

Economic Development Committee

May 18, 2022 Johnsburg Village Hall

Approved

In attendance:

Chairman: Hagen

Committee Members: Bierman, Huemann, King, and Schnur

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 16, 2022 meeting. Committee Member Bierman seconded the motion. All members present voted aye. Motion carried.	
Old Business	<p>Julie Schoen from the Johnsburg Public Library presented Library's Photo Club with the Committee Members. Ms. Schoen explained that the Club would showcase photos of Johnsburg within all four seasons. Committee Member King states that the photos should be attractive to people looking to move to Johnsburg as well as the residents within the Village. The Committee Members discussed the type of photos they would like the Club to obtain.</p> <p>The special event tracker will be disbursed to Ms. Schoen with up to date events within the Village. The Committee discussed the means to which the photos would be shared and edited.</p> <p>Committee Member Huemann asked if any Johnsburg High School students would be interested in volunteering to the Club. Chairman Hagen states he will follow up with more information about the High School volunteers.</p> <p>Ms. Schoen inquired about the Photo Contest idea. Chairman Hagen states that his vision would be that the Photo Club would take photos and the residents within the Village would vote for their favorite pictures online via e-Blast.</p> <p>The Committee discussed how they would like good quality/resolution pictures to be taken. Assistant Administrator Lamontagna will follow up with the resolution requirements.</p> <p>Chairman Hagen updated the Committee with the Marketing Agency American Eagle. The Committee Members had discussion of the blog posts. Committee Member King suggested "Memories of Johnsburg" blog post. Chairman Hagen furthered with the idea of brain storming different topics for the blogs.</p> <p>Chairman Hagen discussed the branding of "#JohnsburgLife"</p>	

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<p>New Business</p> <p>Other</p>	<p>marketing proposal. Committee Member Huemann suggested a way to connect the waterfront to the marketing. Assistant Administrator Lamontagna reviewed the stickers with the Committee.</p> <p>Committee Member Huemann started discussion Rt-31 Corridor and the Downtown Plan. He furthered with the need for parking.</p>	
<p>Adjournment</p>	<p>Committee Member Schnur moved to adjourn the meeting. Committee Member King seconded the motion. All members present voted aye. Motion carried at 6:15 p.m.</p>	