Riley voted aye. Mr. Fowler had not arrived yet. Mr. Saidler abstained. Motion passed.

Public Participation and Comment
There was no one present who wished to speak.

Mr. Fowler arrived at this time.

Long-term business anniversaries recommendation
Mr. Richter said they hoped to make the presentations for the long-term business anniversaries in December but with the addition of a new Council member it will be continued to January. They would also like to make sure that the businesses can attend and the December meetings conflict with holiday travel plans. Mr. Richter said it also would probably be better for the retailers if it was not done during the Holiday season. He will keep the members posted.

Community Investment Awards nomination and selection
Mr. Richter said the Community Investment Awards are all set. They will also be moved to January. He will let the members know they will make the presentation to Camfil Far.

Downtown Bike Lane and Possible Change to Grant Street Traffic Update
Mr. Richter said at a previous meeting the members heard from the City Engineer regarding the possible change to the traffic along Grant Street. This recommendation has been sent to the Traffic Safety Committee which is an internal committee made up of Police and Fire representatives along with Engineering and City Manager's Office. They will review the proposed change and make a recommendation to the City Council.

Open Meetings Act Training
Mr. Richter said he appreciates those who have completed the mandatory training that must be done by the end of this year. Mr. Fowler said he will contact Mr. Hymes not only about the training but also about his attendance.

I Shop Crystal Lake updates and gift certificate contest changes
Mr. Richter stated that the results of the Fall certificate contest is in their packets. He is not certain how they got more participants and in the results there is also a breakdown of where the applications forms were obtained. Each location had a code which was noted when the information from the applications was added

to the contact list. He said the websites were the bulk of the applications and he is not sure that having ads in the Northwest Herald is the best but it does get the word out locally.

Mr. Richter thanked Mr. Dalzell for his intervention with the Northwest Herald in obtaining a reduced rate for the craft wrap on Thanksgiving. He also received a call from the Northwest Herald regarding a possible ½ page ad in the McHenry County magazine which comes out the last Wednesday of the month. Mr. Haleblian believes it would be a waste to place that ad. Mr. Reece said newspaper ads would make people aware of the program.

Mr. Richter said he contacted the radio station twice and no one has returned his call. Mr. Dalzell said he will call them. Mr. Haleblian asked what the cost of a radio ad is. Mr. Dalzell said they run about $1600 to $1800 for a week of consecutive 60 second spots. He said the 30 second spot is not that much less and you get more out of the 60 seconds. He suggested that the ads run in the morning when moms are listening to the station. Mr. Dalzell said he will contact them. He said when a customer purchases totaling $200 or more, they fill out the application form for them and suggested other businesses to that as well. Mr. Richter said most of the applications come with several receipts not just one. He said the owner of the New Balance store in the Plaza went to each business within the Crystal Lake Plaza with the application forms and the Downtown Association passed out the forms.

Mr. Reece said he will also include something in his "News and Views" column in the Northwest Herald for the next few weeks. He will discuss it with Mr. Richter. He asked how many clicks it takes to get from the City's website home page to the application. Mr. Richter said two. Mr. Saidler suggested that we have one click.

I Spot Chris Contest

Mr. Richter said the cut-outs of "Chris" have been created and he built the stands. There are 4 that will be ready shortly to go out to the businesses. He has 8 businesses that are interested in hosting "Chris" and give $25 gift certificates to the winners.

Mr. Fowler suggested that the business logo be put on a clear bag then we know what business it is for. Mr. DeHaan suggested placing the I Shop certificate contest forms in there as well.

Site Selection Website Presentation

The members moved into the City Council Chambers for the site selection website presentation. Mr. Richter explained that properties that are available for sale, lease, etc. can be listed on this website free of charge. The real estate professional may enter the information about the property, download photos and brochures regarding the property. Staff will audit the site's content and when a site receives a final occupancy through the Building Division, it will be removed from this site. Currently the bugs are being worked out prior to informing the real estate professional about the site.

