

COMMUNICATIONS COMMITTEE MEETING

**Tuesday, July 18, 2023, at 8:00 a.m.
Caledonia Village Hall – 5043 Chester Lane**

1. Call to Order
2. Approval of Minutes
3. Review of Presented Fonts and Colors
4. Adjournment

Dated July 14, 2023

Joslyn Hoeffert
Village Clerk

Only committee members are expected to attend. However, attendance by all Board members (including non-members of the committee) 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.

Ad Hoc Communications Committee

June 20, 2023

Meeting called to order by Trustee Nancy Pierce at 8 AM

Present – Lee Wishau, Jake Lovdahl, Nancy Pierce, Tony Hammes, Kathy Kasper.

Election of Chairperson –

Nancy Pierce was nominated by Tony Hammes, Seconded by Lee Wishau. Passed unanimously

Initial Goals and objectives of the Committee

- a. Development of a logo for standardized use within the Village of Caledonia
- b. Branding document finalized which relates to Font, colors and approved optional logo usages.
- c. Standards to be utilized on a consistent basis , Village wise and applicable to all departments, once approved by Village Board.
- d. Finish off the building check list
- e. Communication plan overall development

Discussion.

A - The logo status.

Much work was completed by the former CDA committee. As such, this new Committee will build on the extensive and quality work done.

The basic logo image of the stylized thistle will not change. What was under prior discussion and for reasons enumerated below, the matter of color is resolved to be within the rust-colored line.

Motion by Trustee Lee Wishau - Tony Hammes will create several color pallets and design options for review by the Committee as well as Font determination. Seconded by Jake Lovdahl, **Passed**.

The Committee focused on 2 main colors within the rust family coupled with the existing brushed nickel portion of current utilized images.

The previous committee researched neighboring and similar communities to assess what options existed that will support differentiating Caledonia and yet remain fresh for long term applications. In general, many nearby communities are using blue and green.

It is important in creating a Branding Plan to consider if there are thematic components which will serve to underscore the uniqueness and draw of the Village.

Rust colorations represent not only the rocks quarried in part from the Quarry but are the essence of economic development as we think in terms of construction girders, roadways, and commercial work. The rust family also represents the rural aspects of the Village as we look to its significant farmlands as well as the parks and conservation trails and entities that lie within its borders.

Once the determination of the Branding logo/format/fonts is completed, a roll out plan will be developed for all departments and Village usage. We realize there is some time sensitivity involved with the construction of the Public Safety building. This will ensure consistency throughout the Village as well as consistency with all media or digital materials.

B- Building list.

Lee Wishau has the information, and the work was almost completed when the CDA was dissolved. Laid over to the next meeting.

C – Overall Communications Plan for the Village

Laid over to a future meeting as until the logo/colors and fonts are finalized, there is no driving impetus to start this.

Determine exact font and color along with logo branding

D- Meeting adjourned at 8:45 am.

BRANDING VILLAGE OF CALEDONIA

WHERE ARE WE HEADED?

AGENDA

Why is it important across all activities

What are the two primary components

Fonts

Color Scheme/ themes

Current Village Signage

Proposed Signage



WHAT IS BRANDING OVERALL

Branding vs. Marketing

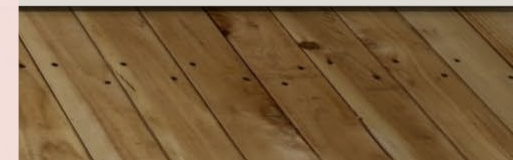
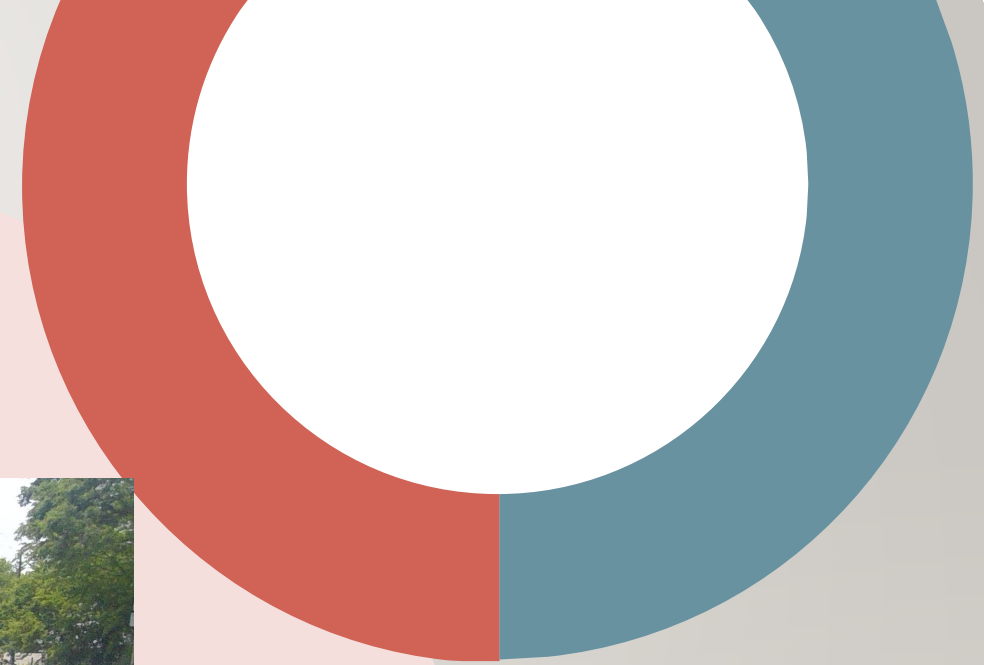
Branding	Marketing
Develops the brand identity	Develops campaigns that connect the brand to products, mission, and goals
Builds customer trust with story	Builds customer trust with actions
Strategies and tactics to support identity and story	Strategies and tactics to support products and campaigns
The story about why your company exists	Supports brand story with specific initiatives
Focus on how an audience feels about your company	Focus on what an audience does with your company

The background features a light gray gradient. A large, semi-transparent pink circle is centered in the upper half. In the top right corner, there is a thick ring composed of two segments: a red one on the left and a teal one on the right, surrounding a white circle. In the bottom right corner, a small section of a wooden floor is visible. On the left side, there are two overlapping triangles: a larger red one and a smaller orange one on top of it. A thin red horizontal line spans across the middle of the image, passing behind the text.

FONTS

**COLOR
SCHEMES/THEMES**

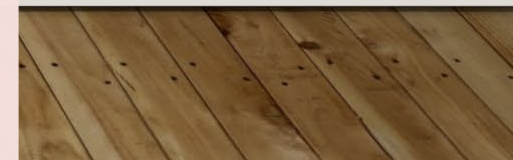
**CURRENT ROAD SIGNAGE
HIGHWAY 32 AND 31
DATE LISTED AS 1877**



CURRENT ROAD SIGNAGE HIGHWAY K AND I-94



**PAYNE AND DOLAN
3 MILE RD
DATE IS 1842**





NEXT STEPS

REQUESTED

9 NEXT STEPS REQUESTED



AD HOC COMMS

Meets on July 18th to discuss fonts and colors



OWNERSHIP OF EXISTING SIGNS

Are easements needed? Who manages?



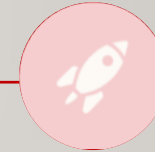
SIGN MAINTENANCE

Policies written and responsibilities assigned



FUTURE SIGN PLACEMENT

Who and how will this happen?



GOALS

Complete basic work needed to get signs moving forward.
Finish overall Branding work