

Economic Development Committee

May 19th, 2021 Johnsbury Village Hall

Approved

In attendance:

Chairman: Hagen

Committee Members: Swenson, Schnur, Bierman, King

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 March 17, 2021 meeting. Committee Member Bierman seconded the motion. All members present voted aye. Motion carried.	
Old Business	Committee Member King created a mission statement for the Economic Development Committee to use as guidance. The Committee Members reviewed the Mission Statement line by line and made revisions. The Committee Members agreed that residents and businesses should contact the Economic Development Committee when moving into Johnsbury. Chairman Hagen stated that the Economic Development should provide resources to residents and businesses. Committee Member King suggested creating a "Welcome Package" for new residents and businesses. The committee members agreed that a welcome package should be created and what items it should entail. Chairman Hagen stated that another Mission Statement draft will be completed and presented to the Village Board.	
New Business	Assistant Administrator Lamontagna stated that Village Marketing plan with American Eagle was sent to the Village Board for review. Assistant Administrator summarized what American Eagle presented. American Eagle recommended the use of a blog for news items, Facebook and search engines such as Google. The company advised to stay away from Twitter and Instagram. Committee Member King shared concerns of being in a contract and the \$15,000 price point. Committee Member King asked to be able to conduct more research for different marketing companies and suggested other alternatives such as a billboard. Chairman Hagen disagreed with the idea of using a billboard for marketing. Chairman Hagen states that the purpose of using American Eagle is to get people to Johnsbury both online and physically.	
Other	Committee Member Swenson arrived at 5:05 pm. The Committee Members reviewed the Johnsbury Buck redemption tracker. The Committee Members reviewed the Monthly Taxes tracker.	
Adjournment	Committee Member Schnur moved to adjourn the meeting. Committee Member King seconded the motion. All members present voted aye. Motion carried at 5:46p.m.	