Mr. Saidler asked if we will be restricting the size of the photos provided. Mr. Richter said the site automatically converts the photo to a useable pixel size. Mr. Saidler said the current home page for this site shows only photos of retail sites. He recommended that there also be photos of manufacturers and office buildings there or people will get the impression this is for retail properties only.

Mr. Fowler asked who the potential users will be for this site. Mr. Richter said entrepreneurs, businesses, organizations, and companies looking for real estate. Mr. Fowler said there are other websites available.

Mr. Richter said you need to be a subscriber to those sites and not all of the available properties are listed there.

Mr. Saidler said the map will look like one giant blue pin. Mr. Richter said yes until you enlarge the map.

Mr. Richter said this site will also allow staff to track who we have worked with on the properties and when. A report can be created on all of the leads.

Mr. Fowler said it is great that the City will have a website like this.

Organization reports:

Downtown Crystal Lake (Brian Fowler)

Mr. Fowler said the Festival of Lights was well attended and it was videoed by someone from the Raue Center. He believes there is a link to that video.

McHenry County Economic Development Corporation (Brian Fowler/James Richter II)

Mr. Richter said he has been working with Pam Cumpata on businesses that are interested in moving from their current location to McHenry County. He added that Michelle Rentzsch, Director of Planning and Economic Development for Crystal Lake is now a member of the McEDC Board.

Chamber of Commerce (Gary Reece)

Mr. Reece said 95% of the Expo booths are sold. This year was a great Community Harvest with more than 82,000 pounds of food received. He said the money has not been tallied yet. Mr. Haleblian said there were more volunteers there than they needed.

Mr. Reece said they will be inviting the President of School District 155 to a meeting to give clarification on the increase in the tax levy. In the past they have invited representatives and congressmen for a sit down dialog. Senator Dick Durbin was one of those who participated in those dialogs.

City of Crystal Lake (James Richter II/Michelle Rentzsch)

Mr. Richter presented the thank you card for the Aptar Group's tour and asked EDC members to sign the card. The meeting was well attended and small tour of their corporate offices in November was great for the City because of the discussions we had the relationships we are building with them. Mr. Fowler commented that through meetings and tours like this, we are able to thank businesses for choosing Crystal Lake and help to promote the positive image of the City. Mr. Richter responded that the City's efforts in retention visits help with job retention and creation.

Mr. Saidler said that the City should have a long-term vision for Crystal Lake starting with an analysis of the advantages to doing business here in Crystal Lake. He recommended that staff research what makes Crystal Lake not only a good place for business, but to live. Mr. Saidler said we need to ask ourselves what we have that others don't. During a recent job recruitment, his company had interviewed candidates who lived in Chicago but would be able to get to Crystal Lake using the Metra train service. Mr. Saidler said that the City needs to encourage more events that cater to young people, especially athletic events, like half-marathons.

Mr. Dalzell said that the City needs to explore mass transit opportunities that revolve around the clock.

Mr. Fowler said that we are working to build a good rapport with manufacturers and other businesses through our outreach efforts, stating that the AptarGroup's warehousing and manufacturing manager speaks very highly of his experiences with the City.

Mr. Reece asked if we could get testimonials from Rui Dos Santos at Covidien, who just added over 100 jobs and has worked closely with the City. Also, maybe AptarGroup would be willing to write a testimonial for us.

Mr. Dalzell said that the City is still having problems with its reputation and it isn't helped by requiring people to get Special Use Permits for everything. Members Dalzell, Reece, Haleblian and Fowler all discussed issues with businesses who had to go through lengthy procedures with the City only to have them be approved. Mr. Dalzell said that the time that a business has to go through the process impacts how soon they can get started generating tax revenues. Mr. Fowler asked if these processes can be reviewed and streamlined. Mr. Haleblian asked if the EDC could meet with the City Council to discuss these concerns. Mr. Richter indicated that we can express these issues through our Report to the City Council and inquire upon a meeting with Council.

Report to the City Council
Mr. Richter said he would create the report highlighting the major points discussed during this meeting.

Comments from the Committee
Mr. Fowler wished everyone a very happy holiday season.

Adjourn
There being no further business, the meeting was adjourned at 8:50 a.m.