

MINUTES FROM COMMUNITY DEVELOPMENT AUTHORITY
February 22, 2016

Present: Kjell Erlandsson; Fran Martin; Bob Bradley; Marla Wishau; Lee Wishau
Other: Chad – Image Management

Meeting was called to order by Fran Martin, at 4:35 p.m., at the East Side Community Center.

Motion to Approve the Minutes of January 25th meeting made by Kjell Erlandsson. Seconded by Lee Wishau.
Motion Carried (One correction – Kjell Erlandsson not at Jan 25th meeting)

Fran attended meeting where Rockford Illinois success in improving their image was discussed to be used in “Visioning a Greater Racine”. Rockford had identity crisis with urban decay and a declining business base. They started a 25 year long range plan, getting funding and support from **multiple local businesses**, including Woodward Aerospace, which is in their community. They involved all members in their community by going out and meeting people. They now have the long range plan in place and it is a process/structure with benchmarks along the way to keep them on track. Visioning of a Greater Racine went to see how Rockford did this and it was a very positive move forward. Greater Racine is extending from Lake Michigan to I94, which includes Caledonia. Fran feels that the CDA should be involved in this “visioning”, so there may be additional meetings with this group.

To prioritize the website development, branding and logo, we might be influenced by what the Visioning a Greater Racine promotes, but also Fran printed out what is found when searching on Caledonia Wisconsin. There was information on the school system that was not complimentary and **Fran said** a web search on SPERLINGS provides all kinds of information people access to find out about crime, schools, education, climate, economy and cost of living and health of many areas. (attachment on area information Fran passed out on local schools)
Image Management – Chad, prepared a Website Update for discussion and to provide a general idea of what would be changed from our current website. Though our current site is fairly complete and friendly, it has become outdated and does not offer the navigation that newer sites use. Chad suggested using only Caledonia statistics when promoting schools and solicit testimonials from parents and kids in short videos on the site. Chad also provided a timeline that would suggest Image Management could complete a site in 30-90 days, a lot depends on Caledonia. How much change will there be in the layout and content and the speed in which Caledonia can respond to decisions. The process would be:

Get Proposals

Work on design / layout / hierarchy - Consolidations and highlights

Programming (1-3 weeks)

Content (this is typically the holdup area – who does it, does it get done)

In the review we check for readability and what is there and is it worth saying. The platform would probably be Drupal – content management system program language (php.html)

Chad will come to the next meeting with a proposal from Image Management

Marla will solicit FAQ’s from employees and the board of the Village in preparation for the FAQ section of the website.

The next meeting is the 4th Monday of the month; time changed to 5:00 p.m **from now on** .

Motion to adjourn by Kjell Erlandsson, Second by Fran Martin. 5:34 p.m. Motion carried.

Respectfully Submitted by: Marla Wishau