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## **SPECIAL COMPREHENSIVE PLAN COMMITTEE AGENDA**

**Wednesday, September 17, 2025 at 6:30 p.m.**

**Caledonia Village Hall – 5043 Chester Lane**

**Caledonia, WI 53402**

### **1. Meeting Called to Order**

### **2. Approval of Minutes**

A. Meeting Minutes – August 6, 2025

B. Meeting Minutes – August 25, 2025

### **3. New Business**

**A. WORD CLOUD EXERCISE** – Special Comprehensive Plan Committee members will participate in an opening exercise to describe the Village in a few words, which will then be compiled into a word cloud, serving as a key step in identifying common perceptions of the Village as a whole.

**B. COMPREHENSIVE PLAN S.W.O.T ANALYSIS** – Special Comprehensive Plan Committee members will participate in a structured discussion of the Village’s strengths, weaknesses, opportunities, and threats (SWOT), serving as a key step in assessing current conditions and identifying community priorities.

### **C. Adjournment**

*Dated September 11, 2025*

*Jennifer Bass*

*Caledonia Village Clerk*

Only Committee members are expected to attend. However, attendance by all Plan Commission and or Board members is permitted. If additional Plan Commission or Board members attend, four or more Plan Commissioners or 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 four or more Plan Commissioners or 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 and Plan Commissioners 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 Plan Commission or Village Board at this meeting.

**Special Comprehensive Plan Review Committee Meeting Minutes**  
**Wednesday, August 6, 2025**

**1. Meeting called to order**

Development Director Peter Wagner called the meeting to order at 6:00 pm at the Village Hall, 5043 Chester Lane Caledonia, WI.

**2. Introduction of Committee Members**

**PRESENT:** 8 – Laura Million, Michael Moore, Dave Pennings, Marla Wishau, Bob Prochaska, Kim Hood, Roger Therkelsen, Nate Haigh

**EXCUSED:** 3 – Torben Christensen, Chris Tribbey, Josh Sobczack

**STAFF:** Village Administrator Todd Willis, Development Director Peter Wagner, Planner and Zoning Administrator Natalia Nery de Farias

**ALSO IN ATTENDANCE:** Trustee Fran Martin, Trustee Nancy Pierce, and President Tom Weatherston

**3. New Business**

**A. COMMITTEE ROLE & RESPONSIBILITIES REVIEW** – Review and discuss the committee’s purpose, authority, and responsibilities in relation to the Comprehensive Plan Update.

Staff presented on the item, summarizing the material provided in the packet, including the scope of work of the SCPC Special Comprehensive Plan Committee and expected frequency of meetings during the update process, estimated at 18 to 24 months.

**B. COMPREHENSIVE PLAN PROCESS REVIEW** – An overview provided by the Village consultant, Southeastern Wisconsin Regional Planning Commission (SEWRPC), outlining the comprehensive planning process.

Bryan Walter, the Village consultant from SEWRPC, gave a presentation. At the end of the presentation, Mr. Walter asked if Committee members had any questions. A Committee member asked if Mr. Walter would attend more SCPC meetings. Mr. Walter replied that he will be present for some meetings in an advisory capacity. Another Committee member asked how meeting documents would be shared. Staff explained that a contact information sheet was distributed to committee members to determine the best method of communication. Staff also mentioned that meeting packets are typically provided at least five days in advance.

**C. PUBLIC PARTICIPATION PLAN REVIEW** – Evaluate the proposed plan outlining engagement activities and strategies for engaging residents and stakeholders in the comprehensive plan update process.

Staff gave an overview of the Public Participation Plan, including methods for publicizing engagement events. Staff also provided suggestions for event locations.

Staff asked if committee members had any questions. A Committee member asked if the survey would request respondents' emails to notify them about additional comprehensive plan surveys. Staff responded that this request was not currently included, and the Village website will contain updates about plan progress; however, the matter would be given further consideration.

**Motion by** Wishau to recommend to the Plan Commission that the proposed Public Participation Plan outlining engagement activities and strategies for involving residents and stakeholders in the comprehensive plan update process be approved.

**Seconded by** Haigh.  
**Motion carried unanimously.**

**D. COMPREHENSIVE PLAN PUBLIC SURVEY REVIEW** – Review and consider approval of the proposed public survey related to the Comprehensive Plan.

Staff briefly introduced the survey and asked for suggestions. A Committee member asked about the timing of the survey compared to other input activities. Staff stated that the survey is expected to launch at the time of adoption of the Public Participation Plan by resolution and will collect responses concurrently with other activities.

