

Ad Hoc Communications Committee Meeting
February 21, 2024

1 - Order

Meeting called to order at 10:31 am by Chair Nancy Pierce.

Committee: Trustee Pierce, Trustee Lembrecht Trustee Wishau

Staff: Wayne Kreiger and Michelle Struck

2 – Approval of Minutes

Motion by _Trustee Wishau to approve the Communications Committee minutes of 01/10/24. Seconded by Trustee Lembrecht. Motion carried.

3 – Public Comment Offered, No comments

4 – New Business

5 – Continuing

A . Strategy for identifying where the Village of Caledonia Logo is currently.

This is a completed item.

B The Village logo is currently available across multiple programs.

This is a completed item.

C Update on website

The website has been updated to reflect the color and alternative logo coloring as approved by the Village board. (There seems to remain some confusion on the font.) The font, as approved by the Board, is only used in the logo. It is not used in the body of content.

D This was listed on the Agenda in error.

These were completed items from the previous Committee meeting.

E Strategy for identifying where the logo is currently used and the implementation time frame

Refer to the attached Standardization document; Section F – Timeline priorities. Michele Struck advised that the letterhead is done, and other formats will be done by the next Committee Meeting. We will ask Administrator Kasper to join us at the next meeting to work out an implementation timeline that she feels is workable.

F Discussion of Village Signage

The Engineering Department created a sign map identifying the placement of current Village outdoor signs as well as photos of them. For our next meeting, we will request enlarged maps for the Committee to work from. Additionally, we will ask who owns the sign at Highway 31 and 32 as well as what land the Village owns at the 7 Mile exit from I94 (believe there were discussions in the past regarding a sign at that location.

We reiterated that no existing signs will be replaced right now with the new logo/color/font. Rather, replacement will occur with wear and tear replacement. (this is a financial cost matter).

The committee will develop a process and procedure plan for new sign implementation and or/current sign alterations to be forwarded to the Village Board for discussion/approval.

G Review of Communication Execution Plan (attached)

Reviewed and noted completed items

H Comprehensive Communication Plan

Layed over to next meeting. At that meeting, we will begin the actual layout format, looking first at existing communication channels against an annual calendar

I Residential Property development forms

Trustee Wishau states that all forms are almost completed. He will connect with Megan (Wayne advises she is website contact) and plan to bring a completed status at the next meeting. Discussion was held as to how this will not only benefit citizens applying to build a residential home but will improve both financial processing and effective usage of staff FTE. Michelle Struck asked if there were any plans to create such a plan for commercial build. We are unaware of any plans and as such, this would seem to be an item for both staff and the Committee to discuss.

Other general discussion items that came up: No action as not on agenda.

Douglas Ave as a State Highway regarding upgrading

A “wish list” for the Village that citizens could donate to. Specific items. Wayne indicates it is possible to do.

Flow charts for how permitting/approvals move through departments such as Engineering/Utilities on projects.

All of these items are not in the purview of the charge to this committee and while good comments, they more appropriately belong with the Committee as a Whole.

3 – Adjournment

Chair Pierce adjourned the meeting at 11:30 AM

Respectfully prepared and submitted,

Jennifer Olsen, Village Clerk