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**COMMUNITY DEVELOPMENT AUTHORITY (CDA) MEETING**

**Wednesday May 26, 2021 at 4:00 p.m.  
Caledonia Village Hall – 5043 Chester Lane**

**THIS WILL BE AN IN-PERSON MEETING**

1. Meeting called to order
2. Approval of Minutes from the April 28, 2021 meeting
3. Marketing Group Report- Adam, Kjell, Martha, Elsa
4. Conversation with Real Racine Exec. Director- Dave Blank
5. Blight Update- Pete
6. CDABA- Martha
7. Treasurer's Report- Kjell
8. Adjourn

Dated May 21, 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.



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**Community Development Authority (CDA) Meeting Minutes  
April 28, 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, Elsa Milaeger, Clint Wening

**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 March 24, 2021 meeting.**

Motion to approve minutes by Martin

Seconded by Kjell Gobis

Approved unanimously

**3) Caledonia Signage (Charles & 3 Mile)**

Elsa Milaeger provided an overview of the proposed project to provide Village welcomes signs at various entrances to the Village. The first entrance sign has been installed on the north side of the Village along STH 32 and County Line Road, by the power plant. The second proposed entrance sign will be located along 3 Mile Road and Charles Street. The design is similar to the first entrance sign. Clint Wening explained further details of how Payne & Dolan allowed for the future installation of a Village welcome sign. Adam Emery expressed concerns regarding consistency between sign design and village brand and suggested that any future sign be installed after a consistent Village brand is developed. Martha Hutsick expressed preference to install a welcome sign at Hwy 32 & 3 Mile Road. Discussion ensued about future entrance sign on STH 32 north of the quarry bridge along with modifications to the cyclone fencing.

**4) Caledonia Douglas Avenue Business Association**

Report by Martha Hutsick: The Caledonia Douglas Avenue Business Association met on zoom on April 13, 2021. Discussion included organizing a spring clean up along corridor and generating marketing ideas for the corridor.

**5) Brief Blight update**

Pete Wagner's Overview:

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

Key ongoing cases:

Received complaints on two parcels displaying political campaign signs. Staff notified the property owners and have since removed the signs. On Foley Road there is a vacant parcel with equipment and materials being stored. Staff is working with the property owner to clean up the parcel. The property located at 6212 STH 31 is pending in court. Peter Wagner informed the CDA that Culver's intends to raze the abandoned gas station on STH 32 starting in June.

## CDA Discussions:

Fran Martin asked about the firewood operation on the northwest corner of 5 Mile Road & STH 31. Peter Wagner explained the steps staff is doing to work with the property owner to cleanup the property and explain rules for home-based business. Staff will continue to monitor the property. Bill Streeter asked if the code enforcement group met yet. Peter Wagner responded that the group has not met yet but had a discussion with the Police Chief regarding the spring sweep and staff will be taking notes as to vehicles in the Village that may jink or inoperable. Bill Streeter asked the status regarding off street parking regulations. Peter Wagner responded that the proposed text amendment will be going before the L&L committee in May for consideration.

### **6) Spring Cleanup & Marketing:**

Adam Emery presented a draft mockup of a possible clean up event in the Village. CDA members discussed the details of operating an event. The CDA determined that there was not enough time to organize this event in the spring and that the event could be held in the fall. CDA members stated that money should be budgeted in 2022 for a spring cleanup event.

Adam Emery presented a draft concept of a Village brand. The branding would incorporate logo, type font, colors rules that should be followed by the organization. Adam explained the concept of historic Caledonia and the importance of consistent branding. Bill Streeter stated that welcome sign on Charles Street should not be installed until a brand standards document is adopted by the Village. Adam Emery agreed to draft a mock brand standard with letterhead and business cards for next meeting.

### **7) Grants Ad Hoc Committee:**

Bill Streeter asked for CDA volunteers to research grants that can be applied to Village projects. CDA members decided to postpone this task to a future date if members learn about possible available grants.

### **8) Strategic Planning**

Topic was deferred to a meeting when the CDA can meet in person. Bill Streeter stated he hoped that this task can begin later this fall.

### **9) Treasurers Report**

Erlandsson stated no spending by CDA this month.

