

and stated that he would like the Board to interview different firms to see who best meets our needs. Trustee Foreman agreed and suggested that we look into what other towns do and how much they spend on their marketing efforts.

Further discussion took place regarding the current handling of the Village's marketing efforts. Trustee Hagen explained that other firms, more local to the area, may have different approaches and provide more face time with the board but he believes the Village needs someone to elevate Johnsburg on search engines.

The Board discussed measurable goals and how to get information out to attract developers and businesses. It was agreed that getting input regarding what other towns are doing, how much they pay and how they measure their success would be helpful. Ms. Sofiakis suggested the Board provide feedback on what towns they believe do it well so that staff can obtain that information.

Discussion took place regarding website improvements. Trustee Hagen discussed using a different phone number on the website to track calls generated from site visits. He also suggested setting up a contact form to obtain more information about those inquiring about developing in Johnsburg.

Trustee Hagen agreed to provide American Eagle the Board's input so that they can submit a proposal for the Board's consideration. Trustees agreed to provide feedback on towns they like and those they don't like so staff can look into their marketing efforts and the associated costs.

OLD BUSINESS - Trustee Letzter requested clarification on statements made by Mr. O'Malley at the previous meeting, Mr. Quinn explained that the Yacht Club approached the Village privately in 2013 to seek relief from struggles they were experiencing in handling the cost of taxes, maintenance, and upkeep of the Club's facilities but Mr. O'Malley twisted the facts making it appear that the Village was trying to take over the Yacht Club. President Hettermann added that representatives of the Yacht Club wanted the Village to take over the maintenance and expenses but did not want the public to have access to the facilities, which was not possible if the Club was supported by public monies. He explained that the Yacht Club is asking the Village to permit something it cannot allow and had the property been taken care of it likely would not have become an issue. Trustee Hagen stated that he does not believe the comments made by Mr. O'Malley represents the position of the Yacht Club.

ADJOURNMENT – Trustee Fouke moved to adjourn the meeting. Trustee Foreman seconded the motion. All trustees present voted aye. Motion to adjourn was carried at 8:12 p.m.

Respectfully Submitted

Claudett Sofiakis
Village Administrator