

COMMUNITY DEVELOPMENT AUTHORITY (CDA) MEETING
Wednesday June 23, 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 May 26, 2021 meeting
3. Branding/Marketing Group Report- Adam, Kjell, Elsa, Fran, Pete
4. Blight Update- Pete
5. CDABA- Adam
6. Budget priorities- CDA-2021-22 (preliminary budget discussion)
7. Treasurer's Report- Kjell
8. Adjourn

Dated June 18, 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.

Minutes

COMMUNITY DEVELOPMENT AUTHORITY (CDA) MEETING

Wednesday, May 26, 2021 at 4:00 p.m.

Caledonia Village Hall – 5043 Chester Lane

This was an in-person meeting

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

Guests, Peter Wagner, Martha Hutsick, Lee Wishau, Elsa Milaeger, and Dave Blank

- 1. Meeting called to order by Chairman William Streeter at 4:03**
- 2. Minutes of April 28, 2021 motion for approval by Fran Martin, second by Jake Lovdahl approved unanimously**
- 3. Marketing Group Report- Branding discussion lead by Adam Emery. Mr. Emery gave a PowerPoint presentation demonstrating the layout, lettering, and logo's of Caledonia's current "branding" material and compared it to a few other communities similarly situated. The preference of the committee is to keep the current logo but consider a color change to a "rust" color to create more prominence. In addition it would be desirable to make the various fonts currently in use uniform and with the logo to provide a brand specific identity through-out the village including all signage and letterhead. Marketing Group member Elsa Milaeger feels there needs to be consistency throughout the Village's related support materials. Trustee Fran Martin favors moving forward in a further exploratory fashion however she cautioned and was joined by Trustee Lee Wishau that no current budget exists to accommodate any changes and that in the future budgets may continue to be constrained by pandemic related income loss and expense thus it may be sometime before a branding effort could be undertaken. Fran Martin queried Pete Wagner on use of forthcoming COVID funds for this purpose. Mr. Wagner said no guidance for disbursement has been set. Chairman Streeter asked Fran Martin if it would be appropriate to ask the Village Board for a review and initial response on potential adaptation. Fran Martin motioned and Jake Lovdahl seconded a motion to forward the brand concept to the Village Board of Trustee's for consideration, passed unanimously**
- 4. Real Racine, Conversation and commentary with Dave Blank, Exec. Dir. – Mr. Blank spoke in support of the Marketing Groups efforts. He provided CDA members with copies of materials developed by Real Racine in their branding efforts. He suggested we target our marketing efforts either North to Milwaukee or South to Chicago but a target selection is needed for the most favorable return on investment. He feels Caledonia does not have an adequate presence off the I-94 corridor. Mr. Blank commented that Caledonia has much to offer and need's to more positively present our desirable attributes. He states that using social media has made a far greater beneficial (cost/benefit) impact than he ever would have imagined. Adam Emery suggested hiring a dedicated promoter for the Village such as the Board of Real Racine did at an appropriate point in time.**

Marketing Group Report

Please record this report for the upcoming CDA meeting;

To: CDA members

From: Marketing Group (Fran Martin, Kjell Erlandsson, Adam Emery, Elsa Milaeger, and new member Cory Sebastian)

Re: Report for June 23rd, 2021 meeting

News

- The Marketing Group did not meet this past month in an official capacity as we await word on the Village Board's decision regarding our Caledonia Brand Development Initiative. However, a number of working meetings were held.
 - Discussions with Kjell Erlandsson regarding our marketing budget for 2022
 - Discussions with Elsa Milaeger and Cory Sebastian regarding development of a Race Day event for Douglas Avenue following the Lighthouse Run on July 31st
- We are also incredibly pleased to announce that Cory Sebastian has agreed to join our Marketing Group. Cory is, of course, synonymous with Sebastian's Restaurant, is a member of the CDABA, is involved with numerous philanthropic fund-raising organizations throughout Racine and Racine County, and is heavily involved with fund-raising and event management within those organizations. She is currently coordinating sponsorship for the Lighthouse Run here in Caledonia and working with our Marketing Group to develop new opportunities for Douglas Avenue businesses on Race Day.

