

MINUTES FROM COMMUNITY DEVELOPMENT AUTHORITY
January 23, 2017

Present: Kjell Erlandsson; Fran Martin, Bill Streeter, Marla Wishau; Bob Bradley; Mike Pirk, Lee Wishau
Also Present: Martha Hutsick for the Douglas Avenue Business District

1. Meeting was called to order by Fran Martin at 5:27 p.m. at the East Side Community Center.
 2. Motion made by Lee Wishau to approve the minutes. Kjell Erlandsson seconded. Motion Carried
 3. Combine Agenda Items 3 and 4 updating all aspects of the website implementation and status. The board approved Martha Hutsick and Marla Wishau for the entering and monitoring of the business and non-profit segments of the website. They will need to be sworn in. The purpose is to assign Tom and Karie oversight of all government areas of the website and have Martha and Marla oversee the business and non-profit areas. There is a list of non-profits and churches that will be maintained as well as making sure the non-profits and churches can enter events on the community calendar set up for citizen use. There is also a list of businesses, divided into 4 categories that will need to be maintained, business profiles created and entered for each business and entering events into the business calendar if businesses want to use it. There will be a yahoo account set up for corresponding with the businesses. Martha and Marla will meet and report the timeline for completing the profile entry and calendar training, and will share that at the next meeting.
Lee wanted to know if anyone was creating a Village Website Policy and Procedure Manual. Bob said that Chad is going to give us a template on the Business Profile guidelines. He might also have something on website policies/procedures. Chad has provided an instruction manual for website maintenance. If none of the information provided by Chad is a Policy and Procedure Manual, we should make sure there is one created to define how the website will be maintained in the future. It is an accountability issue.
 4. Martha reported for the Douglas Avenue Business Association. Martha showed us a survey and planter informational page that will go to all the Douglas Avenue businesses. They wanted to make sure the CDA approved of the mailing so Kjell Erlandsson made a motion to approve the summary and planter flyer. Bill Streeter seconded. Motion carried
 5. The committee received letters from Douglas Avenue businesses between Aurora Health Care on the south end to Middle Road on the north end. These letters detailed concerns from these business owners about the center median in front of their businesses. The median does not allow for any traffic to cross, forcing traffic to make u-turns to change direction. This has been brought to the Village Boards attention before, but nothing to date has been done. After discussion, the committee decided to have a face to face meeting with Wisconsin Department of Transportation and ask Tom Weatherston to attend. We would also ask Tom if there is anything else he would advise us to do to get the median modified to provide places for vehicles to turn. Bob Bradley will reach out to the DOT and Tom Weatherston.
 6. There is a recent trend to lower assessments on “big box stores” in neighboring communities. The concern is if we create a TIF district, and overvalue the development, we would not make up the taxes. Bob Bradley and Lee Wishau feel that the current valuing of the TIF districts is very conservative, but will inquire about this since we don’t currently have many “big box stores” we would hope this trend would not have a large impact in Caledonia, however, all future valuation of TIF’s will consider this trend in the future.
 7. New Business
 - a. Demographics for Racine County are projecting almost no growth. This is especially unfortunate considering Kenosha County is expected to grow larger than Green Bay. It appears development east of the interstate is of more concern than that west of the interstate. Fran thought our committee should consider transportation, industry and work force development to potential positive impacts. The Johnson Foundation is also interested in the latest demographics projections.
 - b. Caledonia and Mt. Pleasant have decided not to take part of the City of Racine’s Way Finding Signage program. After review of the signs and the costs, there was just not enough value added to the community that we could not do on our own and have more control of the signs and information on the signs.
 8. Meeting adjourned 6:20 p.m. Motion made by Lee Wishau, seconded by Mike Pirk. Motion Carried.
- Respectfully submitted by Marla Wishau