

**COMMUNITY DEVELOPMENT AUTHORITY (CDA) MEETING**  
**Wednesday July 28, 2021 at 4:00 p.m.**  
**Caledonia Village Hall – 5043 Chester Lane**

1. Meeting Called To Order
2. Approval of Minutes From The June 23, 2021 Meeting
3. Blight Update- Pete
4. Branding/Marketing Group Update- Adam, Kjell, Elsa, Fran, Cory
5. CDABA Update And Lighthouse Run/Crawl- Adam
6. Budget Priorities- Continuing Budget Discussion
7. Treasurer's Report- Kjell
8. August CDA Meeting
9. Adjourn

Dated July 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.



# CDA Minutes

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## **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**

Date: June 23, 2021

To: Caledonia CDA Members, Kathy Kasper, CDABA

From: Martha Hutsick [marthahutsick@icloud.com](mailto:marthahutsick@icloud.com) *M.H.*

Re: Relationship between CDA and CDABA

The CDABA (Caledonia Douglas Avenue Business Association) in the past five and one half years has maintained and improved their relationship with the CDA (Community Development Authority) in the spirit of cooperation, communication, openness, transparency, honesty, and plain hard work in great part by me. In my previous verbal report, I discussed some of our cooperative initiatives and projects. This is how I operate on a daily basis and I bring these skills to any setting.

There is presently no delineation of roles and responsibilities or relationships between CDA, CDABA, and even the Village Board. I feel the CDABA is a private independent association of businesses joined together to discuss and solve issues. We communicate and cooperate with the Village through the CDA Committee of the Village. We ask periodically if there are any persons who want to assume the roles of liaison, President, or Secretary/ Treasurer of our organization. No one has ever volunteered.

In 2015, Bob Bradley, then Village President, asked me to organize the startup of what exists now as the CDABA. He appointed me liaison to the CDA in what can be found in the attached Village documents.

I have recently met with the Board of Directors of the CDABA and they are as puzzled, shocked and appalled as I am at the recent effort to remove me without notice or reason, from the liaison position from the CDABA to the CDA. I would have been happy to discuss with anyone the possibility of a shared responsibility with another person or any other options. My Board has the same cooperative viewpoint and operating procedures. The following are questions we have come up with:

1. Now that the CDABA has been an ongoing organization, shouldn't the Board of the CDABA have the responsibility for deciding who the liaison should be? (How organizations function)

2. Is the CDA legally in charge of the CDABA in its structure, personnel selection, and other functions and responsibilities of the operation of the CDABA?  
 If so, then the CDA needs to develop these Policies and Procedures, Bylaws, Guidelines, for operation between the 2 organizations and communicate them in writing to the CDABA.

3. The recent replacement of myself as liaison has been very painful, shocking, perplexing and unprofessional to me and the CDABA Board. The members of the CDA have grown to appreciate and trust me to advocate for them and the whole group successfully. I have built this trust as liaison over 5 years of volunteer service. Does the new person have the time,

background, experience, and training to function successfully. in the job description we have developed for our liaison position.?

4. Shouldn't the CDABA be consulted by the CDA on any possible changes in the relationship between the 2 groups and even asked for participation in this process?

5. What problems with my job performance has the CDA had? No one gave me or the Board any inkling that that were areas for change or improvement nor any performance evaluation.

6. Has anyone ever asked that I resign?

7. IS THIS A WAY TO TREAT VOLUNTEERS IN CALEDONIA?

8. Shouldn't problems be aired in a public meeting or at least between the 2 groups ? (Not in a personal phone call to my home)

9. One of my Board asked, "Can they fire me too?" Can they?

10. Could you put the notice of my firing in writing please?

After the last meeting of the CDA, Chairman of CDA, Bill Streeter, e-mailed me asking if he could have my home phone number. I gave it to him, assuming he would have it in case an important issue came up outside of meeting time. On Thursday, June 17, 2021, Bill phoned me and this was my transcribing of the conversation:

Bill "Martha, Thank you for your work as liaison to CDA. I am replacing you with Adam Emery"

Martha "Bill, I have been in politics over 50 years so you can tell me why you are replacing me with Adam"

Bill "UH, Because Adam has young, fresh ideas."

Martha "Is having young, fresh ideas a qualification for liaison? Isn't Adam a member of both CDA and CDABA where he can express his young, fresh ideas."