Progress on the Caledonia Brand Development Initiative

- In our meeting dated May 26th, the CDA voted to skip to step 12 on the "Steps Required to Successfully Brand Caledonia" document (attached and updated) and voted to utilize the Unified Logo Design prepared by Adam Emery.
- This has moved us along to step 13, which is to present the new design direction to the Village Board.
- We currently awaiting inclusion on the Village Board's agenda.
- While we await a decision, Pete Wagner and Joslyn Hoeffert are preparing a list of all documents and locations that currently feature Caledonia branding.

Progress on establishing a Caledonia Marketing Budget for 2022.

Currently, we put roughly \$40,000 into the RCEDC and Real Racine in hopes that as part of a collective county-wide marketing effort we will see "a rising tide lift all boats". However, as we discussed in our last meeting, Caledonia is far removed geographically from the Northern Illinois business and residential communities that both Real Racine and the RCEDC focus their marketing efforts on. And downtown Racine is certainly, and justifiably, where they both apply the majority of their attention. We believe that Caledonia should invest in its own marketing efforts at least as much as it invests in the county's, focusing every dollar of this budget on establishing a powerful and unique regional presence for our village, while simultaneously establishing exciting new local events and a digital media presence that delights, unites, and allows us to communicate quickly with our residents and businesses.

As such we'd like to request Caledonia establish a marketing budget of \$40,000 for 2022, matching what is being paid to RCEDC. And with that we'd like to see all marketing dollars, spent both internally and externally, held accountable with metrics so we can assess where our marketing dollars are best being spent.

Our marketing group's primary marketing, event, and tourism goals for 2022 and beyond will be to implement as many of the following as we can with the resources available to us:

- Events
 - The Douglas Avenue Block Party; a signature all-day event for Caledonians that takes place in the K-Mart parking lot.
 - Trolley Nights, where rented Buses or Trolleys carry residents and visitors on a loop up and down Douglas Ave for bar/food crawls with parking organized in the K-Mart Parking lot.
 - The National Night Out, celebrating our police community while establishing stronger community ties with them.
 - A "Battle of the Badges" sporting event between our civil workers - police, fire, and perhaps expanded to our parks and maintenance crew.
- Digital Media Development
 - A vastly expanded social media presence with a plan for 5k viewers (20% of our population, roughly 4 times what we have now in the first year) - This will give us the ability to have immediate communications with a larger cross section of Caledonia's citizenry, as well as foster more esprit d'corps for the Village as a whole, which is currently something that's fragmented. We will also leverage these platforms to have our citizenry and tourists develop as much content as possible, vastly expanding our content creation capabilities.
 - Youtube
 - Instagram
 - Facebook
 - A new promotional, not governmental, website for Caledonia
 - Business Promotional content
 - Residential and Lifestyle content
- Content Development
 -
 - Video Content Development

- Photographic Content Development
 - Promotional Copy Development
- Print Collateral Material
 - A beautiful custom printed folio that can be filled with Caledonia-focused sell sheets, laser-printed in house, which could be used for pitches to new business, both commercial and industrial, as well as could be used for a residential “Caledonia Lifestyle” packet to be distributed by realtors and at events.
 - A tourism map for Douglas Avenue businesses
 - A tourism map of the Conservancy

Attached Documents:

1. Steps Required to Successfully Brand Caledonia - Revised - PDF Document



THE VILLAGE OF
CALEDONIA
EST 1842

Steps Required to Successfully Brand Caledonia

Updated: June 18th, 2021

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 the proposed design direction, empowers the CDA to manage ongoing development of branded materiel going forward. If not, we return to step 1.
15. ~~(Removed per Kathy Kasper due to budgetary constraints)~~
~~-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. Ad Hoc Marketing Group Firm will prepare final signage designs and send to Michael's for a price quote
17. Ad Hoc Marketing Group Firm will prepare multiple photo shoots to derive content for website and other materials.

