ECONOMIC DEVELOPMENT COMMISSION
SPECIAL MEETING NOTICE
DATE: Tuesday, June 25, 2019
TIME: 4:00 p.m.
PLACE: McHenry Municipal Center
(City Council Chambers - Main Entrance)
333 South Green Street, McHenry, IL 60050

AGENDA

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

4. Welcome and Introductions

5. Approval of Meeting Minutes dated March 26, 2019

6. Public Input - (five minutes total)

7. Formation of Committees Business Recognition, Outreach and Engagement, Relationship Building and Development Committee

8. Business Recognition: (Mr. Don’s: 50 years; Chas Herdrich 86 years; Rietesel Boat 80 years; Joule Technologies 20 years; Tony’s Family Tailor 30 years)

9. Business Surveys

10. Review Draft Strategic Economic Development Plan

11. Assignment of Committees
   a. Riverwalk Foundation
   b. Chamber of Commerce
   c. Downtown Business Association
   d. Special Events Committee
   e. Landmark Commission
   f. Planning & Zoning Commission

12. Discussion and Approval of 2019-2020 Meeting Schedule

13. Next Regularly Scheduled Meeting Date is Tuesday, July 23, 2019

14. Adjourn

The City of McHenry is dedicated to providing the citizens, businesses and visitors of McHenry with the highest quality of programs and services in a customer-oriented, efficient and fiscally responsible manner.
Chairwoman Baehne called the regularly scheduled March 26, 2019 meeting of the City of McHenry, Economic Development Commission to order at 4:00 p.m. In attendance were the following: Baehne, Bionda, Jessup, Mrachek. Absent: Grubich, Jett, Schaefer, and Sterwerf. Also in attendance were: Director of Economic Development Martin and Economic Development Coordinator Wolf.

Chairwoman Baehne stated Commissioner Grubich has indicated he is unable to fill his term for the Commission. She also stated there is not a quorum present so a discussion of the SWOT analysis report can be held but no action can be taken. Commissioner Mrachek arrived at 4:14 p.m.

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

Approval of Minutes
The past meeting minutes cannot be approved due to not having a quorum present. An email vote will be requested of the Commissioners.

Discussion of 2019 Strategic Planning Session/SWOT Analysis Report
The Strategic Planning Session Summary Report prepared by Marcy Piekos, Executive Director, Leadership Greater McHenry County, from the February 26, 2019 Strategic Planning Session meeting was reviewed and discussed by all present. Discussion included formalizing and completing the strategic plan document suggested as a beginning goal for the commission. Other items discussed were clarifying who the commission serves and re-defining the purpose of the commission to better reflect what the commission does. Commission members would like better direction from City Council on what priorities they want the commission to set, how to get more community/business involvement at meetings, and how involved commission members should or could be in the member recruitment application process. In addition, they would appreciate guidelines or a code of ethics on how to properly respond to residents when helping educate residents in discussions on social media and in the community. Possible subcommittee changes and community involvement were also discussed. Further discussion included how to better market the City videos and determining the target audience as well as direction needed from the commission on updating the Economic Development Plan.

The next Economic Development Commission regularly scheduled meeting is Tuesday, May 28, 2019. The Commission thanked Chairwoman Baehne for her leadership in the inaugural year. New members are needed and applications are being submitted.

Chairwoman Baehne called the meeting to adjourn. All members in favor. Meeting adjourned at 5:32 p.m.

Respectfully submitted,

Bobbi Baehne, Chairwoman
Economic Development Commission
City of McHenry
Business Recognition Program

PURPOSE OF PROGRAM:
The Business Recognition Program provides businesses located in the City of McHenry with an opportunity to be acknowledged for their extended contribution to economic development for a significant number of years and/or other civic or community contributions in the City. The program is administered by the Director of Economic Development’s office. All supporting documentation is required at time of information submittal. Generally, the business will be recognized at a City Council Meeting, presented with a Proclamation, and information will be shared in the McHenry Market Pulse blog.

