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**COMMUNICATIONS COMMITTEE MEETING****Wednesday, March 13, 2024, at 10:30 a.m.****Caledonia Village Hall – 5043 Chester Lane**

1. **Meeting called to order**
2. **Roll Call**
3. **Approval of Minutes** – Communications Committee 02/21/2024
4. **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.
5. **New Business**
  - A. Discussion on creating commercial development forms
  - B. Flow chart development for permitting/approvals
  - C. Discussion on creating a Village “wish list” that individuals/businesses could donate to
6. **Continuing Business**
  - A. Strategy for identifying where the logo is currently used and would be updated
  - B. 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
  - C. Review of Communication Committee Execution Plan (attached)
  - D. Discussion on the Comprehensive Communication Plan
  - E. Discussion on the residential property development form
7. **Adjournment**

Dated March 11, 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.

**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,

Nancy Pierce

# **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)