Another Committee member asked how the average resident would have access to the survey. Staff stated that the survey will be hosted mainly online, with distribution through QR Codes and links in various locations. Staff asked for suggestions on additional outreach methods. One Committee member suggested distributing QR Codes and links to HOA members and presidents. Another Committee member suggested providing QR Codes and links to restaurants, including them in utility bills, and mailing postcards to residents.

A Committee member asked if the survey would be thoroughly reviewed in the present meeting. Staff stated that this decision would be made by the group at that time. The committee decided to provide more detailed feedback at the next meeting.

**E. SCHEDULE FUTURE MEETING DATES** – Committee members will identify and confirm upcoming meetings to ensure continued progress on the Comprehensive Plan Update.

Staff asked what day and time would be acceptable to hold SCPC meetings. After discussion, members agreed to hold meetings on Wednesdays at 6:30 PM.

Staff scheduled the next meetings for August 27, 2025, and September 17, 2025.

#### 4. **Adjournment**

Motion to adjourn by Million, seconded by Pennings.  
Motion carried unanimously.

Development Director Peter Wagner adjourned the meeting at 7:31 p.m.

*Respectfully submitted:*

*Natalia Nery de Farias  
Planner & Zoning Administrator*

DRAFT

**Special Comprehensive Plan Commission Meeting  
Wednesday, August 27, 2025**

**1. Meeting called to order**

Village Administrator Todd Willis called the meeting to order at 6:31 pm at the Village Hall, 5043 Chester Lane Caledonia, WI.

**2. Roll Call**

**PRESENT:** 9 – Michael Moore, Joshua Sopczak, Nate Haigh, Dave Pennings, Marla Wishau, Robert Prochaska, Kimberly Hood, Laura Million, Roger Therkelsen

**EXCUSED:** 2 – Chris Tribbey and Torben Christensen

**STAFF:** Village Administrator Todd Willis, Planner and Zoning Administrator Natalia Nery de Farias

**3. New Business**

**A. SPECIAL COMPREHENSIVE PLAN COMMITTEE POSITION ELECTION –**  
Conduct nominations and elections for the positions of Committee Chair and Vice Chair.

Nominations for Committee Chair: Kimberly Hood and Michael Moore, both nominees accepted. Committee members voted by a show of hands, Moore received more votes.

Nominations for Committee Vice Chair: Kimberly Hood, nominee accepted.

**B. COMPREHENSIVE PLAN PUBLIC SURVEY REVIEW –** Review the proposed public survey related to the comprehensive plan.

The committee chair led the discussion to review each survey question. Committee members suggested revisions and asked staff about ways to adjust the wording and structure of certain questions to improve clarity and flow of the survey.

**Motion by Sopczak** to recommend to the Plan Commission the survey as amended by the Special Committee. Seconded by Prochaska. **Motion carried unanimously.**

**4. Adjournment**

**Motion by Million** to adjourn the meeting. Seconded by Roger Therkelsen. **Motion carried unanimously.**

Committee Chair Michael Moore adjourned the meeting at 8:35 p.m.

*Respectfully submitted:*

*Natalia Nery de Farias*

*Planner & Zoning Administrator*

**SPECIAL COMPREHENSIVE PLAN COMMITTEE REPORT**Item No. **3A**

Proposal: Word Cloud Exercise

Description: The Special Comprehensive Plan Committee will participate in a word-cloud exercise with the purpose of gathering one-word descriptors reflecting how the committee views the Village today and what qualities define the Village.

Applicant(s): Village of Caledonia

Address(es): 5043 Chester Lane

**Suggested Motion:** No motion is required

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**Background:** A Word Cloud Exercise is a participatory activity in which participants are asked to describe a place, idea, or issue using a single word. All responses are compiled and displayed in a visual “cloud,” where the frequency of a word determines its size in the image. Words mentioned more often appear larger, highlighting shared perceptions and priorities. To participate in this exercise, you will need a cell phone to scan the QR Code and access the app. Staff will provide additional instructions at the meeting as to how to engage in the presentation. If you do not have a cell phone, staff will provide other means of participating in the exercise.

**Word Cloud Exercises Can:**

**1. Simplify Complex Ideas**

- Reduces lengthy discussion into clear, one-word descriptors that capture the essence of how people view the Village.

**2. Encourage Broad Participation**

- Easy for all participants to engage, regardless of background or expertise. Each person contributes equally to the exercise.