REVIEW PROCESS:
1. Applicant completes attached Information Form and supporting information.
2. Information is reviewed by the Director of Economic Development who includes information in the McHenry Market Pulse Blog and provides information to the Mayor’s office for a proclamation to be prepared.
3. Mayor’s office designates next available City Council meeting for recognition to be announced.
4. A formal proclamation is presented to applicant at a City Council meeting.

CONTACT AND INFORMATION:

Douglas Martin
Director of Economic Development
815-363-2110
dmartin@cityofmchenry.org

Dorothy Wolf
Economic Development Coordinator
815-363-2175
dwolf@cityofmchenry.org

McHenry Market Pulse

CITY OF MCHENRY

McHenry
Heart of the Fox River
BUSINESS RECOGNITION INFORMATION SHEET
Please complete the information sheet below and return it to the City’s Economic Development Department: (dmartin@cityofmchenry.org; dwolf@cityofmchenry.org)

BUSINESS NAME: 

ADDRESS: 

CONTACT NAME: 

PHONE #: EMAIL: 

NUMBER OF YEARS IN BUSINESS IN THE CITY OF MCHENRY: 

YEAR BUSINESS OPENED: 

LIST OTHER LOCATIONS: (In/Outside the City) 

TYPE OF BUSINESS AND PRODUCTS: (Brief Description) 

ADDITIONAL INFORMATION REQUIRED:
1. Describe community contributions, community services, and/or causes the business is involved in which support “giving back” to the City.
2. List names of family members/prominent leaders involved in the business, including number of years with business, and indicate which, if any, may attend the recognition presentation meeting.
3. Attach a summary/historical timeline of the business and how it grew.

OPTIONAL INFORMATION TO PROVIDE:
Video of business operation
Pictures (historical and present day)
Logo (black/white JPG or EPS file needed)

CONSENT:
I certify I am authorized to allow the City of McHenry to use any information submitted on this form, including videos, pictures, and logos submitted, to recognize the above-named business.

Authorized Signature __________________________ Date ____________
What is your primary business?

Location of business

How long have you been in business? In McHenry?

How many employees do you have?

What do you consider your primary product and/or service?

Who operates your business?

Days and hours of operation?

Does your business give to charity/provide special services/donations to others?

Public Contact Information

What makes your business unique?

What do you want people to know about your business?

Describe your ideal customer

What makes McHenry great?
McHenry is one hour or less from:

- Lake Geneva, WI
- Milwaukee, WI
- Chain of Lakes
- Chicago, IL
- Rockford, IL

CITY OF McHenry Illinois

2019
CITY OF MCHENRY STRATEGIC ECONOMIC DEVELOPMENT PLAN

Update to City of McHenry Economic Development Plan dated 2009

As a component of our ongoing efforts to promote economic development, job growth, higher wages and increased wealth within our region, the City of McHenry has updated its 2009 Economic Development Plan and is presenting this City of McHenry Strategic Economic Development Plan. These recommendations and strategic initiatives presented in this Plan are ones that the City’s Economic Development Commission developed and that the City can take in the near term to provide a foundation for long-term economic growth and stability. We will continue to revise and update the Plan to maximize the City’s economic condition.
The purpose of the Economic Development Commission is as follows:

“The Economic Development Commission shall endeavor to attract, retain and assist in the expansion of business and industry for the City. The commission shall serve as an advisory body to the City Council on matters related to the business community when the City Council calls on the Commission to do so. The commission shall have such additional powers and duties as may be assigned to it from time to time by the Mayor and City Council.

The primary functions of the Economic Development Commission can generally be divided into three categories: business communication, business attraction, and business retention and expansion.”

The group reviewed the purpose and identified key points:

- Communication
- Business retention includes, (needs to have an emphasis on), recognition.
- Expansion and attraction
- Reporting
- Working more closely with the McHenry Area Chamber of Commerce
- Marketing – example, “I shop Crystal Lake”
- Advisory (as-needed)
- New business

Through the strategic planning process the Commission felt a need to rewrite the purpose of what they do and clarify who they serve. By utilizing the information from the strategic planning process the following mission statement was derived:

“The Economic Development Commission shall endeavor to attract, retain and assist businesses in expansion for the growth of the City, its residents and businesses and institutions, through Commission Development, Building Relationships and Marketing.”
## CITY OF MCHENRY STRATEGIC ECONOMIC DEVELOPMENT PLAN

### SWOT ANALYSIS

The top priorities were selected from each aspect of the SWOT synthesis in order to begin to identify strategic initiatives targeting sustaining strengths, eliminating weaknesses, optimizing opportunities, and awareness of threats.

