



CDA Minutes

COMMUNITY DEVELOPMENT AUTHORITY (CDA) MEETING

Wednesday, June 23 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, Adam Emery & Jacob Lovdahl

Committee Members Absent: Fran Martin, Jim Dobbs

Guests, Peter Wagner, Martha Hutsick, Sue Rucker, and Diana Lesnjak

- 1. Meeting called to order by Chairman William Streeter at 4:03**
- 2. Minutes of May 26, 2021 motion for approval by Adam Emery, second by Jake Lovdahl approved unanimously**
- 3. Chairman Streeter opened the meeting by announcing that Adam Emery would now report on the CDABA activity to the CDA Board. He presented a Certificate of Appreciation to Martha for her years of service. Martha Hutsick objected to being replaced and prepared a written document outlining her objections which is attached to these minutes. Sue Rucker and Diana Lensjak spoke in support of her past work. Chairman Streeter pointed out that it is common to rotate appointed volunteers into various positions bringing in fresh perspective. He welcomed Martha's past input and hopes she continues to participate in the future.**
- 4. Branding Report- Adam Emery reported that with several ad hoc committee members not present he would not be offering a report. He did want to offer that he and Corey Sebastian have been working on promotion of Caledonia with the Lighthouse Run group. There was some discussion about funding the branding efforts. The Branding committee is likely going to submit a request in the CDA budgeting process for \$40,000.00 to begin the branding. It was pointed out the Board has not taken up the issue thus it may be premature to submit a budget request. Dave Gobis asked Pete Wagner what the Oak**

Creek rebranding cost. He said a rough guess was \$250,000 but they had a high signage cost due to street sign labeling.

5. **Blight Update with Pete Wagner-** Pete reports an ordinance is being drafted to require outside parking and vehicle storage to be on hard surface which will help in reducing to yard storage complaints. There is also a proposal being drafted to reduce storage building size relative to the acreage it is placed on. The work on existing complaints continues as staff becomes available.
6. **CDABA Report, Adam Emery-** Currently working on a Facebook page to support Douglas Ave. businesses. working on the Lighthouse Run promotion to create more awareness of Caledonia businesses. A parking issue may arise and Adam solicits comments and suggestions.
7. **Treasures Report-** Kjell Erlandsson reports no additional income or disbursements. He reminds the CDA that the budget proposal is due in August. Pete Wagner comments that it should include about \$18,000 for demolition of blighted property, and a to be determined amount for our current marketing efforts and floor pots. The Branding committee suggests \$40,000 for future branding efforts.
8. **CDA and Police Engagement Christopher Botsch Chief of Police** A post meeting a communication was received via email to Chairman Streeter. An abbreviation of the message is below.

Thanks for all of your work to help promote the Village of Caledonia. I think there is a ton of room for opportunity here. In fact, I had a conversation with Fran about a few ideas. I noticed in your upcoming meeting that you have the topic of National Night Out and other police/fire activities listed for discussion. I wanted you to be aware that community engagement is a focus of ours here at the PD. We were unable to do any community events last year due to COVID, but this year we are ramping up. Here is a list of the community engagement activities we have already completed and/or scheduled.

Community Care Day is scheduled for August 27, 2021 at Joint Park. This will be similar to National Night Out, but on a smaller scale and without the requirements and restrictions that are associated with NNO. In addition, it will be less resource intensive than NNO.

The Citizen's Police Academy is scheduled to begin September 8, 2021

As I stated above, we are ramping up our efforts as it relates to community engagement; however, we must always balance these events with the limited resources we have to coordinate them. Please keep us in the loop with any police related needs or desires.

Thanks again for all of your hard work on the CDA. **Christopher Botsch Chief of Police**

9. **Adjournment-** Motion to adjourn made by Dave Gobis and seconded by Adam Emery at 5:48 PM, passed unanimous
- 10 **Next meeting July 28, 2021 4PM Village Hall**

Submitted July 15, 2021 by **Dave Gobis**
Acting Secretary