

**Community Development Authority (CDA) Meeting Minutes
February 24, 2021 Zoom Meeting**

Committee Members Present: William Streeter, Dave Gobis, Kjell Erlandsson, Jim Dobbs
Others in Attendance: Martha Hutsick, Helena Dowd
Not Present: Fran Martin

- 1) Meeting called to order
Zoom meeting called to order by at 4:05 p.m. by William Streeter
- 2) Approval of Minutes from the January 27, 2021 meeting.
Motion to approve minutes after making corrections noted by Hutsick, by Erlandsson
Seconded by Gobis
Approved unanimously
- 3) Caledonia Douglas Avenue Business Association
The CDABA met on zoom on February 9, 2021. The minutes have been sent to all CDA members. Hutsick submitted this report: “Martha emphasized that she asked members of the CDABA to submit photos, etc., to present to the CDA for possible inclusion in promotional ideas.”
- 4) Resolution 2021-14 -- Streeter noted the measure was approved by the Legislative and Licensing Committee and read part of the resolution, which is posted on the Village website [2021-14](#). Erlandsson asked if the directive includes residential development. Dobbs said the focus was on business but it is to make the whole community better so it would not be limited to just business development. If there is a desire to change the wording, the resolution could be brought back to the Legislative & Licensing Committee to add the term residential development to the text. Erlandsson asked that the specific term be added.
- 5) Brief Blight Update – Streeter referenced a note from Wagner stating there was a pre-trial hearing for the case against the truck repair business at 7915 US Hwy 41. This sets up the case for future court hearing dates and likely means it could take a substantial amount of time for the case to be resolved. The Caledonia Police Department can now issue additional citations for noncompliance with the Conditional Use Permit. The owners of the property at 6121 Hwy 31 have been drawing out the court process as well. The Court Clerk is looking into the status of the case and will provide an update for next month’s meeting.
- 6) Report from Ad Hoc Marketing Group – Hutsick read a report from the group: “We recommend the Village do short-term marketing, to get photos and other materials to Laura Million, and then we encourage the Village to develop a strategic plan, which could include marketing strategy.” Streeter asked Dobbs if there is any sentiment on the part of the Village Trustees to do a strategic plan. Dobbs said he envisions the CDA would suggest a plan since they talked about hiring a consultant. Erlandsson said he reviewed the vision and plan Oak Creek has for their city and said it may be a good model to review to see if the Village could use a similar structure. He said for the Village to market itself, it must first figure out “what are we, what kind of a place are we are.” To market, you have to have a product to market, and then decide what you want to do, he added. For instance, does the Village want to attract business regardless of what they do to, or for, the Village? Or does it want to be more

specific and attract business to certain places? If it is the latter, the Village must define the product and have a plan for what it wants to do.

Gobis asked Dobbs if the Village would want to wait and see what the skill set the new Village Administrator has before charting a course as the new hire may have strengths in this area.

Dobbs said the administrator likely will be a member of the CDA the committee can start to come up with a plan of what to ask the Board to provide as far as money, resources, ideas of what we want to do and get their blessing for whatever we do as far as spending money on things down the road.

Gobis said he would like to wait for the Administrator to be hired, since the expected start date is June 1.

Erlandsson said he will forward the materials he has to the Village Clerk for distribution to members.

Streeter said a facilitator would be needed for a strategic planning process. While a Village Administrator should be good at implementing the plan. That person will be called upon to administer the plan while also incorporating his or her own ideas and vision.

Erlandsson agreed with having a facilitator; he said in his experience it makes the process easier.

7) Status of Recruitment of new CDA members

Discussion of possible candidates and how to attract volunteers.

8) Treasurers Report – Kjell Erlandsson

No spending by CDA this month.

9) Adjourn

Adjourn 4:30 p.m.

Motion to adjourn by Gobis

Seconded by Erlandsson

Meeting adjourned

Respectfully submitted by Helena Dowd