

**MINUTES FROM COMMUNITY DEVELOPMENT AUTHORITY**  
**Caledonia Branding Signage**  
**October 5, 2018**

Present: Kjell Erlandsson; Fran Martin, Marla Wishau, Martha Hutsick, Elsa Mileager

Absent: Dave Gobis

- 1) Meeting was called to order by Marla Wishau at 9:38 a.m. at the Caledonia Village Hall meeting room.
- 2) Martha Hutsick led the meeting by passing out the Caledonia Village Entrance Signs Idea Board prepared by Elsa Mileager. She asked us to review the different designs and make recommendations and comments. It was clear that the first sign shown in the drawings was one that the committee felt “fit” the Douglas Avenue corridor look. Elsa Mileager discussed the thought behind the drawing.

Kjell Erlandsson had prepared a print out of Caledonia and passed it out so we could discuss the location of the Douglas Avenue signs. On the south entrance of Douglas Avenue the best location was determined to be the north west corner of 3 Mile Road and Douglas Avenue. To the north end of the Village the location best suited would be the south west area, a little south of the intersection of County Line Road and Douglas Avenue so it would not interfere with sight lines and would stand out more.

At this time we also looked at all of the entrances to the Village. There were many and on the south boundary of Caledonia, it is not a straight line from west to east, so Tony Bunkleman came in with a Caledonia map to help us determine the official line between Mt. Pleasant and Caledonia.

Marla asked that the sub-committee concentrate on the two entrances on Douglas Avenue for 2018. With consideration for time, funding and scope of work, it would be doable to get the two signs designed and bid in 2018 with a spring 2019 installation. The remaining entrances could be prioritized and using the idea board, additional signs could be selected to fit the areas they would be placed in, or smaller/modified versions of the “Douglas Avenue” signs could be designed.

In order to keep this project on track Marla suggested asking that a new capital account called Caledonia Branding Signage be created in 2018. This account would be used by the CDA for the purpose of payment and accepting any donations for Caledonia Branding/entrance signs. The balance in the 2018 CDA operating account could be transferred to the capital sign account at the end of the year through a resolution. This would put money in the capital sign account in 2019 for payments of the Douglas Avenue signs. Making a capital account would also allow additional funding in future years and the capital account would be non-lapsing, so balances would carry over from year to year. Also, the CDA could request any remaining balances in their operating account to be transferred to the capital account by resolution.

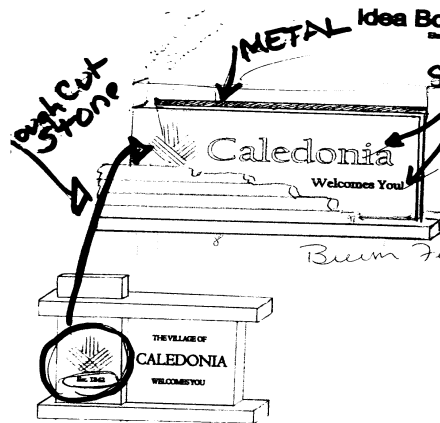
The review of the selected sign brought up the following in discussion:

Materials: Natural stone accent on the bottom, preferably from the quarry; stone or composite material sign body in a rich brown or warm dark color (not black) where the lettering and logo would pop and the accent trim on top would stand out. Lastly the letters and accent trim should reflect and pop, so something like a metal cut out and attached to the sign, not cut into the sign, would allow for interest in shadows and reflected light off the letters, logo and top trim.

The sign would be heavy, so would need footings, and size would be a minimum of 8’ in length and proportionately tall, as the drawing shows. One change to the original drawing was the height, which was made taller to allow for “Est. 1842” to be added below the logo. The preferred logo is shown in the 2<sup>nd</sup> drawing (see below). A great plus to this design is very little maintenance and hopefully low theft/damage issues. We would also like back lighting and possibly side lighting if that would be able to be done. We will also look into solar options for this lighting.

The other changes might have to be made for the sign on the north end of Douglas, which is a very open, field-like setting. Marla was concerned the sign that works so perfectly at the south end of Douglas would look like a tombstone in a field setting. Elsa will look into the possibility of modifying the same sign to match the setting. Perhaps it will stay on the ground, but perhaps a modified version on 2 legs would be better. In the next two weeks, we will look at the County Line/Douglas Avenue SW corner and discuss any concerns at the next subcommittee meeting. Elsa will do the same and make any recommendations she feels would help us decide.

- 3) For the next CDA meeting, Elsa will prepare a color version of the sign for presentation to the CDA committee. At that time we can have further discussion. The subcommittee will meet again on November 2 at 9:30 a.m. at a location to be announced. Elsa will have prepared a rough draft of site improvements where the sign will be placed. The backdrop to the sign is currently a chain link fence and overgrowth, so we are hoping we can make improvements to better represent Caledonia. We also discussed improvements to the concrete barrier along the west side of Douglas just north of 3 Mile Road. Marla will follow up with some State contacts to see if there are any options. Any discussion with WE Energies and Payne and Dolan will be made by the Board after we have finalized drawings, materials, price estimates/bids and site requirements.



Respectfully submitted by Marla Wishau