### **10) May 26<sup>th</sup> CDA**

Bill Streeter proposed meeting in person for this meeting. CDA members agreed to meeting in person for the May 26<sup>th</sup> meeting.

### **11) Secretary Position**

Streeter explained the need for the CDA to have their own secretary to take minutes and asked the CDA members for a volunteer to take meeting minutes. Staff will provide a recording device to assist the future secretary. Dave Gobis volunteered to be CDA secretary.

### **12) Adjourn**

Adjourn 6:10 p.m.  
Motion to adjourn by Fran Martin  
Seconded by Jacob Lovdal  
Meeting adjourned

Respectfully submitted by:  
Peter Wagner, Development Director

DRAFT



To: CDA members

From: Marketing Ideas Group (Kjell Erlandsson, Adam Emery, Martha Hutsick, Elsa Milaeger, Fran Martin (Absent)

Re: Report for May 26, 2021 meeting

### **Progress on the Caledonia Brand Development Initiative**

#### Exploration:

- We have developed additional design mockups to help illustrate the benefits of homogenizing the multiple various logos used by Caledonia into a single unified logo and wordmark. We will be presenting these during the meeting.
- We have developed a new signage design that utilizes the same materials as the current signage design but has been modified to reflect our new unified logo design.
- We have created a document entitled "Steps Required to Successfully Brand Caledonia" which breaks down the consecutive steps required to launch a successful brand initiative for Caledonia.

#### Recommendation:

- The CDA should vote to either begin with step 1 on the "Steps Required to Successfully Brand Caledonia" document, or skip to step 12 and vote to utilize the Unified Logo Design prepared by Adam Emery
- If the CDA chooses to skip to step 12:
  1. We should vote to move to step 13 and recommend the design to be presented to the Village Board to be adopted as the only logo for use in Caledonia.
  2. We should vote to have the new unified signage design sent to Michael's for pricing.
  3. We should discuss the new Quarry Bridge wrap concept.

### **Ongoing Discussions within the Marketing Group.**

- We have arranged a meeting with Dave Blank who will be presenting at the beginning of the May CDA meeting.
- Events, e.g. National Night Out
- Quarry Bridge wrap concept.

**Attached Documents:**

1. Steps Required to Successfully Brand Caledonia - PDF Document
2. Letterhead, Biz Card, Logo Mockup for New Unified Caledonia Logo - PDF Document
3. Caledonia New Branding Signage Concept - PDF Document
4. Bridge Wrap Concept - JPG
5. Marketing Group Minutes - PDF Document



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## *Steps Required to Successfully Brand Caledonia*

1. Determine the messaging we require for Caledonia
2. Write up a design brief.
  1. Logo
  2. Website
  3. Letterhead/Biz Card/Collateral
  4. Signage
3. Establish a design budget (Roughly \$20k-\$40k)
4. Establish a short list of local and regional design firms.
5. Send inquiries to design firms with the design brief
6. Meet with 3 design firms, discuss budget. Potentially set up pitch meetings
7. Receive pitches.
8. Vote on choice of firm.
9. Pay design firm down payment and potentially retainer. (33-50%)
10. Await initial design mockups.
  1. Messaging
  2. Logo
  3. Website (using placeholder stock photography)
  4. Letterhead/Biz Card/Collateral
  5. Signage
11. Receive pitch for design approval.
12. CDA votes on design direction.
13. CDA recommends design direction to the Village Board
14. Village Board approves design.
15. CDA begins searching for someone to fill a Communications Manager role. (\$45k annually)
  1. Excellent writer, college education
  2. PR experience preferable
  3. Experienced with content management for WIX/Squarespace, a bonus, not required
  4. Experienced with Illustrator/Photoshop, a bonus, training providable
  5. Creative ideas and energy, highly social
16. Firm will prepare final signage designs and send to Michael's for a price quote
17. Firm will prepare multiple photo shoots to derive content for website and other materials.
18. Firm will integrate photography and graphic content into website as well as write copy for the website.
19. Signage files are approved.

