VILLAGE OF JOHNSBURG OCTOBER 3, 2023 REGULAR MEETING OF THE PRESIDENT AND BOARD OF TRUSTEES

President Hettermann called the meeting to order at 7:00 p.m. in the Village Hall.

Attendees

Trustee Mike Fouke

Trustee Beth Foreman

Trustee Jamie Morris

Trustee Josh Hagen

Trustee Greg Klemstein

Trustee Scott Letzter

Village Administrator Claudett Sofiakis

Attorney Michael Smoron

Chief Keith VonAllmen

Special Projects Coordinator Rick Quinn

OMNIBUS AGENDA – Trustee Hagen moved to approve the Omnibus Agenda. Trustee Fouke seconded the motion. All Trustees voted aye on the roll. Motion carried.

- Move to approve the minutes of September 26, 2023 Special Meeting of the President and Board of Trustees.
- Move to approve Pay Request #1 to Lenny Hoffmann Excavating Inc. in the amount of \$223,627.50 related to the Sunnyside Beach Road Improvement Project.

Disbursements

•	General Fund	\$185,437.80	
•	MFT		
•	Waterworks & Sewage Fund	\$	3,591.96
•	Golf Course Fund	\$	
•	Land and Building		

Debt Service/SSA Fund
Total All Funds
\$223,627.50
\$412,657.26

PRESIDENT'S REPORT - President Hettermann reminded all of the Safe Route to School event being held the following day and asked for additional volunteers. Trustee Klemstein, Hagen, Letzter and Foreman confirmed their ability to assist.

MARKETING INITIATIVES – The Board discussed the marketing efforts currently being performed by American Eagle. Trustee Fouke stated that he anticipated that the representatives from American Eagle were going to discuss how to move the Village's marketing intiatives forward when they attended the previous meeting. Trustee Hagen explained that the board ise discussing it at the current meeting and will provide feedback to American Eagle. Trustee Fouke questioned if a follow up review will be performed after the changes are implemented. Trustee Hagen confirmed a review would be done and suggested it occur after a period of 6-9 months.

Trustee Foreman questioned the intended outcome of the marketing efforts. President Hettermann suggested that the efforts concentrate on promoting the Downtown and Route 31 Business Districts and to bring residential developers and new businesses to Johnsburg. He added that there is a great demand for restaurants in the community. President Hettermann discussed measuring the value of what is being gained from current efforts. He suggested the Village develop goals to share with other firms. He expressed concern with American Eagle's expectation to be paid to attend a meeting before the Board

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 measureable 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. OMalley 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