

**COMMUNICATIONS COMMITTEE MEETING**  
**Wednesday, May 22, 2024 10:30 a.m.**  
**Caledonia Village Hall – 5043 Chester Lane , Caledonia, WI**

1. **Meeting called to order**
2. **Approval of Minutes** – Communications Committee 04/17/2024
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**
  - 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)
5. **Continuing Business**
  - A. Other locations for primary signage (*Referred back from CoW 4/9/2024*)
  - B. Future sign placement policy and procedure (*CC 4/17/24, staff directed to draft a policy*)
  - D. Update on logo samples (*CC 4/17/24, samples to be brought to next meeting*)
  - E. Review of Communication Committee Execution Plan (attached)
  - F. Review of Comprehensive Communication Plan spreadsheet
6. **Adjournment**

Dated May 16, 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**  
**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

# Standardization of Branding Materials for the Village of Caledonia

3.17.2024

## **A. Basic Branding Details Selected And Approved**

1. Font – Done (clarify how used) All letters to be capitalized – for VILLAGE OF CALEDONIA
2. Colors – Zaffre selected at the 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. Village staff overall
3. Parks
4. Public Works (This incorporates the current Highway Dept. and is consistent with other municipalities naming)
5. Utility
6. Safety (Fire and Police)

## **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 - Done
2. Letterheads (includes E-mail and all departments including Public Safety) - Done

3. Business Cards – Style selected
  4. Social Media
  5. Forms in building dept
  6. Signage
- G. Building forms (Wishau)