

Minutes

COMMUNITY DEVELOPMENT AUTHORITY (CDA) MEETING

Wednesday, May 26, 2021 at 4:00 p.m.
Caledonia Village Hall – 5043 Chester Lane

This was an in-person meeting

Committee Members Present: William Streeter, Dave Gobis, Kjell Erlandsson, Jim Dobbs, Fran Martin, Adam Emery & Jacob Lovdahl

Guests, Peter Wagner, Martha Hutsick, Lee Wishau, Elsa Milaeger, and Dave Blank

- 1. Meeting called to order by Chairman William Streeter at 4:03**
- 2. Minutes of April 28, 2021 motion for approval by Fran Martin, second by Jake Lovdahl approved unanimously**
- 3. Marketing Group Report- Branding discussion lead by Adam Emery. Mr. Emery gave a PowerPoint presentation demonstrating the layout, lettering, and logo's of Caledonia's current "branding" material and compared it to a few other communities similarly situated. The preference of the committee is to keep the current logo but consider a color change to a "rust" color to create more prominence. In addition it would be desirable to make the various fonts currently in use uniform and with the logo to provide a brand specific identity through-out the village including all signage and letterhead. Marketing Group member Elsa Milaeger feels there needs to be consistency throughout the Village's related support materials. Trustee Fran Martin favors moving forward in a further exploratory fashion however she cautioned and was joined by Trustee Lee Wishau that no current budget exists to accommodate any changes and that in the future budgets may continue to be constrained by pandemic related income loss and expense thus it may be sometime before a branding effort could be undertaken. Fran Martin queried Pete Wagner on use of forthcoming COVID funds for this purpose. Mr. Wagner said no guidance for disbursement has been set. Chairman Streeter asked Fran Martin if it would be appropriate to ask the Village Board for a review and initial response on potential adaptation. Fran Martin motioned and Jake Lovdahl seconded a motion to forward the brand concept to the Village Board of Trustee's for consideration, passed unanimously**
- 4. Real Racine, Conversation and commentary with Dave Blank, Exec. Dir. – Mr. Blank spoke in support of the Marketing Groups efforts. He provided CDA members with copies of materials developed by Real Racine in their branding efforts. He suggested we target our marketing efforts either North to Milwaukee or South to Chicago but a target selection is needed for the most favorable return on investment. He feels Caledonia does not have an adequate presence off the I-94 corridor. Mr. Blank commented that Caledonia has much to offer and need's to more positively present our desirable attributes. He states that using social media has made a far greater beneficial (cost/benefit) impact than he ever would have imagined. Adam Emery suggested hiring a dedicated promoter for the Village such as the Board of Real Racine did at an appropriate point in time.**

