

Economic Development Committee
January 19, 2022 Johnsburg Village Hall
Approved

In attendance:

Chairman: Hagen

Committee Members: Schnur, Bierman, King

Assistant Administrator: Vinny Lamontagna

Meeting started: 5:03 p.m.

TOPIC	DISCUSSION	NEXT STEPS
Approval of Minutes	Committee Member King moved to approve the minutes of the November 17, 2021 meeting. Committee Member Schnur seconded the motion. All members present voted aye. Motion carried.	
Old Business	Chairman Hagen discussed meeting held in follow up to the Strategic Plan report. He remarked that marketing is something to continue to work on. Committee Member King stated that the “#” hashtag on the Village’s social media should be consistent for marketing.	
New Business	Chairman Hagen discussed the American Eagle marketing efforts with the committee. The committee discussed issues that have arisen with the marketing company. Committee Member King suggested the use of a “suite” website package to help spread the word of the Village’s blog posts. Chairman Hagen reported that the Village has been having issues with Municode obtaining Google Analytics. Committee Member King suggested using “Dave Felco” who is an IT/ Marketing Designer. Committee Member King also suggested hiring a part time marketing employee. The committee discussed the idea of a volunteer senior service to organize marketing pictures/ and take photos. The discussion continued with ideas of a photo contest, photography liaison and the use high school students to take photos to aid the Village’s social media efforts.	
Other		
Adjournment	Committee Member King moved to adjourn the meeting. Committee Member Bierman seconded the motion. All members present voted aye. Motion carried at 5:53 p.m.	