City of McHenry
Economic Development Commission Minutes
September 25, 2018

Chairwoman Baehne called the regularly scheduled September 25, 2018 meeting of the City of McHenry Economic Development Commission to order at 4:02 p.m. In attendance were the following: Baehne, Jessup, Mrachek, and Alderman Schaefer. Absent: Arnold, Bionda, Grubich, and Sterwerf. Also in attendance were: Mayor Wayne Jett, Director of Economic Development Martin, Economic Development Coordinator Wolf and Economic Development Assistant Conaway.

Public Comments: There was nobody in attendance who wished to address the Commission.

Approval of Minutes
Motion by Schaefer, seconded by Jessup, to approve the August 28, 2018 Regular Meeting minutes of the Economic Development Commission as presented:

Voting Aye: Baehne, Schaefer, and Jett.
Voting Nay: None.
Not Voting: None.
Abstaining: Jessup, and Mrachek.
Absent: Arnold, Bionda, Grubich, and Sterwerf.
Motion carried 3-0.

Committee Updates: Tours; Video and Business Recognition

Tours
Chairwoman Baehne asked for feedback on the McHenry County College Tour. Commissioner Mrachek stated he was impressed with the tour and the amount of programs they have available at the facility of which he was unaware. He inquired how we could help educate our community on services provided there and opined the resources need to be utilized to promote the city. Commissioner Jessup opined it was a tremendous tour and stated that he was impressed with the hands on learning, the opportunities for internships and the help they give. He inquired on how to get that word out and create a blueprint for business to help our community. He opined educating the existing workforce to reacquire skills, would help keep people in McHenry. Director of Economic Development Martin stated that Catherine Jones, Assistant Vice President of Workforce Development and head of apprenticeships program, is a direct link to further workforce development. Director Martin state education is a huge factor in economic development.

Video
Director Martin stated that he spent nine hours last week with the video crew who did four interviews: Rob Jessup, Dan Hart, Dr. McTague, District 156 and Hampton Inn. He further stated the objective was to tell the story of the old and the new McHenry. The
video crew captured business, downtown, Concerts in the Park, McHenry Farmers Market, the high school and more and now they have to edit the material. Director Martin stated that Economic Development Coordinator Wolf gathered raw footage from McHenry Chamber of Commerce, ShamRocks the Fox and District 15 that was turned over to McDaniels. Director Martin stated they wanted to capture the essence of the City.

Business Recognition
Chairwoman Baehne stated she and Commissioner Arnold are working on three very detailed recognitions and she spoke with Kay Bates, McHenry Chamber of Commerce, who mentioned a Swan Award which is given for updating the exterior of a building. Ms. Bates inquired if they could partner with the City as a joint venture on this. Economic Development Coordinator Wolf stated that Smith's Garage was recently given that award. Economic Development Coordinator Wolf inquired if the Swan Award could be put into the business recognition program. Discussion ensued. David Lammers opined that it is nice for a business to be asked to a City Council Meeting to be recognized. Commission Jessup agreed and stated he was happy for his organization to be recognized at City Council, but he liked the idea of on-site visits as well so all employees could be included.

Community Engagement (Director of Economic Development Martin)
Director Martin stated that he and Director of Community Development Polerecky attended a seminar on community online engagement. The seminar focused on engaging people positively and more actively in the community. He stated that Mayor Jett has been a good example of that in McHenry. He further stated that there are ebbs and flows in economic development and he was interested in finding ways to engage our community more. He inquired if the commissioners had any suggestions to help get the public more involved to help with economic development.

Trade Area (Director of Economic Development Martin)
Director Martin stated at ICSC in Las Vegas they met with a consultant, The Retail Coach, to establish a retail trade analysis. He was impressed with how knowledgeable they were and how the company was well run. He presented a "Trade Area Report that defines where people are coming from to shop in our community. He stated that today's technology allows for a more complete view. He opined this would be an effect tool to use when speaking to businesses about coming into McHenry. Economic Development Coordinator Wolf stated the first question new retailers ask is for these numbers to make sure they are in an acceptable range. Discussion ensued regarding data, growth and numbers of people coming to McHenry to shop.

Trivia Survey (Director of Economic Development Martin)/ Manufacturing Trade and Industry Expo Update (October 2, 2018 East Campus 6:00 p.m. to 8:00 p.m.)

Director Martin presented the trivia survey for the Manufacturing Trade and Industry (MTI) Expo which is being held on October 2, 2018 East Campus 6:00 p.m. to 8:00 p.m. at McHenry East Campus High School. He opined that this might help engage the students. He encouraged the commissioners to attend the Expo to see how it relates to and discuss economic development.
Business Recognition Dates (Economic Development Coordinator Wolf)
Economic Development Coordinator Wolf stated that business recognition ceremonies were scheduled as follows: Gary Lang Auto Group (35 years) – September 26, 2018, 10:30AM; Pioneer Center (60 years) – October 2, 2018, 11:00AM; Little Chef Restaurant (50 years) – October 30, 2018, 2:00PM. All of these presentation will be done at the business sites.

Old Business/Committee Reports:
Riverwalk Foundation
Chairwoman Baehne stated the Riverwalk Foundation is engaging in some robust marketing to finish the river walk. Mayor Jett stated Walsh Park was again approved by the City Council as Mr. Kit Carstens made a $70,000 donation, which the City will match, to finish Walsh Park. Further enhancements of the Riverwalk area are planned and the Riverwalk Foundation is meeting soon regarding fund raising to extend north to Pearl Street stating support from City Council is needed for possibly using the hotel/motel tax for tourism. Mayor Jett has spoken with several businesses on Riverside Drive who are willing to enhance the rear of their properties along the river.

Chamber of Commerce
David Lammers reported there is a Mixer tonight at McHenry County College, a New Business Scramble in November and they are beginning 2019 Fiesta Days planning.

Downtown Business Association/Special Events Committee
Mayor Jett stated the Special Events Committee is meeting tomorrow to discuss a master list of upcoming events and to discuss how everyone can come together and work as a group. Chairwoman Baehne opined that Kay Reissig, McHenry Villa, would be a good example of how our community came together to assist the displaced residents of the Villa. She said she recently heard her speak with great passion about her gratitude for the heart of our community.

Landmark Commission
Mayor Jett stated that he met with Jeff Varda regarding moving forward with the commission, its purpose, and the recent vacancies of commissioners. He stated the commissioners are passionate about their work and he will meet with them on October 2, 2018 to discuss their plans.

Planning & Zoning Commission
Director Martin stated at the September 19, 2018 meeting, approval was given for the proposed skilled nursing home facility at the corner of Bull Valley and Ridgeview Roads and The Chapel was approved to relocate the McHenry County PADS facility to part of their building at 1809 S Illinois Route 31, in conjunction with Pioneer Center.
Staff Report
The October 31, 2018 regular Economic Development Meeting has been cancelled by consensus. The next Economic Development Commission regularly scheduled meeting is Wednesday, November 28, 2018.

Motion by Jett, seconded by Mrachek, to adjourn the meeting at 4:55 p.m. All members in favor.

Respectfully submitted,

Bobbi Baehne, Chairwoman
Economic Development Commission