



CDA Minutes

COMMUNITY DEVELOPMENT AUTHORITY (CDA) MEETING

**Wednesday, July 28, 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, Adam Emery & Jacob Lovdahl

Committee Members Absent: Fran Martin, Jim Dobbs

Guests, Peter Wagner

- 1. Meeting called to order by Chairman William Streeter at 4:06**
- 2. Minutes of June 23, 2021 motion for approval by Dave Gobis, second by Kjell Erlandsson, approved unanimously**
- 3. Blight Update. Pete Wagner provided an update on the property at 6121 Hwy 31 and the property at 41 and Seven Mile. Numerous complaints are in various stages of being addressed within legal and available staffing limitations. Work continues on accessory building/property size and parking ordinances’.**
- 4. Branding Report- Adam Emery expressed concern that there was no exposure from Real Racine on the Lighthouse Run and no interest in promoting the Caledonia Crawl aspect which was promoted entirely by the CDABA. In his research he only finds two mentions of Caledonia in the past year and those were on the Franksville Beer Garden. Caledonia contributes approximately \$70,000 a year to Real Racine but we get very little in return. As State statues require that hotel tax be spent on Tourism he feels it may be time to look at the possibility of bringing that aspect in house. There was general agreement and further discussion will ensue**

5. **CDABA Report, Adam Emery-** The CDABA is breaking off the association with the CDA and henceforth wishes to be known as the Caledonia Business Association (CBA). They are in the process of forming a 501 (C)(6) Corporation. This would be a membership dues organization with the intention of expanding its programs to all business in Caledonia. Full details are attached to these minutes.

**** NOTE **** for those not familiar with the purpose of a 501(c)(6) it is defined as the following:

Reg. 1.501(c)(6)-1 defines a business league as an association of persons having a common business interest, whose purpose is to promote the common business interest and not to engage in a regular business of a kind ordinarily carried on for profit. Its activities are directed to the improvement of business conditions of one or more lines of business rather than the performance of particular services for individual persons.

The CBA wishes to keep the flower pot program for which Elsa Mileagers will be submitting a budget request to the CDA. They may choose to expand the program. Additionally, the CBA is requesting \$5,000 noted as follows:

- 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
- . Attachments
 - The CBA will raise funds for printing the sell sheets and material to be distributed in these folders.
 - All design work and print direction will be funded and handled by the CBA.

6. **Treasures Report-** Kjell Erlandsson reports no additional income or disbursements. He again reminds the CDA and CBA that the budget proposal is due in August. Pete Wagner again reminded that it should include about \$18,000 for demolition of blighted property; CBA is to determine the amount for flower pots. The Branding committee suggests \$40,000 for future branding efforts which will also require a breakdown.

7. **Adjournment-** Motion to adjourn made by Jake Lovdahl and seconded by Adam Emery at 6:108 PM, passed unanimous

10 **Next meeting August 25, 2021 4PM Village Hall**

**Submitted August 19, 2021, 1 by Dave Gobis
Secretary**