

**MINUTES OF THE VILLAGE OF JOHNSBURG
MARCH 22, 2012, MEETING OF THE
COMMITTEE OF WHOLE
(Draft Copy, Not Approved)**

CALL TO ORDER – Chairman Edwin Hettermann called the meeting to order at 7:32 p.m. in the Village Hall.

Committee Members Present

Kevin McEvoy
John Huemann
Ron Zanko
Rich Janusz
Mary Lou Hutchinson

Staff Present

Claudett Peters
Rick Quinn
Keith Von Allmen

VISION STATEMENT– Committee members developed a Vision Statement (see attached). Upon reviewing the final version, the statement will be passed on to all participants of the Strategic Planning Sessions for their input.

ADJOURNMENT – A motion was made by Committee Member McEvoy to adjourn the meeting. Seconded by Committee Member Janusz. All Committee Members present voted aye. Motion carried at 9:04 p.m.

Respectfully Submitted

Claudett E. Peters
Village Administrator

Johnsburg's Vision (Draft)

Johnsburg is a village where history, hospitality and natural beauty come together to form a community that is proud of its past and excited about its future. Our prosperity depends on protecting these assets through encouraging residents and businesses to be integral participants in Johnsburg's unique community.

With this in mind, our vision for Johnsburg is to:

1. Expand quality shopping venues and develop a diverse commercial mix that translates into job opportunities and an increased tax base while promoting a downtown business district.
2. Develop and enhance public water access and outdoor activities with a variety of recreational and cultural opportunities throughout the community for residents and visitors.
3. Have sound, stable infrastructure that meets the needs of citizens, businesses and industries. Such infrastructure includes well-maintained streets, environmentally sensitive stormwater and wastewater treatment systems, and a safe and reliable water supply.
4. Work in collaboration with citizens and public and private entities to plan for and respond to citizen needs by providing timely, efficient, effective and consumer-friendly services.
5. Pursue opportunities for sustainable growth with diversified housing while maintaining a strong sense of home-town values and citizen involvement.
6. Maintain sound fiscal policies that insure uninterrupted delivery of quality municipal services to our residents and businesses.

Johnsburg's Short-Term Strategies

1. Create a "Shared Vision" for the Village of Johnsburg – The Village Board developed a Vision Statement with supporting language to define the vision for the future.
2. Launch a Community Education and Engagement Campaign – The Village has created a system to educate and engage Village members in both shared vision and strategic direction. The process focuses on informing the community of both current and upcoming infrastructure related to Metra, the Fox River, and the Downtown District, and other Commercial and Residential areas. The education process will emphasize current objectives and goals and seek input on infrastructure needs.
3. Develop Marketing and Development Plans for the Downtown, North Town, Route 31 and Metra Commercial Districts – The Economic Development Committee is working with the Planning and Zoning Commission to prepare a Comprehensive Plan Addendum specifically related to the Downtown District which will then be utilized to establish a Downtown Marketing Plan.
4. Understand Current Demographics and Address Their Needs – The Village will continue to recognize the demographic makeup of the community to improve ways in which we communicate with both existing and new residents.
5. Cultivate the "Hometown Spirit" – The Village will work to sustain and enhance current communication approaches through the quarterly newsletter; monthly e-news, facebook and twitter and improved web-site capabilities while encouraging community input through web-based and face to face surveys of community members.
6. Address the Economy, Taxes and Funding - The Village will enhance its economic viability through the further implementation of a pro-business environment that welcomes businesses aligned with the visions and goals of the community by offering incentives for sustainable business development; building positive relationships with current businesses and new business prospects; and encouraging membership growth of the Johnsburg Area Business Association.