Bill "Yes, but you can still help out with the CDABA and you can still come to CDA meetings"

Martha "I may help with CDABA and I probably won't come to CDA meetings. I don't think you have the authority to replace me. Bob Bradley, Village President, originally appointed me. You need to check with Jim Dobbs, Fran and the rest of the Village Board"

*Martha Hutsick*

Martha Hutsick , Caledonia citizen and volunteer since 1972

Attachments are public records relating to the origination of the CDABA and liaison position through wonderful assistance of Joslyn Hoeffert.

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Marketing Group Report for the CDA

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**Please record this report for the upcoming CDA meeting;**

To: CDA members

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

Re: Report for June 28th, 2021 meeting  
Attending: Kjell Erlandsson, Fran Martin, Cory Sebastian, Elsa Milaeger, and Adam Emery

### **Marketing Group Meeting Held on June 28th**

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

- Awaiting inclusion of this item on the Village Board's agenda.
  - As it has now been two months since this has been postponed from the Village Board agenda, is there some process we could enact to have this re-added to the agenda?

#### **2. Content Creation for Caledonia**

- We have reached out to local community groups to discuss areas that are beautiful, make our residents think of this area as home, or that make Caledonia feel unique. We received the following answers:
  - The Caledonia Conservancy trails/land
  - [Renak-Polak Maple-Beech Woods State Natural Area!](#)
  - [Swan's Pumpkin Farm](#)
  - Root River
  - [River Bend Nature Center](#)
  - Klema feed store
  - A and W on hwy K
  - Pony Club
  - Eco Justice Center
  - Caledonia Historical Village on 5 mile and hwy 38
  - View of Lake M from Cliffside Park
  - A bicyclist riding on one of the county roads!
  - Franksville Craft Beer Garden located in the Caledonia-Mount Pleasant Memorial Park.

- The dog park on 38, especially the river!
- a canoe or kayak ride down the river
- Grazing horses.
- Golden Age Farm on Erie is very unique.
- Chapla Park the crooked little tree!
- Gorney Park!
- Linwood Park
- 1888 Schoolhouse.
- Baseball diamonds in Cliffside and/or Crawford Parks
- The sienna center
- Our beautiful trails!!
- Barn quilts!
- Lake Michigan
- Tabor Woods
- New Caledonia zoological park formerly JoDon's
- Our Police
- Our Firemen
- Prairie Pathways with ponds and farmland.
- The woods at the end of the block on Fireside Drive
- The pond in Aldebaran sub division, or any of the streets in October during color change
- Bike Trail east of 32 going south from County Line road, access from WE Energies driveway
- Trout Ponds!
- We believe we should begin creating a repository of photos and videos of these locations, starting in late summer and fall to be used for marketing efforts in 2022
- We have reached out to local artists, photographers, and videographers and discovered there is interest in establishing a "Design Group" willing to tackle content creation for the village at no cost.

### **3. Progress on establishing a Caledonia Marketing Budget for 2022.**

As Pete Wagner pointed out last month, we're currently providing Real Racine with approximately \$70,000 a year in revenue toward the state mandated aim of furthering tourism in our area. These dollars are generated through a room tax, mostly from Jellystone Park. We would like to see an accounting of how those dollars have been spent by Real Racine in pursuit of that mandate, say for the last 5 years, and specifically how those dollars have directly benefitted tourism in Caledonia during that time.

In addition, we'd like to see Caledonia establish its own marketing, media, and events budget in 2022 of \$35,000, just half of what is being given to Real Racine. With those dollars we would like to formalize our Caledonia Brand Initiative and print new collateral materials for the community, continue our efforts to develop local events here in Caledonia such as the "Caledonia Crawl", begin to develop new promotional web and social media resources and begin to extend these via targeted ads in Milwaukee, all with the intention of increasing Caledonia's name recognition in the region.

And most importantly, we will be developing metrics to assess the effectiveness of EVERY marketing dollar spent in Caledonia so that in future years we'll be able to make informed decisions as to which marketing initiatives are achieving results, and which are not.

