

Economic Development Committee
August 15, 2018 Johnsbury Village Hall

In attendance:

Chairman: Josh Hagen

Committee Members: Bill Swenson, Laura King, Lynn Kinast, Pearl Schnur and Rick Bierman

Meeting started: 7:02 p.m.

TOPIC	DISCUSSION	NEXT STEPS
Minutes	Motion was made by Committee Member King to approve the July 18, 2018 minutes. Motion was seconded by Committee Member Schnur. All Committee Members voted aye. Motion carried.	
Old Business	<p>Marketing Materials – Map</p> <p>A re-design of the marketing map is taking place based on committee feedback. The Committee reviewed and discussed other town maps as well. Current cost estimate is \$1,500 for 5,000 copies. Planning to finalize map in the December/January timeframe and distribute in February.</p> <p>Single Page Hand-out</p> <p>Chairman Hagen reported that the single page handout highlighting Johnsbury is in development. A professional writer has been contracted for \$250 to write the piece, which will include recent economic development projects, park and recreation projects, what makes our community unique, etc.</p>	
Other	<p>The Committee discussed the lack of quality high resolution photos for use in Village publications and suggested a photo contest to entice residents to submit photos. They discussed prize ideas and how to market the photo contest.</p> <p>Chairman Hagen stated that a future agenda item will be to develop a survey for local businesses to obtain feedback on their needs in the community.</p>	
Adjournment	Motion by Committee Member Bierman to adjourn was seconded by Committee Member Kinast. Motion carried with all members voting aye at 7:46 p.m.	