18. Ad Hoc Marketing Group Firm will integrate photography and graphic content into website as well as write copy for the website.
19. Signage files are approved by CDA.
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) Digital Letterhead templates are provided to Village Staff and placed in file repository.
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.



COMMUNITY DEVELOPMENT AUTHORITY

Description: Listing of various Village materials, software, equipment, and other items that will be impacted by a change in branding.

Background: The CDA directed staff to draft a list of items or materials that would be impacted by any change in Village branding. Working with the Clerks office, staff has prepared the following list of items that do not necessarily encompass all that may be impacted by changes in the Village's logo, colors, or fonts, but rather a list of items that will be impacted by a branding change. These changes will have a fiscal impact that will need to be addressed as part of any re-branding effort taken on by the Village.

Staff contacted the City of Oak Creek as they have recently changed their logo and branding materials. Included in the list are items identified by the City of Oak Creek. Many of their items coincided with items identified by staff.

- Logos on Village Vehicles
- Existing marketing materials (i.e. banners, brochures, etc.)
- Employee uniforms or branded clothing
- Department permit applications, forms, permits, letterhead, agendas, invoices, business cards, envelopes
- Checks and/or credit cards
- Email
- Webpage
- Social media
- Water towers
- Software programs such as Casselle, NeoGov, Microsoft, and MyViewPoint
- Building signs (internally & externally) and rugs

FOLEY ROAD @ 7 MILE ROAD

Trustee Wishau submitted recent pictures from two vacant parcels near Foley Road and 7 Mile Road where trailers, vehicles and commercial lawn equipment were parked in violation of code.

Staff had sent two notices of violation to William Valadez, the owner of the Foley Road parcel. Staff phoned him and advised a citation would be issued since he had failed to take action to bring the property in compliance. He had in fact added two trailers and an accumulation of wooden pallets and building materials to the site. The owner was uncooperative, so staff requested the ticket be issued. Two days later, staff observed that all unauthorized items had been removed from the site except the portable toilet. The request to issue a citation was canceled and a letter has been sent ordering the owner to remove the toilet.



The owners of the vacant parcel east of there on 7 Mile Road had received a Right-of-Way Access permit and installed a driveway on the property. Wishau's pictures show the site is being used to store trailers, vehicles, equipment and materials. Two notices of violation were sent to the owner. Engineering staff advised the owner is planning to build a pole barn on the property.



10547 CADDY LANE

Neighbors complained about junk and debris at the residence. Staff observed the backyard is full of shrubs and small trees with dozens of plastic containers intertwined among the branches, and other debris. A notice of violation was sent in April and the owner contacted staff stating he had started cleaning up the property. Staff visited the site on June 4. The owner was filling a second dumpster with debris. He opened a gate to show staff the side of the house, where there was a large amount of debris not visible from the road. Staff will continue to check on progress at the site.



5541 WILLOWVIEW ROAD

Neighbors complained about this treehouse that was built too close to the lot line and appears to be greater than 17 feet tall. Staff sent a letter advising to owner to remove the structure. The owner visited Village Hall and stated he will comply.



CDABA Report

Please record this report for the upcoming CDA meeting;

