

Economic Development Committee
February 16, 2022 Johnsburg Village Hall
Approved

In attendance:
Chairman: Hagen
Committee Members: Schnur, Bierman, King
Assistant Administrator: Vinny Lamontagna
Meeting started: 5:00 p.m.

TOPIC	DISCUSSION	NEXT STEPS
Approval of Minutes	Committee Member Bierman moved to approve the minutes of the January 19, 2022 meeting. Committee Member King seconded the motion. All members present voted aye. Motion carried.	
Old Business		
New Business	<p>The Committee discussed the marketing plan and Village brand identity. The Committee members reviewed hashtag ideas for the Village’s social media presence. Committee member Bierman suggested the hashtag #GotJohnsburg. Chairman Hagen and Committee member King stated that they preferred the hashtag #JohnsburgLife. Chairman Hagen explained that the hashtag should be decided by the spring time and recommended to the Village Board.</p> <p>Chairman Hagen let the committee know that Village pictures have been sent to the marketing team to use for social media. Committee Member King indicated that the library could have a photo contest to capture more photos of the Village. Chairman Hagen stated he will follow up with the library.</p> <p>Chairman Hagen explained that the Google analytics have to be set up again and started from the beginning.</p> <p>Committee Member Bierman suggested a marketing “welcome wagon” for the businesses within Johnsburg. The committee agreed that these could include the new marketing hashtag.</p>	
Other		
Adjournment	Committee Member King moved to adjourn the meeting. Committee Member Bierman seconded the motion. All members present voted aye. Motion carried at 5:59 p.m.	