



CDA Minutes

COMMUNITY DEVELOPMENT AUTHORITY (CDA) MEETING
Wednesday, September 22, 2021 scheduled for 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, Fran Martin, Jim Dobbs

Committee Members Absent: Jake Lovdahl

Guests: Peter Wagner, Lee Wishau, Elsa Mileager, Scott Simonson

- 1. Meeting called to order by Chairman William Streeter at 4:00**
- 2. Minutes of August 25, 2021 motion for approval by Fran Martin, second by Kjell Erlandsson, approved unanimously**
- 3. Branding/Marketing update- Elsa Mileager reporting for sub-committee. Had not been brought up to speed prior to meeting. Village Board has still not had any discussion. The overall desire is for uniformity. Elsa feels a dedicated person is needed to drive the branding issue. Trustee Wishau feels the amount of time devoted to this issue is excessive for the committee and implementation outside the abilities of the group. There was general consensus that with the change in make-up of the group we would await further guidance from the Village Board. There was discussion on the Payne and Dolan sign which has been awaiting guidance from the Branding Committee. As that is not likely in the near future Gobis motioned the format of the WE Hwy 32 sign be adopted and move forward. Motion seconded by Fran Martin, passed.**
- 4. REAL Racine- Fran drafted a letter and presented it for discussion. There was general agreement with the content. She will forward to Dave Blank and request his attendance at our next meeting.**

