

COMMUNITY DEVELOPMENT AUTHORITY (CDA) MEETING

**Wednesday March 23, 2022 at 4:00 p.m.
Caledonia Village Hall – 5043 Chester Lane**

THIS WILL AN IN-PERSON MEETING

- 1) Meeting Called to Order
- 2) Approval of Minutes from February 23, 2022 Meeting
- 3) Blight Enforcement Update- Pete
- 4) Conversation with Jenny Trick, Executive Director of RCEDC
- 5) Caledonia Identity branding/marketing report- Lee W., David H., Jacob, Elsa
- 6) Check list for residential/commercial development- Lee W.
- 7) Treasurer's Report- Marla
- 8) Communication and New Business
- 9) Adjourn

Dated March 18, 2022

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.

Caledonia Development Authority Minutes

February 23, 2022 Zoom Meeting

Attending: William Streeter; Fran Martin; Dave Gobis; Dave Haertle; Jake Lovdahl
Absent: Marla Wishau
Others: Elsa Milaeger; Lee Wishau; Joslyn Hoeffert; Kathy Kasper; Ken Mitchell; Cari Greving

1. Meeting called to order 4:00 p.m.
2. Approval of minutes from January 26, 2022. Motion made by Fran Martin; Seconded by Jake Lovdahl. Motion carried unanimously.
3. Discussion with Cari, Tourism Manager for Mt. Pleasant and has oversight of the Mt. Pleasant Tourism Commission. Currently 3 Real Racine employees are more recent hires and the Real Racine Board reached out to Cari to help “keep the wheels on” while they are operating without a Manager, Dave Blank, who recently retired. Fran said she is concerned our tourism dollars are not being used at all to promote Caledonia. Right now, there are no events scheduled but marketing is still happening. There has not been any movement toward hiring another Executive Director.

According to the MP Village Attorney, Caledonia could draw up a contract “hiring” the services of Cari to promote only Caledonia. Caledonia might need to create a three member commission that would have oversight of the Caledonia revenues sent to Mt. Pleasant for events and marketing. The tourism dollars given to Mt Pleasant for Caledonia tourism would be held separately and used exclusively for Caledonia promotion. Cari would make sure everything was transparent.

Fran thought that promotion of events at the new County Franksville Park (formally the Joint Park) would be great for Caledonia local businesses. Cari could do things like a “full on” promotion of just the businesses in the area of events, be it Franksville Park, Cliffside, or whatever. She was open to spend Caledonia tourism revenues on any business promotion we would desire.

However, Cari stated that with promotion, exactly where the patrons spend time and money is not tracked. But she can push what Caledonia would like. She gave the example of the ease to which Milaegers can be promoted in both Caledonia and Mt. Pleasant, because it is different and interesting to people new to the area.

What will happen with Real Racine is not known as of this date. Our withdrawal from Real Racine will affect what will be done with the Executive Director position; the same is true if the City of Burlington ends their contract. Jeff Van Lysa is currently chairing the board of Real Racine (runs Hampton Inn in Burlington). Fran thinks our current contract, which started in 1983 before we were a Village, has a provision where we could terminate the contract with 6 months notice. Kathy recommended breaking the contract now and reviewing our options and if we wish to go back with Real Racine, we could renew the contract. Kathy said we just paid the end of the year obligation, so now would be a good time to make that break.

Kathy thought RCEDC offered options to the visitor’s bureau. They have offered Real Racine to be an arm of their business umbrella. They would be managed under RCEDC, but their own entity. Cari thought this was a very good option as RCEDC has a great reputation and a good manager in Jenni Trick. This is the way Real Racine was leaning before the Executive Director retired, so Cari was surprised they have not made this move already. With a restructure under RCEDC, they would have a committee she would like to be on, using more of a county wide “group collaborative” that we are far away from now. Kathy thought this was also a great idea, and their goals (RCEDC and Real Racine) dovetail. Cari said Kelly from City of Racine runs events for the City and

she will be running events for Mt. Pleasant, would allow Real Racine to concentrate on everything else, attract business, recruitment, tourism. Bill agreed with Kathy and Cari about the separation of events from general business / tourism promotion.

