



COMMUNITY DEVELOPMENT AUTHORITY (CDA) MEETING

**Wednesday, April 28, 2021 at 4:00 p.m.
Caledonia Village Hall – 5043 Chester Lane**

THIS WILL NOT BE AN IN-PERSON MEETING

AUDIO & VIDEO CONFERENCE VIA ZOOM

ACCESS VIA DIAL-IN NUMBER IS: 1-(312) 626-6799; ACCESS CODE IS: 892 4985 8221OR

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ACCESS VIA INTERNET IS: <https://us02web.zoom.us/j/89249858221>

1. Meeting called to order
2. Approval of Minutes from the March 24, 2021 meeting
3. Caledonia signage (Charles and 3 Mile) – Clint Weninger, Elsa Milaeger
4. Caledonia Douglas Avenue Business Association – Martha Hutsick
5. Brief Blight update – Pete Wagner
6. Spring cleanup and Marketing – Adam Emery, Martha Hutsick
7. Grants ad hoc committee – Bill Streeter
8. Strategic Planning – Bill Streeter
9. Treasurer’s Report – Kjell Erlandsson
10. May 26 CDA
11. Secretary position – Bill Streeter
12. Adjourn

Dated April 23, 2021

Joslyn Hoeffert
Village Clerk

Only Community Development Authority members are expected to attend. However, attendance by all Board members (including non-members of the CDA) 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.



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

Committee Members Present: William Streeter, Dave Gobis, Kjell Erlandsson, Jim Dobbs, Fran Martin, Adam Emery & Jacob Lovdahl

Others in Attendance: Peter Wagner, Martha Hutsick & Lee Wishau

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 February 24, 2021 meeting.

Motion to approve minutes by Gobis

Seconded by Kjell

Approved unanimously

3) Caledonia Douglas Avenue Business Association

Report by Martha Hutsick:

"The Caledonia Douglas Avenue Business Association met on zoom on March 9, 2021. Discussion included the updated flower-pot brochure, restaurant guide update, informational brochure update, which new businesses in the corridor to contact, and marketing ideas."

4) Brief Blight update

Pete Wagner's Overview:

Reviewed Zoning Code Enforcement Report with the CDA Members on ongoing cases.

Key ongoing cases:

6121 STH 31 & 7915 USH 41- are currently in the court system waiting for a trial to be setup within the next four (4) to six (6) weeks.

- 6121 STH 31 regarding the failure to correct and/or meet the Property Maintenance Ordinance.
- 7915 USH 41 regarding violation of Conditional Use Ordinance.

CDA Discussions:

Gobis brought attention to the board property 7215 Botting Rd and the usage of multiple quads/dump trucks and a port-a-john on the property. Martin addressed this situation stating that the owners are renovating, and the port-a-john is being used temporary by the renovating company. She said for the storage of quads/dump trucks this is allowed on certain properties as long as a business isn't running out of the residence.

Gobis said 6034 STH 31 looks to be transporting loads of wood load back onto their property and is tracking mud all over STH 31. Wagner responded he will follow-up by driving by the property to address the situation and take photos to get more of an idea of the property conditions. Then work

with the County and DPW Director to see if there are any regulations beyond the Zoning Code pertaining to the public Right-of-Way that could be enforced to this matter.

CDA Members asked if Caledonia PD would be starting the enforcement of junk automobiles on properties. Wagner stated next month the code enforcement group will meet to discuss the start of the spring sweeps.

Trustee Wishau brought attention to CDA Members that property owner of 8700 Foley Rd is still bringing wood on the property and processing it there, which violates the agreement that was made with the Village of Caledonia. Wagner will follow up on the allegation.

Trustee Wishau asked what the status was regarding the ordinance revision addressing the off-street parking and limited it to just the driveway within the Zoning Code. Wagner stated that a draft text revision for off-street parking has been created but had not been reviewed or approved at this time. Trustee Wishau suggested that the Village does not wait for the zoning revision and recommends the off-street parking ordinance go before the Village Board.

Motion:

Gobis moved that the CDA recommends that the Village Board directs staff to propose a Text Amendment addressing off street parking in residential districts to L&L for consideration.

Seconded by Martin.

5) Timeline and extent of Strategic Planning

CDA Members discussed the joining of Martha Hutsick and Adam Emery in creating and organizing a Caledonia community-wide spring cleanup marketing strategy plan. Starting by contacting John's Disposal to see if they have or would be interested setting up a designated day/s to collect refuse. Then design and send out flyers to all property owners to get involved.

6) Grant's subgroup

Delayed. Streeter suggested the CDA Member review the Grant proposal.

7) New CDA members

Adam Emery & Jacob Lovdahl

8) Treasurers Report

Erlandsson stated no spending by CDA this month.

9) Adjourn

Adjourn 5:20 p.m.

