

Economic Development Committee
December 19, 2018 Johnsburg Village Hall

In attendance:

Chairman: Josh Hagen

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

Staff: Kim Giovanni

Meeting started: 7:02 p.m.

TOPIC	DISCUSSION	NEXT STEPS
Minutes	Motion was made by Committee Member Swenson to approve the October 17, 2018 minutes. Motion was seconded by Committee Member King. All Committee Members voted aye. Motion carried.	
Old Business	<p>Website Updates</p> <p>The Committee reviewed the latest updates to the EDC section of the Village website and provided feedback and suggestions. Chairman Hagen noted that the Committee will begin working on development plans for the Waterfront and North Town districts to be added to the website next to the Downtown and Rt. 31 development plans.</p> <p>Marketing Materials</p> <p>Chairman Hagen noted that discussion regarding the marketing map and letter to solicit advertisers for the map would continue at the January meeting.</p> <p>Blue Zones Project</p> <p>The Committee watched a video about the Blue Zones Project and discussed how this program might benefit the residents of Johnsburg. The Committee noted that several communities have partnered with local hospitals to bring this program to their area and suggested contacting Northwestern Medicine for possible funding.</p>	
Other	<p>Chairman Hagen noted that the January meeting would include a presentation by the Executive Director of Visit McHenry County regarding potential marketing opportunities.</p> <p>Chairman Hagen noted that he would like to find someone to speak to the Committee about economic incentives utilized by municipalities.</p>	
Adjournment	Motion by Committee Member King to adjourn was seconded by Committee Member Schnur. Motion carried with all members voting aye at 8:16 p.m.	