

Ad Hoc Communications Committee Meeting
April 17, 2024

1 - Order

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

2 – Roll Call

PRESENT: 2 – Trustee Pierce and Trustee Lambrecht

EXCUSED: 1 - Trustee Wishau

STAFF/OTHER: Administrator Kasper, Police Chief Christopher Botsch, Village Clerk Jennifer Olsen, and Michelle Struck

3 – Approval of Minutes

Motion by Trustee Lambrecht to approve the Communications Committee minutes of 03/13/24. Seconded by Trustee Pierce. Motion carried 2-0.

4 – Public Comment

The following people appeared to speak before the Committee:

Michelle Struck – Logos for squad cars are ready, will only be used on new vehicles and not replacing logos on old vehicles

5 – New Business

A. Areas or items consistent with the original charge of this Ad Hoc Committee that we have not covered or need to revisit on the next meeting agenda (With No Action)

Staff recommended an official policy be distributed on changing Village addresses from Racine to Caledonia. Item will be put on the Committee of the Whole Agenda for 4/23/24.

6 – Continuing Business

A. Other locations for primary signage (*Referred back from CoW 3/26/2024*)

Locations to discuss per Committee of the Whole on 3/26/24 include:

1. South Hills – Postpone discussion until that area is further developed.
2. 7 Mile Road – Public safety issues with blocking views and a lack of development make this location unideal for the time being.
3. 6 Mile Road – Similar issues to 7 Mile Road
4. State Highway 38/County Line Rd – No discussion other than flooding is an issue at this location.
5. 3 Mile Rd./Douglas Ave – There is already a welcome sign put in by the City of Racine that is sufficient to the Committee.

Wind Point’s pillar signs were given as an example of a possible sign option for future consideration rather than larger welcome signs.

Fiscal note: There is money available from WE Energies for signage that is available for new signs.

B. Future sign placement policy and procedure

The Committee asked for a policy that maintains consistency in sign placement and design, and a procedure that ensures the Village will maintain ownership and control of future signage.

Motion by Trustee Lambrecht to direct staff to draft a policy for approving new welcome signs, seconded by Trustee Pierce. Motion passes, 2-0.

C. Final sign report items

A list of where signs are placed and the status of each has been completed.

D. Update on logo samples

Business cards have been finalized. Several options for letterhead and Agenda header will be brought to the meeting in May for final approval.

E. Review of Communication Committee Execution Plan (attached)

Most items completed, no updates.

F. Review of Comprehensive Communication Plan spreadsheet

Committee presented the Comprehensive Communication Plan worksheets, to be used by staff and stored in the Village resources folder.

7 – Adjournment

Chair Pierce adjourned the meeting at 11:37 AM