

COMMUNICATIONS COMMITTEE MEETING
Wednesday, June 26, 2024 10:30 a.m.
Caledonia Village Hall – 5043 Chester Lane , Caledonia, WI

1. **Meeting called to order**
2. **Approval of Minutes** – Communications Committee 05/29/2024
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. Review proposed Village Board presentation as a wrap-up of the work done by this Ad Hoc Committee.
5. **Continuing Business**
 - A. Future sign placement policy and procedure (*CC 4/17/24 directed staff to prepare draft policy, CC 5/29/24 requested changes to policy*)
6. **Adjournment**

Dated June 24, 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 May 29, 2024

1 - Order

Meeting called to order at 10:34 am by Chair Nancy Pierce.

2 – Roll Call

PRESENT: 2 – Trustee Pierce, Trustee Wishau, and Trustee Lambrecht

STAFF/OTHER: Police Chief Christopher Botsch, Finance Director Wayne Krueger, Village Clerk Jennifer Olsen, and Michelle Struck

3 – Approval of Minutes

Motion by Trustee Lambrecht to approve the Communications Committee minutes of 04/17/24. Seconded by Trustee Wishau. **Motion carried 3-0.**

4 – Public Comment

The following people appeared to speak before the Committee:

Michelle Struck – Update on management of Crestview Park Association for staff dissemination.

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)

The next meeting will be the last meeting before this committee sunsets. Place Village Board final report on the agenda for that meeting.

6 – Continuing Business

A. Other locations for primary signage (CoW 3/26/2024 staff directed to review the 5 locations and bring back to the Committee of the Whole in 6-9 months if needed. CC 4/17/2024 staff reviewed the locations)

Additional discussion on 6 Mile Road and 7 Mile Road as possible locations for monument/welcome signs centered around sign placement in rural areas versus densely populated areas. A recommendation will be made in the final committee report.

B. Future sign placement policy and procedure (CC 4/17/24 directed staff to prepare draft policy)

The Committee reviewed the policy prepared by staff, asked for clarification on “vision triangle as specified in SEC. 16-5-2(d): Vision Setbacks,” and offered the following suggestions:

- Disallow sign monument construction as a requirement of developers in permitting process.
- Expand on approval process and department/committee areas of responsibility.

C. Update on logo samples (CC 4/17/24 present final logos)

All logo variations completed and available in shared drive, and staff will distribute files to printers. Police and Fire Departments will co-brand with their logos.

D. Review of Communication Committee Execution Plan (attached)

All items completed.

E. Review of Comprehensive Communication Plan spreadsheet

Review of Comprehensive Communication Plan worksheets, available for staff use as needed and stored in the Village resources folder.

7 – Adjournment

Chair Pierce adjourned the meeting at 11:16 AM

Respectfully submitted:

*Jennifer Olsen
Village Clerk*

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)