**3. Reveal Shared Themes**

- The word cloud highlights common words that reflect the Village’s strengths, challenges, and identity. This creates a starting point for deeper discussions about goals and priorities.

**4. Promote Visual Understanding**

- The visual output provides a quick and accessible way to interpret community sentiment. It can be used in meetings, reports, and public presentations to show consensus or diverse viewpoints.

**5. Support Comprehensive Plan Development**

- The results of the word cloud can inform the plan’s vision statement, goals, and narrative by grounding them in community perspectives.

**Application to the Comprehensive Plan Update**

The Village will utilize Word Cloud Exercises with the Special Comprehensive Plan Committee, Plan Commission, and Village Board to capture initial impressions of Caledonia’s character and direction. Similar exercises will also be conducted at public pop-up events and with stakeholder groups to ensure broader input. The compiled word clouds will serve as a visual foundation for identifying community values and guiding the development of policies and strategies within the updated Comprehensive Plan.

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**Conclusion**

A Word Cloud Exercise is a simple but powerful tool for building a shared understanding of the Village's qualities. By translating many individual perspectives into a single visual product, it strengthens committee discussions and enhances public engagement during the Comprehensive Plan update.

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Respectfully submitted:



Peter Wagner, ACP  
Development Director

**SPECIAL COMPREHENSIVE PLAN COMMITTEE REPORT**

Proposal:	Special Comprehensive Plan Committee S.W.O.T. Analysis Exercise
Description:	Special Comprehensive Plan Committee members will participate in a structured discussion of the Village's strengths, weaknesses, opportunities, and threats (SWOT), serving as a key step in assessing current conditions and identifying community priorities as it pertains to the Comprehensive Plan update process.
Applicant(s):	Village of Caledonia
Address(es):	5043 Chester Lane
<b>Suggested Motion:</b>	No motion is required.

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**Background:** The Village is in the early stages of updating its Comprehensive Plan. As part of this process, staff will facilitate a S.W.O.T. analysis exercise (Strengths, Weaknesses, Opportunities, and Threats) with the Plan Commission, Special Comprehensive Plan Committee, and Village Board. This activity will help identify key issues and priorities that should help guide the plan update.

To ensure broad community input, a similar exercise will also be conducted at public pop-up events within the Village and with stakeholder groups, providing residents and partners with opportunities to share their perspectives on the Village's future.

**What is a S.W.O.T. Analysis?**

A S.W.O.T. Analysis is a structured planning tool used to evaluate a community's Strengths, Weaknesses, Opportunities, and Threats. It provides a framework for identifying internal characteristics of the community as well as external conditions that may influence future growth, development, and quality of life.

- Strengths – Positive attributes and resources within the village (e.g., strong schools, community identity, quality infrastructure).
- Weaknesses – Internal challenges or areas needing improvement (e.g., limited housing options, aging infrastructure, traffic congestion).
- Opportunities – External factors or trends the village could leverage (e.g., regional job growth, funding programs, redevelopment potential).
- Threats – External pressures or risks that could negatively affect the community (e.g., economic downturns, loss of farmland, environmental challenges).

**Why Use a S.W.O.T. Analysis?**

The S.W.O.T. process helps ensure that the comprehensive plan is grounded in a realistic assessment of current conditions and future possibilities. It encourages broad participation, allowing residents, stakeholders, and officials to share perspectives on what defines the community today and what challenges or opportunities lie ahead.

**How Will it be Utilized in the Comprehensive Plan Update?**

1. Assessment of Current Conditions
  - The S.W.O.T. exercise will guide discussions among the Plan Commission, staff, and community members about the village's current standing.




2. Identification of Community Priorities
  - By highlighting strengths and opportunities, the village can prioritize areas for investment, preservation, and enhancement.
3. Problem-Solving and Risk Management
  - Recognizing weaknesses and threats early allows the comprehensive plan to propose policies and strategies to address or mitigate them.
4. Foundation for Goals and Strategies
  - The results of the S.W.O.T. analysis will directly inform the vision statement, goals, and action items in the updated comprehensive plan.
5. Community Engagement Tool
  - Conducting a S.W.O.T. analysis provides a structured, easy-to-understand way for residents and stakeholders to contribute ideas, ensuring the plan reflects community input.

A S.W.O.T. analysis is a valuable tool in updating the comprehensive plan because it balances realistic assessment with forward-looking opportunities. By integrating the results into the planning process, the village can create a plan that builds on its strengths, addresses its weaknesses, capitalizes on opportunities, and prepares for future challenges.

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Respectfully submitted:



Peter Wagner, AICP  
Development Director