

Economic Development Committee
January 16, 2019 Johnsburg Village Hall

In attendance:

Chairman: Josh Hagen

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

Staff: Kim Giovanni

Guest: Jaki Berggren, Executive Director of Visit McHenry County

Meeting started: 7:00 p.m.

TOPIC	DISCUSSION	NEXT STEPS
Minutes	Motion was made by Committee Member Bierman to approve the December 19, 2018 minutes. Motion was seconded by Committee Member King. All Committee Members voted aye. Motion carried.	
New Business	<p>Presentation by Executive Director of Visit McHenry County Jaki Berggren from Visit McHenry County presented to the group about opportunities for marketing Johnsburg in their annual magazine and digital marketing campaigns. The Committee will discuss further at their February meeting and make a recommendation.</p> <p>Q3 Sales Tax Recap The Committee reviewed sales tax data from the 3rd quarter of 2018 which reflected an increase of 1.02% over the 3rd quarter in the prior year.</p> <p>JABA Expo Chairman Hagen noted that a tri-fold brochure highlighting Johnsburg is being developed and will be passed out at the Expo. The Expo is at Johnsburg High School on Saturday, February 23rd.</p>	
Old Business	<p>Website/Marketing Chairman Hagen noted that the marketing map discussion would continue at the next meeting in conjunction with the Visit McHenry County advertising discussion.</p>	
Adjournment	Motion by Committee Member Schnur to adjourn was seconded by Committee Member Wolter. Motion carried with all members voting aye at 8:36 p.m.	