

**Community Development Authority (CDA) Meeting Minutes
November 25, 2020 Zoom Meeting**

Committee Members Present: William Streeter, Fran Martin, Dave Gobis, Kjell Erlandsson,
Others in Attendance: Lee Wishau (for Jim Dobbs), Martha Hutsick, Helena Dowd
Not Attending: Peter Wagner, Jim Dobbs

- 1) Meeting called to order
Zoom meeting called to order by at 4:03 p.m. by William Streeter
- 2) Approval of Minutes from the October 28, 2020 meeting.
Motion to approve by Martin
Seconded by Wishau
Approved unanimously
- 3) Update-Discussion of proposed Mission of the CDA – Jim Dobbs -- Lee Wishau filled in for Dobbs

Discussion revolved around a motion that was approved at the Nov. 9 Legislative/Licensing Committee. The motion calls for the Resolution that created the CDA to be updated for the CDA to focus on marketing, grants, continued blight and signage; and realizing that every project is going to be a continuation.

Martin said the efforts she and others have been making regarding redevelopment of the Kmart area are a kind of marketing. She said the Village does not have “anything proactive,” and that RCEDC is the only marketing entity that covers the Village. By its nature that group doesn’t necessarily focus on Caledonia, she noted. The CDA could put together a brochure touting the assets of Caledonia, Martin said, adding that the group could look at areas like the Kmart property to say let’s be proactive not just wait.

Wishau said marketing can mean a lot of different things covering a wide range of topics and encouraged the group to revisit a study he’s referenced about the Douglas Avenue corridor because there are marketing ideas discussed in the report. Some of the attendees agreed.

Wishau said he agrees the CDA should be more proactive because when development plans go directly to the Plan Commission they are reviewed for compliance with zoning and Village ordinances but there is no scrutiny about whether the plan makes sense for Caledonia and developing the community. Members expressed interest in working on proposals before they are submitted to the Plan Commission. Martin said the CDA could pinpoint areas such as the vacant gas station at 4542 Douglas Ave. to see if there is anything the Village can do about the blight. Streeter said he will check with Wagner to see when a long-vacant building can be declared blighted. Streeter said he likes paper brochures but that there must also be an online component. Martin mentioned working with the Police Department regarding issuing citations to business owners whose sites are in violation of their Conditional Use Permit. Streeter said he will put an item on the next agenda. Wishau asked that Streeter also include an item about following up on the updated junk motor vehicle ordinance, specifically for enforcement at the residential property at 6845 Douglas Ave.

Wishau continued, saying he can help with the brochure as he has experience with putting together catalogues and brochures. Hutsick will check with other communities such as Oak Creek, Mt. Pleasant and Pleasant Prairie to see what types of informational brochures they have.

Streeter said the revised mission of the CDA must be approved by the Village Board. If the measure goes forward the CDA can recruit two new members, he added, and asked the members to think of possible candidates to talk to about joining.

4) Update on Development Opportunities – Fran Martin

Martin said she has been in contact with developer Nancy Washburn who is still pursuing some leads for redevelopment of the former Kmart site. Washburn plans to prepare some financial information and update the CDA at its December meeting. Any possibility of redevelopment is dependent on whether Kmart decides to renew its lease or not. Streeter said the CDA will pursue exploratory discussions about redevelopment of the site from a marketing perspective. Wishau mentioned the Marine Credit Bureau building as another development opportunity.

5) Caledonia Douglas Avenue Business Association –Martha Hutsick

The association did not have a meeting in November. One was planned before all in-person meetings were canceled at Village Hall due to the pandemic. The group plans to update its informational brochure and its restaurant brochure, which will highlight how local restaurants are operating during the pandemic.

Streeter asked if there is anything the CDA can do for the association. Hutsick said she will reach out to members to ask if there are any specific needs and to check with Wagner to see if he knows of any businesses on Douglas that would benefit from a grant for improvements.

Discussion continued about how there is a process and requirements for applying for grants, and that it would be advantageous to have the input of someone who has experience with the procedure.

6) Brief Blight Update – Peter Wagner

Streeter referred to the monthly report on blight and other code enforcement cases.

7) Treasurers Report – Kjell Erlandsson

No spending by CDA this month. Discussion about accessing the CDA’s budget information.

8) Adjourn

Adjourn 4:47 p.m.

Motion to adjourn by Martin

Seconded by Erlandsson

Meeting adjourned

Respectfully submitted by Helena Dowd