

**Ad Hoc Communications Committee Meeting
January 10, 2024**

1 - Order

Meeting called to order at 10:30 am by Chair Nancy Pierce.

Committee: Chief Bosch, Trustee Wishau, Trustee Pierce, Trustee Martin, Michelle Struck

2 – Approval of Minutes

Communications Committee: 10/17/23

Minutes – Minutes from the last previous meeting of October 17, 2023, reviewed and approved.

3 – Items for discussion

3A. Strategy for Identifying Where the Village of Caledonia Logo is Currently Used

3B. Update on status of logo availability across multiple programs

With thanks to Michelle Struck for her technical support, all logo options and potential extensions have been provided to Administrator Kasper.

3C. Update on website

Beta site shown to Village Board 1/9/2024 and several present asked why the Beta wasn't shared with the Committee of the Whole before going to the Village Board. This committee looked at the Beta site and have no issue with the blue. Everyone's laptop is going to show hue potentially differently. We did look at the logo and agree, it does not stand out as well as we'd like. Michelle suggested we simply insert our other color variation logo of the white background with the blue thistle.

3D. Update on completed contributions to Village communications:

- a. Zip Code changes**
- b. Tax Insert**
- c. Thistle description**

Completed communication support pieces – zip code, tax insert and Thistle description. All were matters of word smithing support and turned over to Administrator Kasper as they were completed.

3E. Strategy for identifying where the logo is currently used and would be updated

3F. Discussion of 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**

3G. Review of Communication Committee Execution Plan

See attached project execution plan

3H. Discussion of present village communications with residents and deliberation on future engagement (comprehensive communication plan)

3I. Building designation follow up with Trustee Wishau

Items 3F-3I were not discussed. Chair Pierce was not at the board meeting 1/9/2024 for the discussion on those items, and so no action will be taken on these areas.

3 – Adjournment

Jennifer Olsen, Village Clerk

Standardization of Branding Materials for the Village of Caledonia

11.21.2023

A. Basic Branding Details Selected And Approved

1. Font – Done (clarify how used) All letters to be capitalized – for VILLAGE OF CALEDONIA
2. Colors – The color Selected is ZaffreThe Board meeting of September 28, 2023, showcased various mockup examples of the various usages.

Zaffre

RGB 0,33,71

CMYK 100,81,0,33

HSB 228,100,67

HEX #0021AB

3. Logo emblem
4. Branding document laying out options with attached resources for distribution throughout the Village. All logo options with extensions have been completed thanks to the support of Michelle Struck. A drop box file has been provided to the Village Administrator.

B. Departments To Address Branding Material With.

1. Public
2. Parks
3. Safety (Fire and Police)
4. Village staff overall
5. Public Works (This incorporates the current Highway Dept. and is consistent with other municipalities naming)
6. Utility

C. Website – Once Blue Color Is Set, Upgrade Website To New Blue And New Logo

The beta test is in. Need to work with Web site provider, Image Mgmt. to change out logo to one that is white on background with blue thistle and review.

D. Social Media Accounts

E. Signage Throughout The Village

1. Mapping of existing signs – Ryan has completed the signage map. Committee to review and comment
2. Create Sign standards.
3. Create processes and procedures for selecting, approving, and placing any future signs.

F. Timeline Priority

1. Agendas and Notices

2. Letterheads (includes E-mail and all departments including Public Safety))
3. Business Cards
4. Social Media
5. Forms in building dept
6. Signage

G. Building forms (Wishau)