Real Racine will be meeting tomorrow (4:00 p.m.). It wise to let them know the Village is discussing future marketing and event promotions, and the option of ending the current contract is something they should be aware of as being reviewed. Kathy suggested a recommendation to the board because our committee does not have the authority to make any changes, but it is in Caledonia's best interest to wait to see what options are the most sensible for the Village with all these changes. Dave G. and Dave H. think we should make a recommendation to the Board to look into our options. Lee suggested meeting with Jenni Trick about what they are thinking about. Jake spoke with Laura Million yesterday. Her contention is they rely on the Village to get the materials and information of things we want to get "out there"

Bill Streeter thinks we should recommend that the marketing of the Village should be investigated. CDA would be willing to do this and bring in Jenni Trick for the next meeting. This would allow all avenues to be investigated before any changes are made. Cari also pointed out if Real Racine does not want to be an arm of RCEDC, the issue is mute. RCEDC would remain focusing on economic development only.

4. Updates on Caledonia Payne and Dolan Sign: Elsa said the base is installed and the sign is coming from Michaels within the next 2 weeks.
5. Blight enforcement – Report issued from Pete and Helena. There is a new parking ordinance that will clearly detail what is allowed on suburban lots and will be easy to enforce. We are moving along on other blight issues, as detailed in the report in packet.
6. Business Directory Update – Joslyn. The link from Elsa will be shared with the Village's website and will serve as the "keeper" of the business directory. Joslyn can assist the Caledonia Business Association / Elsa with business lists. Elsa wanted to know how to consider home based businesses; Joslyn said it should be up to CBA. Elsa said they would look at it on a business by business basis. Ken suggested not using addresses for home-based business. Joslyn will have the link under the same area, Business, on the Caledonia website.
7. Caledonia Identity-Branding-Marketing – Meeting scheduled next Tuesday 4:00 at Village Conference Room.
8. Residential / Commercial Development – Joslyn and Erika looked for prior information from years ago, Lee was able to locate some of it on his files. Erika is updating some of the information found and they are working on getting it on the website. Hopefully for the next meeting there will be something to share. Joslyn will be at the next meeting to review the list and make improvements according to the CDA review.
9. Communication / New Business - Recommendation to the Board: Consideration for the most efficient and effective use of the room tax dollars and for taking such steps to effectuate that. Motion made by Fran Martin, seconded by Dave G. Motion carried unanimously.
10. Meeting Adjourned 5:35 p.m. Motion made by Fran Martin. Seconded by Dave Haertle. Motion carried unanimously.

Prepared by Marla L. Wishau



NEW OFF-STREET PARKING CODE

The Village has adopted an ordinance on residential parking restrictions. Previously, the Village enforced the parking restrictions of the Racine County Code. The new municipal code addresses the types of vehicles that are permitted to be parked on residential properties. Cars, vans and pickup trucks are permitted, whether for private, recreational or business uses. Commercial vehicles used by residents as transportation to and from their workplace are allowed, with restrictions on weight, height and length. All vehicles parked outside must be on an improved surface such as asphalt, concrete or compacted gravel.

Recreational vehicles are addressed. They must be parked at least 5 feet off rear and side lot lines, and, if in the front yard, they must be parked on an improved surface. There are size restrictions on RVs parked outside on parcels of less than 5 acres.

Outdoor parking of one semi-tractor or dump truck is permitted in residential districts if the parcel is greater than one acre and has direct access to a Class A Highway such as state highways 31 and 32. Outdoor parking of semi-trailers is prohibited.

One Notice of Violation on semis was mailed.

7009 NOVAK ROAD



Staff created an informational letter explaining the new rule about vehicles being parked on improved surfaces. The letter states that vehicles have been observed parked on unimproved surfaces at the property, and that if they are not moved (off the grass) in 30 days, a Notice of Violation will be sent. Four such letters have been mailed, including to the owners of the corner lots on **Charles and Johnson**, and to **James Gardener** at **6545 Douglas Avenue**.

CASE UPDATES

Seven new cases were opened since February 22.

Complaints were received about two properties on corner lots that have accumulations of both permitted and prohibited items. Neighbors are upset about how the properties look, but play equipment, outdoor furniture, out-of-season decorations, containers of firewood, fire pits, yard art and decorative planters are not violations. Notices of Violation were sent to both properties ordering the removal of items such as tires, pallets, household items, indoor furniture, building materials, scrap metal, equipment, brush piles and plastic bins used for indoor storage.

2318 BROADLEAF



5228 WILLOWVIEW



Calzette News

Issue 001

March
2022



Action At 6121 STH 31

Village staff, including the Zoning Administrator, Building Inspector, Engineer and several police officers converged on the property at 6121 STH 31 March 4 to execute a Special Inspection Warrant .

Story below

Violations Found at Problem Property

Caledonia, WI - Zoning Administrator for the Village, Peter Wagner, led the team of Village employees and police officers when they descended upon the property at 6121 STH 31 March 4 to obtain evidence of the numerous violations of Municipal Code that have existed on the property over the past two years.