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 the village makes available to us:

- Event Development, Promotion and Media Placement:
  - The Caledonia Crawl, pursue continuation and expansion of this event in 2022
  - The National Night Out, celebrating our police community while establishing stronger community ties with them.
- Print Collateral Development
  - Custom Printed Promotional Folders
  - Fold out Caledonia Eat n' Drink and Area Attraction Maps.
- 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 pride of place 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, non-governmental, website for Caledonia ([WelcomeToCaledonia.com](http://WelcomeToCaledonia.com))
    - Business Promotional content
    - Residential and Lifestyle content
- Digital Media Promotion and Advertising.
  - Begin targeted marketing in Milwaukee ASAP. We need to start generating brand recognition of the name Caledonia if we want people in Milwaukee to consider coming to our area to fill our new lakeside development. Currently, Caledonia is mostly unheard of in Milwaukee. This needs to be changed.
- Find New Freelance Developers to help develop the following on an a la carte basis: (Note: There have been discussions with several local designers, photographers, and videographers who might be interested in performing some of these tasks on a volunteer basis.)
  - Video Content Development
  - Photographic Content Development
  - Promotional Copy Development
  - Graphic Design Development



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CDABA Report  
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**Please record this report for the upcoming CDA meeting;**

To: CDA members

From: Adam Emery

Re: CDABA meeting held on July 13th  
Attending: Sue Brucker, Lori Jensen, Elsa Milaeger, Kevin Milaeger, Mike Scamarcia, Fran Martin, Martha Hutsick, Kathy Kaspar, Adam Emery

**1. Renaming the CDABA to the "Caledonia Business Association" and changing the organization's mission and scope.**

**Resolution:** This was passed at the CBA meeting. The CDABA is no longer the CDABA, it is now **"The Caledonia Business Association"** or CBA. And the scope of the organization will now encompass business in all of Caledonia, particularly expanding into Franksville.

**Ongoing Development:**

- The CBA is working on establishing a new mission statement and role: "The Caledonia Business Association connects, promotes, and advocates for local Caledonia businesses."
- The CBA will be pursuing 501(c)(6) status
- The CBA has begun discussing fundraising by establishing dues of \$100 per business per quarter, and perhaps other fundraising initiatives down the road.
- The CBA will continue to focus on accruing new member businesses and outreach to local business.
  - We are discussing communications platforms to allow us to share ideas with more ease and frequency than with our current one meeting a month solution.
  - We are discussing a business happy hour event once per quarter at alternating Caledonia business establishments.
  - We are discussing special incentives for new businesses to join.
    - A CBA gold member window sticker
      - Logoing under development
    - A CBA gold card, entitling member businesses to a 10% discount at other member businesses.
    - Quarterly Business Happy Hours at rotating business locations.
  - We are discussing removing the "Pot Program" from our budget and oversight.

- We would like to see the pot program shifted under CDA management so that the CDA can begin to develop a beautification role to dovetail with its current blight removal mandate.
- We are discussing if the pots that are currently on Douglas should be spread out equidistantly down the street. This would accomplish a number of objectives:
  - It would cap the number of pots in the pot program
  - It would give us a knowable fixed budget for the pots in the pot program
  - It would beautify the entire street rather than just a handful of scattered businesses.
  - We could potentially incorporate seasonal signage into the pots to create a beautiful colonnade of "informative" floral arrangements, thus adding beauty and function to a street which has no civic landscaping or signage.
  -

## 2. Douglas Avenue Race Day is now the The Caledonia Crawl

**Resolution: The event is taking place from 10am-5pm on July 31st, concurrent with and immediately following the Lighthouse Run.**

- We have renamed "The Douglas Ave Race Day", "The Caledonia Crawl", to begin the utilization of the word "Caledonia" in local events and to begin projecting the name Caledonia to people out of the area. (See Attachment 1)
- The event is taking place on July 31st from 10am - 5pm.
- We have chartered 3 buses that will be running a loop from the parking lot at Olympia Brown to 2 alternate parking areas and 10 different locations up and down Douglas Ave.
  - Each bus will pick up anyone at any of the 12 "Caledonia Crawl" bus stops and deposit them at any other "Caledonia Crawl" bus stop. There is no fee. The buses have been paid for by the YMCA with private sponsorship.
  - The buses will loop on the following loop: (See Attachment 2)
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Stop No.	Destination	Time to Next Stop	Boarding Time	VIP Freebie
Start/Finish 1	Olympia Brown (Parking)	4m 0s	0m 30s	-
2	Soup Shanty	0m 30s	0m 15s	?
3	Hickory Hall (Parking)	3m 0s	0m 30s	-
4	Milaeger's Farmer's Market	-	0m 30s	Free 9 oz sidecar Beer of choice with Bloody Mary
5	Rendevous Café	1m 0s	-	2 Free Macarons
6	Buca's	5m 0s	0m 15s	1 Free shot of Fireball
7	Mosquito Inn	3m 0s	0m 15s	?

8	Douglas Diner	-	0m 15s	1 Free 2 Egg Breakfast
9	Paparazzi	4m 0s	-	?
10	Mocha Lisa Coffee	0m 48s	0m 15s	1 Free Small Gourmet Coffee
11	Buddy's/Mulligans	0m 58s	0m 15s	1 Free Round of Mini Golf
12	Sebastian's	4m 0s	0m 15s	?