20. Village Board approves design and passes resolution that all branded items must follow the brand guidelines established by firm in a brand guidelines document.
21. A repository of files is set up to contain current files for all collateral, logoing, and photography. This is the only place people draw templates from etc.
22. Business Cards, Letterhead, Envelopes are ordered. (\$5k-\$20k depending on scope)
23. Swag merchandise is ordered (\$5k)
24. Communications Manager role is filled, meeting is had with marketing committee and design firm to discuss handing over all content from design firm, placed it in file repository. Manager is given keys to the back-end of the website, is tasked with setting up social media pages utilizing content from firm.
25. Planning begins on "Countdown to a New Caledonia" event with Communications Manager working with the CDA/CDABA to build excitement for new brand launch. (\$10k + donations)
26. Business Cards, Letterhead, Envelopes are received.
27. Swag Merchandise is received
28. Final payment is provided to design firm.
29. "Countdown to a New Caledonia" is held to showcase new signage and community branding.
  1. Setup and Prep for event are discussed by Communications manager on social media in weeks leading up to ribbon cutting to help build awareness/attendance.
  2. Teaser invites are sent to targeted business owners
  3. Old website is skinned with "Countdown to a New Caledonia" splash imagery, utilizing old logoing, ticker
  4. Signage is revealed.
  5. New website is launched.
  6. Journal Times coverage, potential good morning Milwaukee news story.
  7. The party following the signage opening is attended by targeted business execs who receive swag bags full of Caledonia merch.
30. Communication Manager showcases the event with photo galleries on new website, ties in instagram stream of people with "#BrandNewCaledonia" hashtag on the website etc.





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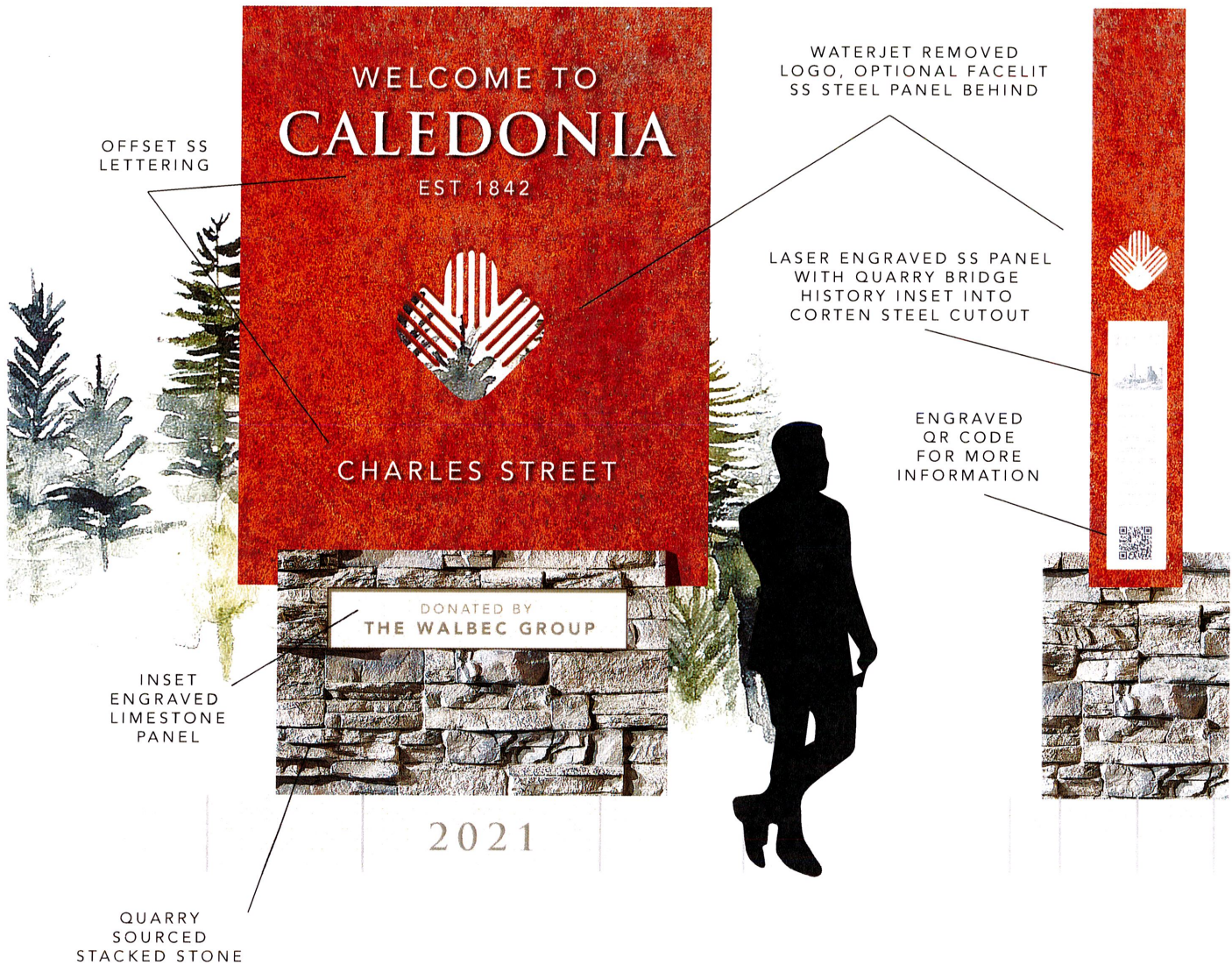
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**PETER WAGNER**  
*Development Director*

