City of McHenry
Economic Development Commission Minutes
July 24, 2018

Chairwoman Baehne called the regularly scheduled July 24, 2018 meeting of the City of McHenry Economic Development Commission to order at 4:00 p.m. In attendance were the following: Arnold, Baehne, Bionda, Grubich, Mrachek, and Sterwerf. Absent: Jessup and Schaefer. 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 Sterwerf seconded by Mrachek to approve the May 29, 2018 Regular Meeting minutes of the Economic Development Commission as presented:

Voting Nay: None.
Not Voting: None.
Abstaining: None.
Absent: Jessup and Schaefer.

Motion carried 7-0.

Chairwoman Baehne welcomed Commissioner Grubich to the Economic Development Commission.

1. Committee Updates: Tours; Video and Business Recognition

Tours – No report.

Video
Director of Economic Development Martin stated that Commissioner Bionda vetted out six different video vendors and received proposals from all. He stated that Economic Development Coordinator Wolf, Commissioner Bionda and himself reviewed each proposal and are presenting for approval McDaniels Marketing Company. Director of Economic Development Martin stated he is very impressed with this company. Economic Development Coordinator Wolf opined their videos stood out because they were unique and stated McDaniels Marketing is willing to tweak the videos to suit the City’s needs. Commissioner Bionda stated he had many leads from different sources and he personally interviewed all of the candidates discussing cost and expectations and shared what is happening in the City and impressed upon McDaniels Marketing that we want to maintain our community roots. He agreed with Economic Development Coordinator Wolf that the finished product is what drove him to his decision. Commissioner Bionda stated that after the commission is in agreement the next step would be to get back to McDaniels
Marketing and hopefully have them begin the video-taping process before summer ends. He opined there are still good opportunities, new events and new business to capture this summer. He further stated the intent of the video is to grow and attract businesses to the City. Economic Development Coordinator Wolf stated that she spoke with Kay Bates, McHenry Area Chamber of Commerce in regards to sharing their Fiesta Days drone video footage and confirmed that Ms. Bates would share that footage. She opined that McHenry County Living would share their videos as well. Economic Development Coordinator Wolf stated she had reviewed past Economic Development Commission minutes and found reference that the McHenry Community High School was interested in partnering with us on the videos and further stated that we would need to hone in on a plan. Commissioner Bionda stated there is a need to find a McHenry Community High School contact to put in touch with McDaniels Marketing. He stated that a partnership with McHenry County College was originally discussed but that MCC stated they would want the venture to be a semester-long class project. Chairwoman Baehne inquired if there would be a single video or another option and stated from a marketing aspect there are two target audiences; families and business. Director of Economic Development Martin stated it would be two – four minute videos and one – one minute social media short version video. Economic Development Coordinator Wolf stated she inquired with McDaniels Marketing about the marketing and they stated the after marketing is not included, but that the videos would be ours to use. Chairwoman Baehne inquired if all of the raw footage would be ours or only the finished video. Director of Economic Development Martin stated we would receive the MP4. Economic Development Coordinator Wolf stated we would ask about the raw footage. Chairwoman Baehne opined if we had that raw footage we might be able to partner with the McHenry Community High School in the future. Director of Economic Development Martin stated the finished product would be abstract rather than having big business in the forefront. Chairwoman Baehne opined the video should not be too general. Commissioner Bionda stated our challenge is two different audiences; resident and business. Economic Development Coordinator Wolf stated the January and April minutes indicate we were very specific about what would be covered in the video and opined the minutes should be used as a guideline during communication with McDaniels Marketing. Chairwoman Baehne inquired about the next step in the process. Director of Economic Development Martin stated a commission vote on the proposal is the next step and then since the money exceeds the original budget he would talk with City Administration and review the Economic Development budget.
Motion by Baehne to approve the proposal from McDaniels Marketing as written allowing Commissioner Bionda to ask more questions of McDaniels Marketing as we move forward seconded by Bionda:

Voting Nay: None.
Not Voting: None.
Abstaining: None.
Absent: Jessup and Schaefer.

Motion carried 7-0.

Business Recognition
Chairwoman Baehne stated that she and Commissioner Arnold identified four simple categories for recognitions to provide to the community.

