

## Economic Development Committee

March 17<sup>th</sup>, 2021 Johnsbury Village Hall

*Approved*

In attendance:

Chairman: Hagen

Committee Members: Bierman, King, and Wolter

Assistant Administrator: Vinny Lamontagna

Meeting started: 5:00 p.m.

TOPIC	DISCUSSION	NEXT STEPS
Approval of Minutes	Committee Member King moved to approve the minutes of the February 17, 2021 meeting. Committee Member Bierman seconded the motion. All members present voted aye. Motion carried.	
Old Business	Chairman Hagen updated the Committee Members on information regarding Johnsbury Bucks Voucher Program.	
New Business	Chairman Hagen assigned the Committee Members to educate themselves on the information from Americaneagle.com Digital Marketing Services for the next meeting. The Committee Members discussed the pricing of the service. Assistant Administrator Lamontagna brought up concerns in regards to FOIA. Committee Member King shared concerns of the service not being able to engage enough with social media users. The committee members discussed the marketing branding of the Village of Johnsbury. The committee members conversed about how the service will impact the algorithm. Mr. Lamontagna suggested that the company provides a presentation to the Committee Members about the services that they offer.	
Other	Committee Member King suggested to come up with a mission statement for the Economic Development Committee.	
Adjournment	Committee Member Bierman moved to adjourn the meeting. Committee Member Wolter seconded the motion. All members present voted aye. Motion carried at 5:34p.m.	