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Community pride/passion</td>
<td>1. Lack of meeting attendance of retail representatives</td>
</tr>
<tr>
<td>2. Strong support from ED department</td>
<td>2. Not reaching into community</td>
</tr>
<tr>
<td>3. Representation from multiple types of businesses</td>
<td>3. Not acknowledging businesses</td>
</tr>
<tr>
<td>4. Entrepreneurs, residents, community and thought leaders</td>
<td>4. Out of date ED plan</td>
</tr>
<tr>
<td>5. Chamber wants a partnership</td>
<td></td>
</tr>
<tr>
<td>(Schools and other taxing bodies want to be in partnership)</td>
<td></td>
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<tr>
<td>(Commissioners are not elected-appointed)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Marketing and social media programs</td>
<td>1. Transportation</td>
</tr>
<tr>
<td>2. Excitement throughout the city INCubator EDU - new programing</td>
<td>2. Funding</td>
</tr>
<tr>
<td>3. Identification of influencers – build relationships (i.e. NW Medicine)</td>
<td>3. Competition</td>
</tr>
<tr>
<td>4. Define Downtown area clearly – include all districts</td>
<td>4. Taxes</td>
</tr>
</tbody>
</table>
CITY OF MCHENRY STRATEGIC ECONOMIC DEVELOPMENT PLAN

BACKGROUND

On February 25, 2019, the Economic Development Commission met to determine their strategic direction and set goals for the future. They convened at Jessup Manufacturing in McHenry. Attendees included Commission Chair – Bobbi Baehne, Rob Jessup, Jeff Schaeffer, Nick Blonda, Mike Mrachek, Doug Martin, and Dorothy Wolf. The session was facilitated by Marcy Piekos, Executive Director of LGMC. This document will serve as a summary of the proceedings from the session.
CITY OF MCHENRY STRATEGIC ECONOMIC DEVELOPMENT PLAN

STRATEGIC INITIATIVES

Strategic initiatives are developed through the planning process including both staff and members of the Economic Development Commission. These initiatives and their subsequent action items guide the City of McHenry’s efforts to achieve the most impact with the least resources. Their continuous evaluation allows the City to maintain both short-term and long-term views while being able to react to changes in the environment.

The direction the Commission wanted to take was identified through conversation by two groups. It was clear both group’s visions of immediate issues to address were in alignment. Their initiatives are offered below:

<table>
<thead>
<tr>
<th>Initiative/Goal</th>
<th>Group 1</th>
<th>Group 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>1).</td>
<td>Commission development&lt;br&gt;• Process for development&lt;br&gt;• Create diversity among members</td>
<td>Commission development&lt;br&gt;• Update ED plan&lt;br&gt;• Define committee structure</td>
</tr>
<tr>
<td>2).</td>
<td>Update ED plan&lt;br&gt;• Marketing&lt;br&gt;• Identify and build relationships with key influencers</td>
<td>Marketing&lt;br&gt;• Explore and develop a program “I shop McHenry”</td>
</tr>
<tr>
<td>3).</td>
<td>Create stronger relationships with community Organizations <em>(Chamber, ED organizations, etc.)</em>&lt;br&gt;• Include representation of EDC members at other organizations and vice versa</td>
<td>Building Relationships&lt;br&gt;• Identify key influencers <em>(potential new members)</em>&lt;br&gt;• Develop chamber connections&lt;br&gt;• Explore other EDCs</td>
</tr>
</tbody>
</table>

The strategic initiatives are:

- Commission Development
- Building Relationships
- Marketing
CITY OF MCHENRY STRATEGIC ECONOMIC DEVELOPMENT PLAN

These strategic initiatives will guide the City’s economic development efforts and the three primary goals of economic development, outlined in its mission statement, and the Commission’s primary functions:

- Business Attraction
- Business Retention
- Business Expansion

Business attraction, retention and expansion can be achieved. Below is the action plan for the three strategic initiatives and the Committees responsible for carrying out these initiatives. We cannot forget this is an ongoing process and all Committees must not work within a vacuum in order to be successful. Also included are target dates when goals should be met or at least revisited.
<table>
<thead>
<tr>
<th>Number</th>
<th>Action Steps</th>
<th>Champion/Responsible Person</th>
<th>Target Date</th>
<th>Status Update</th>
</tr>
</thead>
</table>
| 1.1    | Create a development plan  
  - Identify Commission development needs (needs assessment)  
  - *Continue to create action steps to accomplish Goal 1.1* | Development Committee-recruiting a fully engaged Commission                                |             |               |
| 1.2    | Define committee structure  
  - Determine what committees will best serve the Commission  
  - Create purpose and objectives for each committee  
  - Identify Commission members who will serve as the committee chairs | Business Recognition, Outreach and Engagement and Relationship Building- build a strong commission with members who can attend on a regular basis and contribute at the meetings and on a Committee(s) |             |               |
| 1.3    | Update ED plan                                                              | Doug and Dorothy- with direction from the Commission                                        |             |               |
## CITY OF MCHENRY STRATEGIC ECONOMIC DEVELOPMENT PLAN

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</thead>
</table>
| 2.1    | Identify key influencers  
- Organizations  
- Individuals | Business Recognition, Outreach and Engagement and Relationship Building-retention, anniversaries | | |
| 2.2    | Explore other EDCs  
- Develop a plan to meet with county EDCs | Business Recognition, Outreach and Engagement and Relationship Building-ways to attract, retain, branding | | |

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| 3.1    | Sales Team for the City Of McHenry  
- Pursue different ideas and techniques to sell City Of McHenry  
- Utilize social media to enhance efforts in selling City | Business Recognition, Outreach and Engagement and Relationship Building-tours to businesses and working closer with chamber | | |
| 3.2    | Marketing Team  
- Develop marketing program for the City | Outreach and Engagement -branding, utilizing social media, getting video out via multiple channels | | |

Each of these action items is assigned to one or more of four committees: business recognition, outreach and engagement, relationship building and development. Each Committee will be chaired by a Commission member with others on the Committee. It is encouraged to have members of the public on each Committee.
CITY OF MCHENRY STRATEGIC ECONOMIC DEVELOPMENT PLAN

By following the action items this will provide the Commission with specific goals and target dates to complete tasks and fulfill their purpose and meet the expectations of the City Council and the residents and businesses of the City of McHenry.
ORDINANCE NO. MC-17-1150

AN ORDINANCE AMENDING CITY OF MCHENRY MUNICIPAL CODE
CHAPTER 2 ADMINISTRATION-ADDING
ARTICLE IX ECONOMIC DEVELOPMENT COMMISSION

WHEREAS, the City of McHenry, McHenry County, Illinois, is a home rule municipality as contemplated under Article VII, Section 6, of the Constitution of the State of Illinois, and the passage of this Ordinance constitutes an exercise of the City's home rule powers and functions as granted in the Constitution of the State of Illinois.

NOW THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MCHENRY, MCHENRY COUNTY, AS FOLLOWS:

SECTION 1: That Chapter 2 Administration of the Municipal Code is hereby amended by adding thereto a new Article IX Economic Development Commission consisting of the following language:

ARTICLE IX ECONOMIC DEVELOPMENT COMMISSION

2-205 Creation and Term.
2-206 Qualification.
2-207 Organization.
2-208 Powers and Duties of the Commission.
2-209 Compensation and Expenses.
2-210 Budget.

2-205. Creation and Term.
There is hereby created an Economic Development Commission, which shall consist of nine members, all of whom shall be appointed annually by the Mayor with the advice and consent of the City Council. A Chairperson and Vice Chairperson shall also be appointed on an annual basis by the Mayor with advice and consent of the City Council. Any vacancy on the Commission shall be filled in the same manner as the original appointment.