1. Existing businesses that are reinvesting in themselves,
2. Local organizations or businesses that are investing in the City with events drawing people from the outside,
3. Larger business and manufacturing companies,
4. New business (less than 1 year)

Chairwoman Baehne stated the goal is to keep local businesses motivated.

Discussion ensured regarding business size, frequency of recognition and overlapping with the McHenry Area Chamber of Commerce promotions. Mayor Jett inquired as to the means of recognition. Chairwoman Baehne stated a wooden plaque presentation at the business and recognition at a City Council meeting.

New Business and Items for General Discussion by Staff and Members of the Commission

Tour of McHenry County College (Chairwoman Baehne)
Chairwoman Baehne stated the Tour of McHenry County College has been scheduled for September 11, 2018 from 3:30-4:30 p.m. She stated commissioners would meet in Building B at the auditorium by the cafeteria. Public Notice will be posted for the Special Meeting.

McHenry Business List
Director of Economic Development Martin stated that the Economic Development Department has been compiling a McHenry Business List and that would be reviewed and discussed at the next regular meeting. He stated there are many new things going on with businesses in the City including BP, JA Frate, Economic Development Coordinator Wolf working on Projecting Signs Program in the downtown area, Speedway, Snapology (STEAM based program).
Director of Economic Development Martin stated the Manufacturing Trade & Industry Expo is planned for October 2, 2018. He stated he spoke with Brian Johnson, International Brotherhood of Electric Workers, Local 117 Apprenticeship Training who will participate with a semi-trailer containing a solar demonstration at the McHenry Community High School. Chairwoman Baehne inquired as to the use and the role of the Economic Development Commission in regards to the business list. Director of Economic Development Martin stated the goal is to categorize the businesses within the City by street and category and stated it is for ease in communication with the businesses in McHenry for the Economic Development Commission and the City. Mayor Jett stated it is for communication to share what is happening throughout the City. Discussion ensued. Economic Development Coordinator Wolf stated that she personally visited all of the businesses on Main Street and Riverside Drive to inquire about the Projecting Signs Program and she opined the personal touch made a difference in the response. Commissioner Bionda inquired if it would be possible to create zones in the different downtown areas...give an identity to each district. He opined this might make the business areas more identifiable. Economic Development Coordinator Wolf stated that the City has some historically named areas that could be gathered from the Landmark Commission. Commissioner Bionda opined that it would be great to resurrect the names and re-identify those areas. Mayor Jett encouraged commissioners to promote the City while visiting other businesses out of the City. Discussion ensued regarding the use of Economic Development Department/Commission business cards. Commissioner Bionda stated the Economic Development Commission’s goal is retaining and bringing businesses into McHenry.

Chairwoman Baehne directed the commissioners to review Section 2-208 - the Powers & Duties of the Economic Development Commission from the City Ordinance.

2. Old Business/Committee Reports:

**Riverwalk Foundation**
Mayor Jett stated that the Riverwalk Foundation is getting help from local businesses to help fund the Riverwalk extension to Pearl Street or Weber Park. He further stated that he spoke with John Smith regarding funding and further stated that City funding might be needed to complete the plan all the way to Weber Park.

**Chamber of Commerce**
Chairwoman Baehne stated the Chamber of Commerce’s main focus has been Fiesta Days. Commissioner Mrachek stated the next event is the Wine Walk in September or October.

**Downtown Business Association**
No Report.
Downtown SuperGroup
Economic Development Coordinator Wolf stated that Kim Loewe, President of the Downtown Business Association is waiting for information on the “events committee” to schedule a SuperGroup Meeting. Mayor Jett stated the Events Committee - whose function would be to have formal meetings to facilitate a cohesive attitude for the City and businesses - still needs to be formed. Discussion ensued.

Landmark Commission
Director of Economic Development Martin stated that the Landmark Commission has issued several façade grants and that they are working on a marketing study on Petersen Farm.

Planning & Zoning Commission
Director of Economic Development Martin stated the August 15, 2018 Planning & Zoning Meeting has three cases to consider; the VFW conditional use permit for outdoor seating and expansion, a proposed skill nursing facility and a garage variance.

Staff Report
The next Economic Development Commission meeting is scheduled for Tuesday, August 28, 2018.

Chairwoman Baehne called the meeting to adjourn. All members were in favor. The meeting was adjourned at 4:50 p.m.

Respectfully submitted,

Bobbi Baehne, Chairwoman