

**Community Development Authority (CDA) Meeting Minutes
January 27, 2021 Zoom Meeting**

Committee Members Present: William Streeter, Fran Martin, Dave Gobis, Kjell Erlandsson, Jim Dobbs
Others in Attendance: Dale Stillman, Martha Hutsick, Peter Wagner, Helena Dowd

- 1) Meeting called to order
Zoom meeting called to order by at 4:04 p.m. by William Streeter
- 2) Approval of Minutes from the November 27, 2020 meeting.
Motion to approve minutes after adding Hutsick's name to list of attendees, by Martin
Seconded by Gobis
Approved unanimously
- 3) Caledonia Douglas Avenue Business Association – Martha Hutsick
The CDABA had a meeting on January 12 where it was decided the group would update its brochure and restaurant guide. As discussed in November's CDA meeting, Hutsick contacted nearby communities and acquired sample brochures from Mt. Pleasant, Pleasant Prairie and Oak Creek. Hutsick provided a report to CDA that summarized the comments of Laura Million of the Racine County Economic Development Corporation (RCEDC) at the CDABA meeting. Million asked for updated information from Caledonia including: talent and business, quality of life, images/photos, schools, assets. She suggested the Village have a social media presence that is managed by a Village employee rather than a consultant and advised that goals should be defined before commencing marketing efforts. Hutsick emphasized that other municipalities have staff to handle these responsibilities and said that Caledonia should consider conducting a needs assessment after which a budget could be developed. Staff could then be hired to accomplish the task of marketing.

Discussion ensued about the types of brochures that would be effective in attracting people to the Village, and about who could work on creating and updating them, and how they could be funded. Martin said CDA recognizes the need for marketing but asked who would analyze what's needed. She said that in the absence of dedicated marketing group CDA could begin to look at the marketing gaps as opposed to doing the marketing.

Dobbs noted that Mt. Pleasant and Oak Creek have hotels to fund CDA programs while Caledonia does not. The Village does have income, for instance from the Yogi Bear campground, and could look at funneling some of it toward a CDA program. He said it makes sense for the CDA to partner with the CDABA to start out and to try to get some advertising. If a Parks Director is hired that person would be trying to market the parks. Decisions about how Joint Park will be managed are still pending, so the Village has not yet decided whether to hire a full-time Parks Director.

Streeter suggested the group identify the strong points of living in Caledonia. Martin said the Village has a wide range of living options and can promote the fact that we have desirable development locations. Hutsick suggested forming an ad hoc committee to brainstorm ideas on how to proceed with marketing. Streeter asked for volunteers and Erlandsson, Martin and Hutsick volunteered.

Dobbs said if CDABA is interested in a magazine and if there were advertisers interested, it would be a good springboard. If the group comes up with ideas and funds are needed, the Village should contribute

money to bolstering its public appearance. He suggested coming up with a budget and seeing if it could be offset with ads. He noted the publication could be used to post notices about vacancies on committees and open elected positions to attract volunteers, which has been difficult to do in the past.

Discussion continued about existing attractions and events in the Village, most of which have been less active due to the pandemic. Streeter said once the pandemic has subsided, he predicts an explosion of activity and this is the time to plan for that explosion.

- 4) Update CDA Goals: marketing, grants, blight and signage – Jim, Peter, Fran, Bill
Streeter and Martin recently attended a workshop on grants presented by UW-Extension. Streeter will share the Power Point presentation with the group via the Clerk’s office. He talked about the work that goes into obtaining grants and said a paid grant writer might be needed. The first step is to identify what to apply for and then follow the process. Martin talked about grant writing and said while the CDA could look at minor grants, but cannot be a grant writing body, adding that its members shouldn’t be the ones looking around for grants. Streeter noted the restrictions placed on grants such as that the funds must be spent properly, and that someone must oversee the grant. He said the trustees might be able to give specific suggestions.

Dobbs noted that in February, the Legislative & Licensing Committee is planning to vote on changing the resolution that governs the CDA. Some members expressed the desire to see the draft.

- 5) Brief Blight Update – Peter Wagner
Wagner talked about the 2020 Code Enforcement summary and the department’s use of Caselle software to track cases. He highlighted some significant cases and discussed how staff has responded to complaints and handled violations. He said citations can now be issued for violations of Zoning Code, which had a different numbering system from Village Code because it was administered by the County.
- 6) Development Opportunities – Fran Martin
Work is ongoing.
- 7) Status of Recruitment of new CDA members – Jim Dobbs
Dobbs said the Village is still trying to find people who are interested.
- 8) Treasurers Report – Kjell Erlandsson
No spending by CDA this month.
- 9) Adjourn
Adjourn 4:57 p.m.
Motion to adjourn by Martin
Seconded by Erlandsson
Meeting adjourned

Respectfully submitted by Helena Dowd