2-206. Qualification.
Members of the Economic Development Commission shall reside within the City or within one and one-half miles thereof, or shall be either a commercial or industrial property owner, or an owner, officer, or a managing executive of a business or industry located in the City. All appointees to the Economic Development Commission shall be persons dedicated to the goals of the commission and the best interests of the City. Members shall represent a wide range of industry sectors and geographic locations within the City. A minimum of one sitting City Council member as well as the Mayor shall be included as part of the nine member commission. Additionally, City staff are not voting members but shall serve solely in an advisory capacity to the commission.
2-207. Organization.
The members of the Economic Development Commission may elect any other officers they deem necessary, shall hold such meetings and establish such rules and regulations as said commission shall deem necessary and proper for carrying on its functions. The commission shall meet, at a minimum, quarterly, however all meetings of the commission shall be held at the call of the chairperson and at such other times as the commission and/or City Council may determine. The presence of five members shall be necessary for a quorum. All meetings shall be open to the public. The Commission shall keep minutes and records of its proceedings and record votes. Public input shall be provided for at each meeting and all other requirements of the Open Meetings Act and Freedom of Information Act shall be followed. Expenses incurred by the commission in performance of official duties are to be itemized and shall be borne by the City.

2-208. Powers and Duties of the Commission.
The Economic Development Commission shall endeavor to attract business and industry for the City. The commission shall serve as an advisory body to the City Council on matters related to the business community. The commission shall have such additional powers and duties as may be assigned to it from time to time by the Mayor and City Council.

The primary functions of the Economic Development Commission can generally be divided into three categories: business communication, business attraction, and business retention and expansion.

In order to carry out the primary functions, the Economic Development Commission prepares an annual work plan/outline, which varies annually but generally includes the following projects:

- Review and provide advice to improve the business section on the City’s website as well as other forms of marketing which could assist the City in carrying out the primary functions of the Economic Development Commission;
- Discuss opportunities to carry out primary functions through use of focus groups; business retention visits; and other potential gatherings with a designated sector of the business community;
- Perform an annual review and update of business informational materials and new business welcome letter or other materials;
- Mail recognition letters to noted business successes and/or other forms of business recognition;
- Provide annual report to the City Council including goals for the upcoming year, to be completed at the end of the City’s fiscal year; and
- Additional special projects to be conducted annually, as needed. Examples may include surveys, business recognition events, seminars and/or newsletters, etc.

2-209. Compensation and Expenses.
The members of the Economic Development Commission shall serve without compensation.
The Economic Development Commission shall prepare a budget for each fiscal year and shall submit such budget to the City Council for review.

SECTION 2: If any section, paragraph, subdivision, clause, sentence or provision of this ordinance shall be adjudged by any Court of competent jurisdiction to be invalid, such judgment shall not affect, impair, invalidate or nullify the remainder thereof, which remainder shall remain and continue in full force and effect.

SECTION 3: All Ordinances or parts thereof in conflict with the terms and provisions hereof are hereby repealed to the extent of such conflict.

SECTION 4: This Ordinance shall be published in pamphlet form by and under the authority of the corporate authorities of the City of McHenry, McHenry County, Illinois.

SECTION 5: This Ordinance shall be in full force and effect after its passage and publication in pamphlet form as provided by law.

PASSED and APPROVED this 17th day of JULY 2017.

AYES: CONDON, DEVINE, MIHEVC, CURRY, SCHAEFER, SANTI, GLAB
NAYS: NONE
ABSTAINED: NONE
ABSENT: NONE

[Signature]
Mayor

ATTEST:

[Signature]
City Clerk
CITY OF MCHENRY
ECONOMIC DEVELOPMENT COMMISSION
2019 SCHEDULE OF REGULAR MEETINGS

4:00 p.m. Tuesday
City Council Chambers
333 S Green Street

January 22, 2019
March 26, 2019
May 28, 2019
July 23, 2019
September 24, 2019
November 26, 2019

/s/ Bobbi Baehne
Bobbi Baehne, Chairwoman,
Economic Development Commission

Posted: February 5, 2019

The City of McHenry is dedicated to providing the citizens, businesses and visitors of McHenry with the highest quality of programs and services in a customer-oriented, efficient and fiscally responsible manner.