

COMMUNICATIONS COMMITTEE MEETING
Wednesday, April 17, 2024, at 10:30 a.m.
Caledonia Village Hall – 5043 Chester Lane , Caledonia, WI

1. **Meeting called to order**
2. **Approval of Minutes – Communications Committee 03/13/2024**
3. **Public Comment** - Provides a two-minute opportunity for citizens to voice opinions to the Committee of the Whole. The Committee of the Whole cannot respond as this may conflict with open meeting requirements.
4. **New Business**
 - A. Areas or items consistent with the original charge of this Ad Hoc Committee that we have not covered or need to revisit on the next meeting agenda (With No Action)
5. **Continuing Business**
 - A. Other locations for primary signage (*Referred back from CoW 4/9/2024*)
 - B. Future sign placement policy and procedure
 - C. Final sign report items
 - D. Update on logo samples
 - E. Review of Communication Committee Execution Plan (attached)
 - F. Review of Comprehensive Communication Plan spreadsheet
6. **Adjournment**

Dated April 12, 2024

Jennifer Olsen
Village Clerk

Only committee members are expected to attend. However, attendance by all Board members (including non-members of the committee) is permitted. If additional (non-committee) Board members attend, three or more Board members may be in attendance. Section 19.82(2), Wisconsin Statutes, states as follows:

If one-half or more of the members of a governmental body are present, the meeting is rebuttably presumed to be for the purposes of exercising the responsibilities, authority, power, or duties delegated to or vested in the body.

To the extent that three or more members of the Caledonia Village Board actually attend, this meeting may be rebuttably presumed to be a “meeting” within the meaning of Wisconsin’s open meeting law. Nevertheless, only the committee’s agenda will be discussed. Only committee members will vote. Board members who attend the committee meeting do so for the purpose of gathering information and possible discussion regarding the agenda. No votes or other action will be taken by the Village Board at this meeting.

**Ad Hoc Communications Committee Meeting
March 13, 2024**

1 - Order

Meeting called to order at 10:31 am by Chair Nancy Pierce.

2 – Roll Call

PRESENT: 2 – Trustee Pierce and Trustee Lambrecht

EXCUSED: 1 - Trustee Wishau

STAFF/OTHER: Administrator Kasper, Public Services Director Tony Bunkelman, Development Director Peter Wagner, Police Chief Christopher Botsch, Village Attorney/HR Manager Tyler Helsel, President Weatherston, Trustee Stillman, Village Clerk Jennifer Olsen, and Michelle Struck

3 – Approval of Minutes

Motion by Trustee Lambrecht to approve the Communications Committee minutes of 02/21/24. Seconded by Trustee Pierce. Motion carried 2-0.

4 – Public Comment

The following people appeared to speak before the Committee:

None

5 – New Business

A. Discussion on creating commercial development forms

Staff recommended to put this on the agenda for the CoW.

Motion by Trustee Lambrecht to refer the item to the Committee of the Whole, seconded by Trustee Pierce. Motion passes, 2-0.

B. Flow chart development for permitting/approvals

Staff recommended to put this on the agenda for the CoW.

Motion by Trustee Lambrecht to refer the item to the Committee of the Whole, seconded by Trustee Pierce. Motion passes, 2-0.

C. Discussion on creating a Village “wish list” that individuals/businesses could donate to

Staff recommended to put this on the agenda for the CoW.

Motion by Trustee Lambrecht to refer the item to the Committee of the Whole, seconded by Trustee Pierce. Motion passes, 2-0.

6 – Continuing Business

A. Strategy for identifying where the logo is currently used and would be updated

1. Discussion on the different styles and logos used on signs throughout the Village. Pole signs are all in right of way, but Monument signs are not all owned by the Village. Discussion specific to the sign at State Highways 31 and 32.

Motion by Trustee Lambrecht to refer the item to Committee of the Whole with a recommendation to remove the sign at State Highways 31 and 32, seconded by Trustee Pierce. Motion passes, 2-0.

2. Parks signs don't have Caledonia Logo on them. Staff recommends that the Parks committee review signage in the parks system and work with this committee to form a recommendation for the Committee of the Whole.

Motion by Trustee Lambrecht to refer to parks committee, seconded by Trustee Pierce. Motion passes, 2-0.

B. Discussion of Village Signage:

a. Assessments of Current Sign Conditions

This was addressed during item 6A

b. Location – mapping overview

This was addressed during item 6A

c. Develop process and procedure plan for new sign implementation and or/current sign alterations.

Discussion on possible new "welcome" signs. Previous CDA recommended a sign in the median on 7 Mile Rd, but staff advises it may be a traffic hazard and is not a well-populated area. Alternatives suggested include near the business park, on 4 Mile Rd, and on County Highway K. No recommendation at this time.

Motion by Trustee Lambrecht to refer the item to CoW for discussion without a recommendation, seconded by Trustee Pierce. Motion passes, 2-0.

C. Review of Communication Committee Execution Plan (see attached)

- Item B changes to priority order (see attached)
- Item F updates (see attached)

Motion by Trustee Lambrecht to move Agenda item E ahead of item D, seconded by Trustee Pierce. Motion passes, 2-0.

D. Discussion on the Comprehensive Communication Plan

Create a calendar of events where departments have heavy mailings. Staff provided when throughout the year mailings go out.

E. Discussion on the residential property development form

Staff recommended to put this on the agenda for the CoW

Motion by Trustee Lambrecht to refer the item to the Committee of the Whole, seconded by Trustee Pierce. Motion passes, 2-0.

7 – Adjournment

Chair Pierce adjourned the meeting at 11:28 AM

Standardization of Branding Materials for the Village of Caledonia

3.17.2024

A. Basic Branding Details Selected And Approved

1. Font – Done (clarify how used) All letters to be capitalized – for VILLAGE OF CALEDONIA
2. Colors – Zaffre selected at the Board meeting of September 28, 2023, showcased various mockup examples of the various usages.

Zaffre

RGB 0,33,71

CMYK 100,81,0,33

HSB 228,100,67

HEX #0021AB

3. Logo emblem
4. Branding document laying out options with attached resources for distribution throughout the Village. All logo options with extensions have been completed thanks to the support of Michelle Struck. A drop box file has been provided to the Village Administrator.

B. Departments To Address Branding Material With.

1. Public
2. Village staff overall
3. Parks
4. Public Works (This incorporates the current Highway Dept. and is consistent with other municipalities naming)
5. Utility
6. Safety (Fire and Police)

C. Website – Once Blue Color Is Set, Upgrade Website To New Blue And New Logo

The beta test is in. Need to work with Web site provider, Image Mgmt. to change out logo to one that is white on background with blue thistle and review.

D. Social Media Accounts

E. Signage Throughout The Village

1. Mapping of existing signs – Ryan has completed the signage map. Committee to review and comment
2. Create Sign standards.
3. Create processes and procedures for selecting, approving, and placing any future signs.

F. Timeline Priority

1. Agendas and Notices - Done
2. Letterheads (includes E-mail and all departments including Public Safety) - Done

3. Business Cards – Style selected
 4. Social Media
 5. Forms in building dept
 6. Signage
- G. Building forms (Wishau)