

Economic Development Committee
June 15, 2022 Johnsburg Village Hall

In attendance:

Chairman: Hagen

Committee Members: Bierman, Huemann, Schnur, and Schnurr

Assistant Administrator: Vinny Lamontagna

Meeting started: 5:03 p.m.

TOPIC	DISCUSSION	NEXT STEPS
Approval of Minutes	Committee Member Huemann moved to approve the minutes of the May 18, 2022 meeting. Committee Member Schnur seconded the motion. All members present voted aye. Motion carried.	
Old Business	<p>The Committee Members continued to review the Marketing Plan. Chairman Hagen stated that he is going to follow up to get pictures from Ms. Schoen in regards to the previous meeting. Also, to implement a Google Drive for the photo collection.</p> <p>Committee Member Huemann suggested the idea to use promotional videos for marketing. To which would include Johnsburg strengths such as safe community videos and recreational videos. Committee Member Schnurr continued the conversation with suggesting the use of voice overs for promotional videos.</p> <p>The Committee Members discussed the design for #JohnsburgLife stickers. Committee Member Bierman suggested the idea of giveaways that include the #JohnsburgLife design. The Committee agreed to make design changes to the sticker.</p> <p>The Committee Members discussed the idea of using QR codes for marketing.</p>	
New Business	<p>Chairman Hagen told the Committee about the idea to add a property search function to the website. Chairman Hagen explained that this would be used to showcase properties for sale.</p> <p>The Committee discussed a Tiny Shops District within the Village.</p>	
Other		
Adjournment	Committee Member Schnur moved to adjourn the meeting. Committee Member Huemann seconded the motion. All members present voted aye. Motion carried at 6:18 p.m.	