**Route Time**

**Drive Time**

**26m 16s**

3m 15s

**Total Route Time**

**29m 31s**

**Average Passenger Wait Time w/ 3 buses**

**9m 50s**

- Each business above is working out special VIP Freebies that will be given to anyone with a VIP pass - Attached. Freebies are detailed above. More to follow.
- A VIP Pass (See Attachment 2) will be given to each of the Lighthouse Run runners in hopes that after the run they will spend the day with us and experience the food and drinks scene that Caledonia has to offer.
  - 750 have been ordered and will be delivered Thursday, July 29th. They will then be added to the "race bags" of Lighthouse Runners prior to the run.
- 2 stages will be set up and have received event permits for the day.
  - The US Cellular Stage at Milaegers will be featuring:
    - Cork N' Classics playing from 10am - 12am
    - Bascom Hill playing from 12pm - 2pm (See Attachment 3)
  - The D.W.Davies Stage at Buddys will be featuring:
    - Gary Ricchio from 1pm-3pm
    - Bullfrog from 3pm-5pm
- A facebook page has been set up for the event at [www.facebook.com/caledoniacrawl](http://www.facebook.com/caledoniacrawl)
  - It currently has been broadcast to 20,000 people in Milwaukee, Racine, and Caledonia, with 2,500 clicks, and 200 new page likes.
- A website has been set up for the event at [www.caledoniacrawl.com](http://www.caledoniacrawl.com) (See Attachment 4)
- 12 4'x8' Bus Stop Signs have been ordered. They will be put at the designated bus stopping locations along the route on Friday July 30th and removed August 1st.

**3. Ongoing Collateral and Web branding efforts.**

- Facebook Page "Downtown on Douglas" Rebranding Concepts
  - **Resolution:** We are still working on our final naming strategy. We will begin this rebranding effort in September
  
- The Eat and Drink Guide

- **Resolution:** We will postpone this until next year as local business is still struggling to keep up with existing business, let alone an influx of new business.

#### 4. Budgeting Discussion

- We would like to have \$5,000 allocated to the CBA from the CDA for printing business-related collateral material for Caledonia.
  - \$2500 will be allocated for printing 2000 fold-out maps for the Caledonia Eat N' Drink Guide in 2022. These will be distributed at area establishments to tourists. (See attachment 4.)
  - \$2500 will be allocated for printing custom Caledonia branded folders which we will fill with custom-printed sell sheets, information packets, and information. (See Attachment 5.)
    - The CBA will raise funds for printing the sell sheets and materiel to be distributed in these folders.
    - All design work and print direction will be funded and handled by the CBA.

#### 5. Attachments

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Attachment 1 - Renaming/Brand Development  
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*The Caledonia*  
**CRAWL** '21

MUSIC, FOOD, BUSES & BOOZE  
JULY 31ST 10AM - 5PM



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Attachment 2 - Caledonia Crawl VIP passes.

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FRONT



BACK





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Attachment 3 - Bascom Hill Promo





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**The Caledonia CRAWL '21**  
JULY 31, 10-5  
MUSIC, FOOD, BUSES & BOOZE

**BULLFROG**  
3PM-5PM, JULY 31ST  
D.W. DAVIES STAGE at Buddy's EST 2017 SPORTS GRILL

**JOIN US ON JULY 31ST  
FOR OUR FIRST ANNUAL  
CALEDONIA CRAWL**

The Caledonia Crawl is something new for Caledonia. It's a chance to come out and experience all we have to offer without having to worry about driving. It's a way for 4 friends, or 10 friends, or 50 friends to all stay together and crawl their way to some of our favorite local bars, restaurants and biergartens. And with 4 bands playing on 2 stages, it's gonna be a party for everyone.

Best of all, the parking, the buses, the music - are all FREE.

So come to any one of our 3 parking locations, hop on the bus, and we'll see you there!

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Attachment 5 - Caledonia Eat N' Drink Fold Out Map (SAMPLE)

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Attachment 6 - Custom Printed "Welcome Wagon" Folders



WELCOME TO  
**CALEDONIA**  
*Visitor's Guide*

WELCOME TO  
**CALEDONIA**  
*Visitor's Guide*

CALEDONIA  
RACINE CO.  
Township - North Branch of the River of St. Charles  
South Branch of the River

THE VILLAGE OF  
**CALEDONIA**  
EST 1842

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