To: CDA members

From: Adam Emery

Re: CDABA meeting held on June 8th

Current Projects under discussion on the CDABA

- Eat and Drink Guide
 - We are pursuing creating a larger and more colorful solution for our "eat and drink guide" utilizing a "pocket map" format. (Please see attached image for reference.) These will be distributed to businesses along the Douglas Ave corridor.
 - We have received quotes for printing 5000, 13" x 11" fold out color maps, both sides, roughly \$2500 total
- The Lighthouse Run
 - Working in conjunction with Cory Sebastian, the YMCA, Elsa Milaeger and myself, we've explored some exciting opportunities to promote Caledonia to the thousands of runners and their supporters who will be descending on Caledonia for the July 31st Lighthouse Run. The objective being to provide these runner with an exciting post-run event that would encourage them to stay in the area immediately after the run.
 - We have come up with the idea of "Douglas Ave RACE DAY VIP PASS" wristbands (See attached image) distributed with the runner's numbers. Each wristband will entitle a runner, or bearer, to freebies at 10 different dining/eating establishments up and down Douglas Ave, or as we're referring to the street for the event, "The Doug". Should you get all 10 freebies, noted by punches on your wristband, you will have "Done the Doug" and we will be encouraging the #DoTheDoug hashtag throughout the event.
 - Cost of printing the VIP passes range from \$200-\$300 for the event which will be covered by the Douglas Ave sponsors
 - The domain dothedoug.com has been purchased for use on a a mini website which is where the QR code on the bracelet will send people to find out about the freebies. (Thank you Kevin Milaeger for the excellent suggestion of including a QR code.)
 - Buses are being secured by the YMCA to shuttle people from parking at KMART to drop off points at each sponsor location. The will loop up and down the street for approximately 6-8 hours
 - Sponsorship dollars and freebies are actively being determined, and will be finalized by mid-july, with the dothedoug.com website launched shortly after.
 - Hashtag and Domain name are still under discussion.

- Facebook
 - The reskinning and rebranding of the Downtown on Douglas Facebook Group is still a work in progress.
 - There is discussion of should this be a CDA page promoting all of Caledonia, with the CDABA providing content.
 - There was concurrence that this was the most logical solution.
 - There was discussion of the benefits of targeted geographical marketing using social media advertising platforms.
 - There was no consensus on how it would be paid for.
 - There were discussions if it would be beneficial to look at establishing 501(c) status for the CDABA to allow for dollars to pass through the organization.
- Discussion of workflow and overlap between the CDA and CDABA.
 - As we have one marketing team and two organizations vying to use it, the question is how to prioritize workflow. There was discussion of whether or not it was feasible to hire a Communications Manager for the village and Kathy Kasper thought that was extremely unlikely given the Village's budgetary constraints, however she was willing to ask Joslyn Hoeffert if she could absorb some of the posting duties for social media.

Attached Documents:

1. Fold out Map image



Race Day VIP PASS





DOUGLAS AVENUE

RACE DAY VIP

1 2 3 4 5

#00THE000

DOUGLAS AVENUE

RACE DAY VIP

1 2 3 4 5 6 7 8 9 10

#00THE000



Joslyn Hoeffert

From: Martha Hutsick <marthahutsick@icloud.com>
Sent: Friday, June 18, 2021 11:08 AM
To: Joslyn Hoeffert
Cc: bill streeter
Subject: Report from the CDABA to the CDA for the June 23, 2021 Meeting at 4:00 for the CDA

Report from Martha Hutsick from the CDABA to the CDA for June 23,2021 Meeting at 4:00 for the CDA

"The CDABA met on June 8, 2021 in the Caledonia Village Hall (in person)

Discussion included: (no motions made)

Brochures

Reformat and upgrade our Food and Drink guide

Use current informational brochure and redo that one in the future

Distribute flower pot brochure

Marketing

Possibly a new name for the Caledonia section of Douglas Avenue

Adam and Elsa are working with CDA to market all of Caledonia

We need a website

Facebook

Adam and Elsa have been working on upgrading our Facebook presence

Suggestion that we contact SGT G and the Caledonia Police Dept and get them to promote our page.

Discussed the possibility of having a Caledonia staff person take over the Facebook page

Mentioned WIX platform or Square Space

Lighthouse Run

Discussed ways to get involved and to promote some of the restaurants on our corridor.

Suggestion included a bracelet with logos on it that entitle the wearer to a "free drink" or other things."

I will be making additional comments at the meeting outside of this report..

Respectfully submitted,

Martha Hutsick, liaison