

MINUTES FROM COMMUNITY DEVELOPMENT AUTHORITY
Caledonia Branding Signage
November 2, 2018

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

Absent: Dave Gobis

- 1) Meeting was called to order by Martha Hutsick at 9:35 a.m. at the Caledonia Village Hall meeting room.
- 2) Discussion and agreement to concentrate on getting the Caledonia sign that will be placed on the south end of Douglas Avenue on the northwest corner of Three Mile and Douglas. Kjell said the north east was a much preferred location, being on the right side of the road when coming into Caledonia from Racine, but it was clear when looking at the available land on that corner, it would not be a viable option. However in future locations, it will be preferred to locate signs on the right side of the road when entering the Village of Caledonia.
- 3) It was decided that Payne and Dolan would need to be involved more at this phase to let us know where they would be willing to let us place the sign and to know where they would move fences and if they would assist in site preparation before we bid the sign. The location of the sign is necessary for proper sizing and to determine exactly where it will be placed. That will be needed for the bid information for electrical purposes and if we need to know what kind of "fill" would be required to make sure the sign will sit squarely and securely forever. We discussed having Brian Endres meet with us at another workshop in November, but it was decided Elsa could make contact and share the sign information and the location / landscaping we need to know about from them. Brian will probably have to talk to other Payne and Dolan staff to make this decision, so we will see what Elsa finds and set our next meeting based on that information. We hope Brian could come down or send us ideas of what Payne and Dolan would propose before our next meeting.
- 4) Marla spoke with Jarman Czuta from the County regarding a municipality sign. He said the County have not gotten involved with municipality welcome signs, so if our board approves it, it should be fine. We do think we are within sign restrictions, anyway. He did state the sign should not be in the right of way, and I told him we were working with Payne and Dolan to place it on their property. He thought it sounded fine if it worked out that way.
- 5) Marla printed an edited boilerplate of a bid form for Fran to review. Marla feels it is only a benefit to bid out the project, and after discussion, it would appear there will be at least 4 lines to bid on. The creation of the sign, the preparation of the site, the electrical work for lighting the sign and the landscaping around the sign. This might be able to be completed by one vendor, or a vendor might just bid on one to three of the lines. It allows many vendors to bid, and allows us to select the best vendors for each of the areas. If Payne and Dolan offer to prepare the site, we could remove that section of the bid. Fran will review the bid form and offer her opinion of the final version for this project at our next meeting.
- 6) We discussed the section of the bid having to do with specifications. Jeremy Hinds and Kjell will assist with this, as this is the most important section to any vendors. Once the size is finalized (after Elsa meets with Payne and Dolan for input) Jeremy and Kjell will put together specifications for the sign and its placement and lighting. We will ask Elsa to assist with the landscaping specifications. We will also keep in mind that the "rock" will be from the Quarry, and its' shape will determine the final "look" of the sign.
- 7) Our next meeting is to be determined.
- 8) Meeting adjourned

Minutes by Martha Hutsick and Marla Wishau