Motion to adjourn by Gobis

Seconded by Martin

Meeting adjourned

Respectfully submitted by:

Erika Waege Building & Engineering Admin. Assistant

Joslyn Hoeffert

From: Martha Hutsick <marthahutsick@icloud.com>
Sent: Friday, April 23, 2021 8:52 AM
To: Joslyn Hoeffert
Cc: bill streeter
Subject: Report to the CDA for meeting on April 28, 2021 from Caledonia Douglas Avenue Business Association

Joslyn,

Please enter this report for the agenda item "Report from the Caledonia Douglas Avenue Business Association from Martha Hutsick for the April 28, 2021 CDA Meeting:

"The CDABA met via zoom on April 13, 2021. Discussion included the possibility of a Spring or Fall Clean Up for the Douglas Avenue Corridor as suggested by the CDA and generating marketing ideas, photos, and historical information for the Douglas Avenue Corridor."

APRIL 2021 CODE VIOLATION NEWS

Peter Wagner – Zoning Administrator

Helena Dowd – Zoning Technician

CASE COUNT

Since April 1, 28 new Code Violation Cases have been opened. Of these, three were found to be unsubstantiated. Five Notice of Violation letters were mailed. Inspections were done on 18 properties. There are 72 active cases.

The new complaints include 18 Property Maintenance Exterior, two Accessory Uses, two Building Code, one Parking, one Land Use and two for having elections signs displayed on private property for an election that took place more than seven days in the past, which is a violation of State Statute.



NONCOMPLAINT

Second notices were sent to two owners whose properties are noncompliant and who have failed to contact Department staff or take action to correct the violations. A vacant parcel on the east side of Foley Road south of 7 Mile Road has vehicles of a commercial nature parked on an agriculturally zoned property.



The property at 2927 4 Mile Road has an accumulation of commercial equipment and material stored outside.



Staff will prepare requests for citations to be issued.

A complaint was received stating there was dumping and burning activity on the vacant land at the corner of Highways 38 and 31, the site where a Culver's was originally proposed to be developed. Staff walked the whole site and found no trash or debris, or evidence of burning.



JUNK VEHICLES

Staff is coordinating with the PD for a sweep to identify junk motor vehicles for ticketing.

To: CDA members

From: Marketing Ideas Group (Kjell Erlandsson, Adam Emery, Martha Hutsick)

Re: Report for April 28, 2021 meeting

Progress on the "Spring Cleanup Week" Project

Exploration:

Over the course of the last month the marketing committee has taken a comprehensive look at ways of energizing "spring cleanup" in our community.

- Following last month's CDA meeting the concept of a flyer was proposed that would contain helpful information for people looking to dispose of garbage.
- Following the CDA meeting emails discussing "hot ticket" garbage items were circulated and the concept of a centralized garbage gathering event was proposed.
- The marketing committee met and discussed the possibilities of a "Spring Cleanup Week Event" providing centralized dumpsters, tire pickup, appliance recycling, etc.
- Following the ad hoc marketing committee meeting (Apr. 8th) discussions were had with local waste disposal companies as to what additional waste disposal assets could be provided to our community. The options were limited to fee-for-use dumpsters. Unfortunately, no blanket deal could be attempted as our commercial businesses are served on a private contract level by John's and others, so they would be removed from a larger pickup initiative, and our residential service is served with John's "arm collection" trucks and require forewarning should larger items need to be picked up.
- The Spring Cleanup Week Event was brought up with the CDABA at their monthly meeting. The group liked the idea of a spring community event, however logistical concerns were brought up regarding a "clean-up event". Apparently events such as this have been attempted in Racine and were quickly overwhelmed by too much trash, as well as individuals who attempted to deposit items fraudulently as they were not Racine residents.

Recommendation:

- We recommend discarding the concept of a Spring Cleanup Event and return to a simple postcard campaign that brings focus to "Caledonia Spring Cleanup Week".
- The postcard will have listings of local vendors who are able to handle hard-to-handle items such as appliances, tires, etc.

- We will provide a mockup of this postcard at the CDA meeting for review.
- However we also feel that we should continue exploring opportunities for a community event centered in the K-Mart parking lot on Douglas. Perhaps in conjunction with National Night Out in August which would give us a more appropriate timeline for pulling something together.

Progress on the Caledonia Brand Development Initiative

Exploration:

- In the interests of giving the CDA some visuals to work with, we've pulled together a simple Brand Standards Document to illustrate how we can tie our community together visually under one homogenized idea. In this example we use the word "Historic". That word alone is enough to create a design language that covers everything from font choices, to color palette, to architectural design and material decisions. As we move to being fully branded our "single idea" will be woven through the design fabric of EVERYTHING in Caledonia, from letterhead, to signage, to promotional copy, to our events themselves. It will be synonymous with how Caledonia is perceived.
- The point of this exercise is that we need to decide what SINGLE thing Caledonia is. Currently there has been talk of 3 or 4 different pillars that define Caledonia, our Agricultural Community, our Business Community, our Residential Community, etc. That's a long and complicated sale to a new business or developer looking to come in to the community. We need to be able to say, quite simply, "Welcome to Historic Caledonia" or similar, and let that simple central idea sell itself.

Recommendation:

- We determine which single central idea or term defines Caledonia.
- The CDA will have to agree on concepts related to any Brand Initiatives before we make recommendations to the Village Board or any other governmental bodies.

Ongoing Discussions within the Ad Hoc Marketing committee.

- We are currently reviewing the CLUE study
- Municipalities previously referenced by Lee Wishau
- Grants
- The Shorewood Story
- The Pleasant Prairie Project Update.
- Events, e.g. National Night Out