

COMMUNITY DEVELOPMENT AUTHORITY (CDA) MEETING

Wednesday May 25, 2022 at 4:00 p.m.

Caledonia Village Hall – 5043 Chester Lane

- 1) Meeting Called to Order
- 2) Approval of Minutes from April 27, 2022 meeting
- 3) Conversation with Elaine Ekes, Esquire, concerning statutory enforcement of blight laws- Lt. Larsen if possible.
- 4) Caledonia-Real Racine relationship update- Jim D.
- 5) Caledonia Identity branding/marketing next steps- Lee W.
- 6) Check list-residential, commercial-update -Lee W.
- 7) Treasurer's Report- Marla W.
- 8) Communication and New Business
- 9) Adjourn

Dated May 20, 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.



CDA Minutes

COMMUNITY DEVELOPMENT AUTHORITY (CDA) MEETING

Wednesday April 27, 2022 at 4:00 p.m.

Caledonia Village Hall – 5043 Chester Lane

Committee Members Present: William Streeter, Dave Gobis, Fran Martin, Jim Dobbs, Jacob Lovdahl, Marla Wishau

Guests: Peter Wagner, Elsa Mileager, Lee Wishau, Joslyn Hoeffert, Lt. Gary Larsen

Absent: Jim Dobbs, David Haertle

- 1. Meeting called to order by Chairman William Streeter at 4:00**
- 2. Minutes** of March 23, 2022, motion for approval by Fran Martin second by **Marla Wishau, approved unanimously.**
- 3. Blight Update-** Lt. Gary Larsen appeared and spoke about municipal code enforcement and various issues that arise. In some instances he feels the code is lacking in punitive values that may otherwise encourage compliance. He suggests that both Pete Wagner and the town Attorney attend a session where there could be discussion about tools to gain more compliance with the intent of the various ordinances they are charged with enforcing.
- 4. Branding,** Lee Wishau reported the focus group has met and discussed various key areas to promote. The effort is ongoing and will continue. Joslyn Hoeffert reports she is also working on a project that may key in with the group's efforts. Lee will be doing a follow up with Jenny Trick at RCDC on coordinating items. Lee Wishau presented a lengthy and thoughtful list of considerations for the branding process.
- 5. Checklist for Residential/Commercial Development,** The list is currently out for review by various departments. Current fee's are also out for review. The CDA expressed its appreciation for Lee taking on and following through such an onerous project
- 6. CBA,** Jake Lovdahl reports they are still in a formative stage and structuring continues.
- 7. Treasures Report,** No expenditures reported
- 8. Communications and New Business:** None reported
- 9 Adjournment-** Motion to adjourn made by Fran Martin and seconded by Jake Lovdahl at 6:00 PM, passed unanimous
- 10 Next meeting May 25, 2022 4PM Village Hall**

Potential Caledonia Focus Group Questions

- How would you describe Caledonia to other people?
 -
 - How would you describe what Caledonia has to offer?
 -
 - What words or feelings come to mind when you think of Caledonia?
 -
 - How likely are you to recommend Caledonia as a place to do business? As a place to live?
 -
 - What ultimately pushed you to move to Caledonia? Or leave Caledonia?
 -
 - What do you like about Caledonia? What do to dislike about Caledonia?
 -
 - When you think about desirable places to live, which communities do you think of? Why are they desirable to you?
 -
 - If you could wave a magic wand and change one thing Caledonia, what would it be?"
 -
 - What would you most like to add to or improve Caledonia?
 -
 - What do you envision Caledonia being in 25 years?
 -
 - Is there anything we haven't touched on today that you would like us to know?
 -
 - When you browse online, on which websites do you spend most of your time?
 -
 - What are the first three apps you open on your phone in the morning?
 -
 - How do you prefer to receive communication? Specify what type of communication.
 -
 - What does Caledonia need to improve upon?
 -
 - What is your initial reaction to this tag line?
 -
 - What words come to mind when you hear this name? *"Caledonia"*
-

Caledonia Branding

Items to think about and elaborate on:

1. What does Caledonia have to offer?
 - Proximity to lakes and activities. Easy access to world class salmon and trout fishing
 - World class sailing opportunities (Lake Michigan)
 - Bong recreation
 - Root River
 - Farmland
 - Quiet or busy areas
 - Interstate Highway access
 - Close proximity to pedestrian trails (Oak Leaf north) and parkland
 - Manufacturing. Access to utilities (water/sewer)
 - 2 Industrial parks, one located in the I-94 corridor
 - Horseback riding trails and Pony Club facilities.
 - Jellystone Camp Resort ("Camp Report of the Year 2021")
 - Convenient access to Milwaukee/Chicago without the drawbacks of living in Milwaukee/Chicago
 - Convenient access to Oak Leaf pedestrian trails (goal is connect through Caledonia in 23/24)
 - Indoor Ice Arena (potentially 2024)
 - Youth sports leagues
 - Historical park (adjacent to Linwood Park)
 - Reasonable housing costs and taxes
 2. Caledonia is a _____ community.
 - How would you describe Caledonia to others?
 3. How do we differentiate ourselves from surrounding communities? (Racine, Kenosha, Oak Creek...)
 - Brief 2-3 sentences on what makes us just as good or better than other places in the area.

Relatively low crime, wide range of land use, highly rated series of horseback riding trails, ample opportunities for development
 4. What is our 'story'?
 - A brief outline of history and development? Reference "Journey to a Village"
 5. Who is our audience and does our message or incentives change depending on who is targeted?
 - new developers (focus on industrial parks)
 - businesses, present and future
 - homeowners (currently targeting higher income, higher value homes/condo's)
 - retail/commercial to complement existing Douglas Ave businesses & Greentree
 6. Need a tagline!
 - "So much, so close"
 7. What are we going to do with this information?
 - Informational pamphlets to new developers and businesses (Welcoming Packet)
 - Website
 - Social media
 - RAMAC
 - RCEDC & Real Racine
-