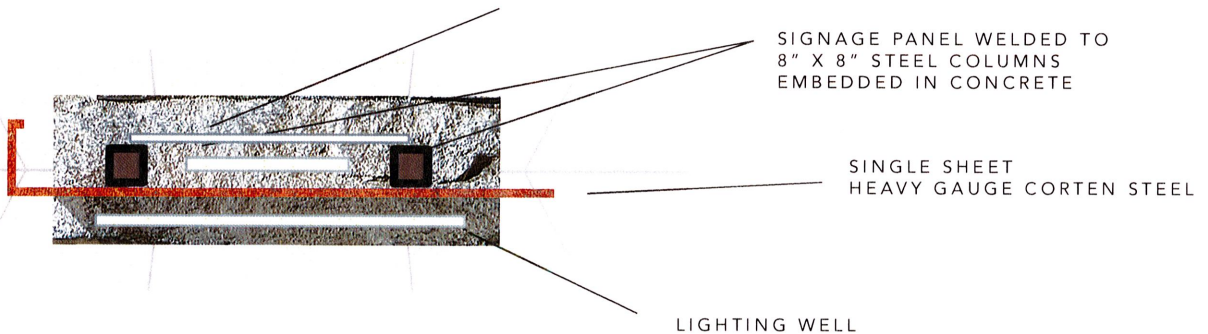
P: 262.835.6446 F: 262.835.2388  
E: PWAGNER@CALEDONIA-WI.GOV  
A: 5043 CHESTER LANE, RACINE, WI 53402

W: CALEDONIA-WI.GOV P: 262.835.4451 F: 262.835.2388 A: 5043 CHESTER LANE, RACINE, WI 53402





(OPTIONAL), ADD SS PLATE IN BACK BEHIND THISTLE CUTOUT, AND FACE LIGHT IT AT NIGHT.



## Caledonia New Branding Signage Concept











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## *Marketing Group Meeting 5.18.2021*

1. Begin with the offering of coffee and muffins.
2. Review Martha's branding research
  1. Dave Blank Meeting
  2. Pleasant Prairie Branding
  3. Oak Creek Branding
4. Laura Million's request for marketing materials.
  1. Caledonia Talent and Business
  2. Good Quality of Life
  3. Images/Photos from Caledonia
  4. People and Fun Activities such as Caledonia Conservancy Trails
  5. School, Assets
  6. Need Village of Caledonia to have Social Media - have village people do it, not outside consultant
  7. Define Goals, then do marketing efforts
  8. Caledonia Police Dept already has social media - Facebook
3. Discuss brand standards work prepared by Adam
  1. Review Brand Standards Doc
  2. Additions of
    1. Letterhead/Bizcard Design
    2. Charles Street Signage
    3. Quarry Bridge Wrap
4. Discuss Steps to Successfully Brand Caledonia Document
5. Discuss CDABA Needs
  1. Eat & Dine Brochure
  2. Facebook
  3. Sell Sheet Package/Folder
6. Discuss Need for a Marketing Committee with Budget to address hiring freelance and in-house production assets
  1. Steps to pitch this to CDA
1. Open Floor to additional discussion.
2. Conclude by making sure all muffins and coffee have been consumed.





