

COMMUNICATIONS COMMITTEE MEETING

**Tuesday, October 17, 2023, at 8:00 a.m.
Caledonia Village Hall – 5043 Chester Lane**

1. Call to Order
2. Approval of Minutes
3. Review of status of zip code project and discussion on creation of outward communications plan
4. Strategy for Identifying Where the Logo is Currently Used
5. Discussion on Village Signage –
 - a. Assessments of Current Sign Conditions
 - b. Location – Mapping Overview
 - c. Develop Process and Procedure Plan for New Sign Implementation and/or Current Sign Alterations
6. Discussion on Present Village Communication with Residents and Deliberation on Future Engagement
7. Adjournment

Dated October 13, 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

Minutes September 19, 2023, 2023

The meeting called to order by Trustee Nancy Pierce at 8 AM

Present – Trustee Pierce, Trustee Hammes, Trustee Wishau, Village Administrator Kathy Kasper, Chief Chris Botsch

Not in attendance – Jake Lovedahl (excused)

1. **Approval of Minutes** – Approved
2. **Review of Presented Fonts and Colors**

Font - The identified font will only be used with the logo. Fonts used in the body of any communication or document are not expected to be in the logo font.

Color – Trustee Hammes presented 6 different color options. As a group, we selected the one named,

- a. Zaffre
- b. RGB 0,33,171
- c. CMYK 100,81,0,33
- d. HSB 228,100,67
- e. HEX #0021AB
- f.

Discussion was held on the difference between colors when dealing with buildings and the best choice of color for overall usage.

Blue has already been incorporated into various exterior, community, and internal logos. We reiterated that all color and font changes on exterior and vehicle usages will be on a replacement or attrition plan. All other internal/external usages will be updated within 45 days of Board approval of color (font is already approved).

It was invaluable having Chief Botsch join us (Chief Henningfeld was unable to join us) to ensure the Committee had a full understanding of font usage on public safety vehicles.

We determined that for Police and Fire, the Village font would not be required. What will be required is the inclusion of the thistle symbol on vehicles and added to internal/public documents.

3. **Strategy for Identifying Where the Logo is Currently Used**

Refer to the attached document outlining the discussion and the proposed plans for advancing the Standardization of Branding Materials for the Village of Caledonia. It is updated to reflect today's meeting.

4. Discussion on Village Signage –

Refer to the attached document outlining the discussion and the proposed plans for advancing the Standardization of Branding Materials for the Village of Caledonia

We are awaiting the completion of a GIS map from staff that will lay out all the placements of existing signs. We project the map's completion to be by the end of September. The other steps under Section E of the referenced document will follow the completion of the map.

5. **Web Site** – the update will include changing the blue color and inserting a new logo.
6. **Logo Packages** – Upon completion of this project, Staff, via the Village Administrator will be provided with a package of set logos for usage. A procedure plan for using them will be included.

Facebook Post:

📣 Attention - Caledonia Residents of ZIP Codes 53108, 53402, 53404, 53405, and 53406! Good news! You now have the option to use "Caledonia" in your address in place of "Racine."

<https://tools.usps.com/zip-code-lookup.htm?citybyzipcode>

Caledonia Village Hall can now be identified as 5043 Chester Ln, Caledonia, WI 53402 or 5043 Chester Ln, Racine, WI 53402.

This change doesn't replace "Racine", "Wind Point" or "North Bay" but offers an additional choice in the above zip codes.

Let's acknowledge this step forward together! #MakingProgress

Press Release:

FOR IMMEDIATE RELEASE

Caledonia Added as an Option in Several ZIP Codes

CALEDONIA - The Village is pleased to announce a significant milestone in its ongoing mission to have Caledonia, WI as a valid mailing address. Residents and businesses within the ZIP codes 53402, 53404, 53405, and 53406 now have the option to use "Caledonia" alongside "Racine" in their mailing addresses.

This initiative, which began in 2016, is a testament to the Village's commitment to its unique identity. The change doesn't mean "Racine" is being replaced; instead, it offers an additional addressing option.

Tax Insert Summary:

Good news for Caledonia residents with ZIP codes 53108, 53402, 53404, 53405, and 53406! You now have the option to use "Caledonia" or "Racine" in your mailing address. This doesn't replace "Racine" but offers a choice.

OFFICIAL MAP OF THE VILLAGE OF CALEDONIA

RACINE COUNTY, WISCONSIN

AREA 45.83 SQUARE MILES FEBRUARY 5, 2008

James R. Dobbs, Village President

Karle Pope, Village Clerk

TELEPHONE NUMBERS

POLICE 835-4423
 FIRE & RESCUE 835-2050
 VILLAGE HALL 835-4451
 EMERGENCY 911

LEGEND

- INTERSTATE AND U.S. HIGHWAYS
- STATE HIGHWAYS
- COUNTY TRUNK HIGHWAYS
- ROADS
- ROADS NOT CONSTRUCTED
- STATE TRUNK HIGHWAY 38 CORRIDOR
- BIKE TRAIL (EXISTING & PROPOSED)
- PARKS
- DENOTES POLLING PLACE
- SCHOOLS
- CHURCHES
- CEMETERIES

