

COMMUNICATIONS COMMITTEE MEETING**Wednesday, February 21, 2024, at 10:30 a.m.****Caledonia Village Hall – 5043 Chester Lane**

1. **Meeting called to order**
2. **Approval of Minutes – Communications Committee 01/10/2024**
3. **Public Comment** - Provides a two-minute opportunity for citizens to voice opinions to the Committee of the Whole. The Committee of the Whole cannot respond as this may conflict with open meeting requirements.
4. **New Business**
5. **Continuing Business**
 - A. Strategy for Identifying Where the Village of Caledonia Logo is Currently Used
 - B. Update on status of logo availability across multiple programs
 - C. Update on website
 - D. Update on completed contributions to Village communications:
 - a. Zip Code changes
 - b. Tax Insert
 - c. Thistle description
 - E. Strategy for identifying where the logo is currently used and would be updated
 - F. 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
 - G. Review of Communication Committee Execution Plan (attached)
 - H. Discussion of present village communications with residents and deliberation on future engagement (comprehensive communication plan)
 - I. Building designation follow up with Trustee Wishau
6. **Adjournment**

Dated February 7, 2024

Jennifer Olsen
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.

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.

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