**The Marketing Group would like to add these items to the CDA Meeting Agenda**

1. The Marketing Group would like to add an agenda item to discuss distilling the village's 4 various logos into one single logo that becomes our "official logo" and would be adopted for use on our letterhead, signage, website, and other marketing materials.
2. We would also like to introduce a document called "Steps Required to Successfully Brand Caledonia" to be discussed during our Marketing Report, and detailed under Recommendation under Progress on the Caledonia Brand Development Initiative.

### 7915 USH 41 - TRUCK REPAIR BUSINESS

Staff met with the owner of the truck repair business that has been in violation of the Conditional Use Permit for the property. The owner expressed his desire to complete whatever tasks are necessary to bring the site into compliance. Most of the trash and debris had been removed from the site and many of the inoperable vehicles are gone. Next site inspection June 15.



### 6034 DOUGLAS AVE - FIREWOOD BUSINESS

A Notice of Violation letter was sent to the owner of 6034 STH 31 advising her to cease operating a firewood business on the site. Staff had observed the operation had expanded, with tree limbs and trunks stacked along the north lot line from the front to the back of the property and possibly encroaching onto cemetery property. Staff spoke with the owner, who stated there is no business being operated on the site. Owner agreed to move the wood off the property line by June 30.



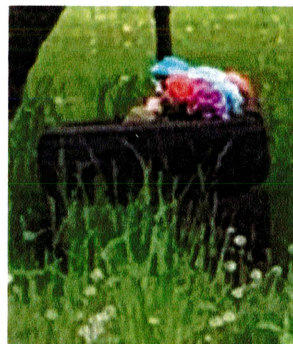
### 7931 DOUGLAS AVE – SHED WITHOUT A PERMIT

A letter was sent to the owner of the property on Douglas where several dump trucks have been observed to advise that a permit is required for a shed installed recently. Staff hopes the action will spur contact from the owner to open a dialogue about what uses and activities are permitted on the site.



### DEBRIS OR DECORATION?

The Village received an anonymous letter about several properties on Bell Road near USH 41. One of the complaints was about a stack of three tires in the driveway at 13620. The letter stated that when asked by a neighbor to remove the tires, the owner added the flowers. At a nearby property, staff observed tires being used as a decoration. No action has yet been taken on.



## Megan O'Brien

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**From:** Joslyn Hoeffert  
**Sent:** Wednesday, May 19, 2021 10:49 AM  
**To:** Megan O'Brien  
**Subject:** FW: My report from the CDABA to CDA for CDA meeting for Wed May 26,2021 at 4:00 p.m.

For the CDA

Joslyn Hoeffert  
Village Clerk

5043 Chester Lane, Racine, WI 53402  
Village Hall: 262-835-4451 | Direct 262-835-6414  
Email: [jhoeffert@caledonia-wi.gov](mailto:jhoeffert@caledonia-wi.gov)  
Website: [Caledonia-wi.gov](http://Caledonia-wi.gov)

Elected Officials and Members of Village Committees: In order to comply with Open Meetings requirements, please limit any reply to only the sender of this electronic communication. Please be aware that written communication, emails and faxes are generally considered open public records.

-----Original Message-----

From: Martha Hutsick <[marthahutsick@icloud.com](mailto:marthahutsick@icloud.com)>  
Sent: Wednesday, May 19, 2021 10:48 AM  
To: Joslyn Hoeffert <[jHoeffert@caledonia-wi.gov](mailto:jHoeffert@caledonia-wi.gov)>  
Subject: My report from the CDABA to CDA for CDA meeting for Wed May 26,2021 at 4:00 p.m.

"The Caledonia Douglas Avenue Business Association met on May 11, 2021, in person in the Caledonia Village Hall. We thanked Tom Christensen for his commitment and support over the years and wished him luck in his retirement.

Discussion included:

Brochures:

Dining guide, informational handout ,and flowerpot brochures need to be finalized and distributed ASAP.

Marketing ideas:

Breakfast, speakers, work with CDA, liaison from Racine section of Douglas Avenue Business Association.

Federal and State money:

come up with ideas

Lighthouse Run in Caledonia

Cory Sebastian gave us a handout. "