

Economic Development Committee

February 15, 2023 Johnsburg Village Hall

Approved

In attendance:

Chairman: Hagen

Committee Members: Huemann, Schnur, Bierman, Schnurr

Assistant Administrator: Vinny Lamontagna

Meeting started: 5:00 p.m.

TOPIC	DISCUSSION	NEXT STEPS
Approval of Minutes	Committee Member Huemann moved to approve the minutes of the January 18, 2023 meeting. Committee Member Schnur seconded the motion. All members present voted aye. Motion carried.	
Old Business	<p>Committee Members discussed the #JohnsburgLife decal. The decal image is too busy and has too much going on. They discussed simplifying the image by removing some of the artwork such as: the round-a-bout, golf clubs, and sail from the boat. They also discussed removing the lower #JohnsburgLife and incorporating it with the Johnsburg Logo by removing "village of", "settled in", and "Incorporated 1956" but keep the hands. Mr. Lamontagna received quotes from a few businesses that would print the stickers/decals. The quotes seemed to be reasonable in price.</p> <p>Homework from the last meeting was collected. It was a list of Properties for Sale. The Committee Members made an attempt to make contact with the property owners. They found that for the most part, it was difficult getting ahold of the owners and therefore, did not get many responses. Discussion was had regarding the property owners that they were able to reach. The Committee Members will continue to work on the list.</p> <p>The QBR (Quarterly Business Review) received from American Eagle was discussed by Committee Members. American Eagle collected data from Oct – Dec & Jul – Sept regarding how much traffic the Village of Johnsburg is pulling through the johnsburg.org website. 4th quarter showed less engagement compared to the last quarter. It is known that certain times of the year will be busier than others due to more events happening in the area. Our goal along with American Eagle's, is to increase engagement with the posts from social media platforms like Facebook and Instagram and to bring more traffic to our website. American Eagle showed how specific posts/images were more popular than others. Discussed connecting with the Photography Club at the local library to share their pictures with us to be used on our social media platforms. The Committee Members also</p>	

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<p>New Business</p> <p>Other</p>	<p>discussed the proper protocol when responding to comments or questions made from our community. American Eagle is interested in increasing their hours to get more work done for us. Before deciding on increasing their hours, a Committee Member is going to bring in a guest from their marketing team to take a look at what American Eagle has provided and give their feedback.</p> <p>Property Enhancement list: Committee Members went over a list of properties that need to be worked on, their areas of opportunity, and to help identify the individuals that may be holding back other development.</p> <p>Discussion of Incentive Program: There may be a concern that tax payer's money is being used for this revolving loan fund. A Committee Member mentioned the Village Administrator, Claudette Sofiakis, reached out to Woodstock and obtained a lot of information regarding their incentive loan program stating that it was doing well. Marengo was also contacted and have since stopped their incentive loan program stating they had no interest from their local businesses. Committee Members discussed a fair and proper way of finding credit worthy participants by involving a couple of local banks. This would remove the village from the decision making process and they would just be co-signers on the loan. The criteria of being approved for a loan is that it's going to create jobs in the community of Johnsburg.</p>	
<p>Adjournment</p>	<p>Committee Member Schnur moved to adjourn the meeting. Committee Member Birman seconded the motion. All members present voted aye. Motion carried at 6:30 p.m.</p>	