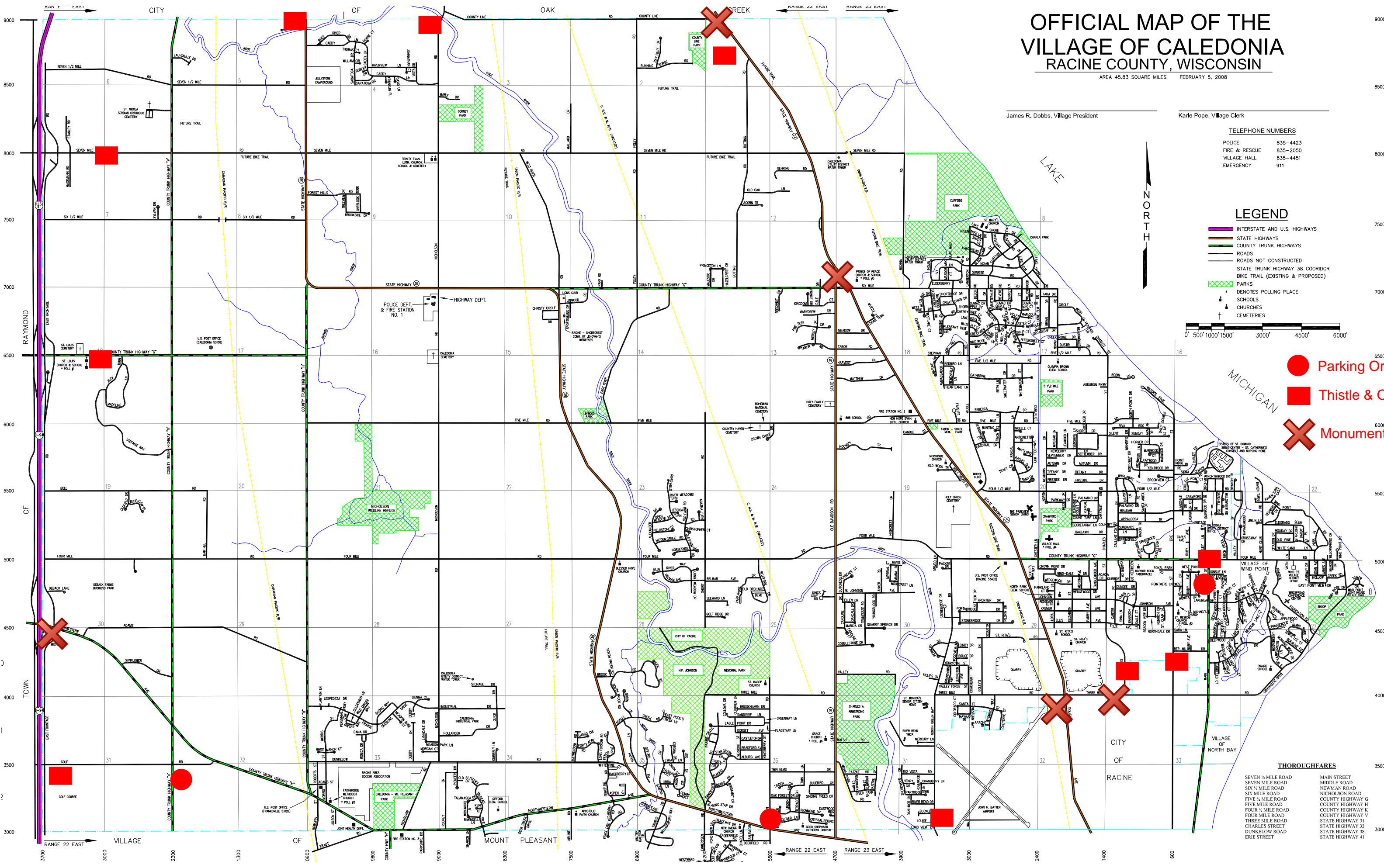


NORTH

- Parking Ord.
- Thistle & Ord.
- Monument

THOROUGHFARES

- SEVEN 1/2 MILE ROAD
- SIX MILE ROAD
- FIVE 1/2 MILE ROAD
- FOUR 1/2 MILE ROAD
- FOUR MILE ROAD
- THREE MILE ROAD
- CHARLES STREET
- DUNKLELOW ROAD
- ERIE STREET
- MAIN STREET
- MIDDLE ROAD
- NEWMAN ROAD
- NICHOLSON ROAD
- COUNTY HIGHWAY G
- COUNTY HIGHWAY H
- COUNTY HIGHWAY K
- COUNTY HIGHWAY V
- STATE HIGHWAY 31
- STATE HIGHWAY 32
- STATE HIGHWAY 38
- STATE HIGHWAY 41



Village of Caledonia-Entry Signage

3 Mile and Charles



3 Mile and Charles



4 Mile and Main Street



7 Mile (West side of Village)



CTH G – Frontage Road – East of Church



CTH V & Golf Road (Parking Ordinance Only)



Golf Road & Frontage Road



Erie Street – South Village Limits



Green Bay Road – South Village Limits



CTH K & FRONTAGE ROAD



Newman Road & Northwestern



Nicholson & County Line Road



Pointmere & Main Street



STH 31 and STH 32 Split



STH 32 & 3 Mile Road



STH 32 & County Line Road



STH 32 and County Line Road



STH 38 and County Line Road

