

MINUTES FROM COMMUNITY DEVELOPMENT AUTHORITY
January 25, 2016

Present: Kjell Erlandsson; Fran Martin; Bob Bradley; Marla Wishau; Tom Christensen; Lee Wishau

Absent: Tom Weatherston

Other: Martha Hutsick

1. Meeting was called to order by Fran Martin, at 5:37 p.m., at the East Side Community Center.
2. We noted the loss of our friend and committee member April Weatherston, and our thoughts and prayers for her husband, Tom, who is also on the committee.
3. Move to Approve the Minutes of November 23, 2015 and January 15th meetings made by Lee Wishau. Seconded by Bob Bradley. Motion Carried
4. Martha Hutsick shared the information from the latest Douglas Avenue Business Group meeting. Martha is to be the "Lead" and act as the liaison to the CDA committee. Ideally, the Douglas Avenue Business Group will organize in such a way to nominate a President to lead the group. The meeting was very positive.
5. The business group discussion leads into the discussion of a calendar showing all local activities. The Douglas Avenue Business Group would like to get a calendar of sales/business events that will link to the Village site. The CDA is currently researching a calendar of non-profit events that would link to the Village site.

At this time Marla found several "free" calendars that could be used to show non-profit events. The way these would be used is a password would be given to all non-profit sites and they could maintain their own activity. We would create a link to this calendar (view only) so the public could look up what is happening in the community. There are a couple problems with this, though. One is the security. If everyone has the password, anyone could make changes. With this being linked to the Village site, we might be embarrassed if we find someone put out something inappropriate or incorrect. Another issue would be if the groups just stop maintaining it. It might reflect poorly on the Village and we really do want to have this information available to our citizenry.

Because we are in the process of possibly developing a new site, we discussed the possibility of having the ability to create our own calendars and having one accountable volunteer from each "calendar group" (ie. Non profits, or Douglas Avenue Business Group) maintain the calendar, let us review it and we would then "post" it as a link. That control might be all the security we would need. We could also add more calendars if we choose to make more, an example would be the parks department using calendars to show the availability of the East Park Community Center or different park picnic shelter sites.

6. Chad from Image Management joined us to discuss our desire to upgrade our web site and replace our logo with something more "clear" to depict our Village image. Image Management has done many local web sites and would like to work with the Village on this project. Chad went over a checklist to see if we were ready to start a website undertaking.
 - A. What is the Target Audience?
 - a. Citizens, business, potential residents, potential businesses
 - b. Internal use for employees (Intra net)
 - c. Assist anyone seeking information. ie: meeting minutes, agendas, general statistical info, etc.
 - B. What is the purpose of the website?
 - a. Be a resource for citizens
 - b. Be a resource for employees
 - c. Generate economic activity
 - d. Build a sense of community

- e. Try to put a positive spin on Racine Unified School District
- f. Capture audience through short videos, 360 views
- g. Retain target audience
- h. Develop a question format (FAQ's) for ease of use
- i. Target niches
- C. What do you like about the current website?
 - a. Logical
 - b. Photos represent Village well
 - c. Quite a lot of information available
- D. What is the top frustration with the current website?
 - a. No Search Engine capability on minutes, agendas, etc. You cannot find anything
 - b. Need area to post alerts like traffic closures or notices for triathlons, etc. (public notices)
 - c. Poor organization
- E. Are there websites you like?
 - a. Henderson NV
 - b. Pleasant Prairie WI
 - c. Romeoville IL

There are gray areas that need to be reviewed, timetables and total expense budgets that need to be determined before we can move forward.

7. Brainstorming for Village Branding/Web Site/ Logo



- a. Used format SWOT – Strengths / Weaknesses / Opportunities / Threats.
- b. A **SWOT** analysis (alternatively **SWOT** matrix) is a structured planning method used to evaluate the strengths, weaknesses, opportunities and threats involved in a project or in a business venture. **ASWOT** analysis can be carried out for a product, place, industry or person. .
- c. The following list of Opportunities / Threats were a result of the brainstorming.

Opportunities Threats

- Water to I94
- Available growth of I94 Corridor
- Proper planning for future development
- Potential Douglas Avenue / Lake Arterial Extension and Widening
- Open mind to forward thinking concepts
- No 'rec' or other onerous fees for developers
- Aesthetic improvements of existing businesses
- Creation of business associations

- 8. New Business: Checklist for Development in the Village of Caledonia. Lee was wondering what happened with the goal of creating one hard and fast checklist for any Caledonia Developers to use. This had been discussed in past meetings, but was recently not on agendas. Bob Bradley said the Engineering department and Tom Christensen are currently reviewing the list and “nailing down” the checklist. Bob estimated by May we should have a presentation showing the new “no red tape” checklist for Caledonia Development.
- 9. Motion to adjourn by Lee Wishau, Second by Fran Martin. 7:05 p.m. Motion carried.

Respectfully Submitted by: Marla Wishau