

MINUTES FROM COMMUNITY DEVELOPMENT AUTHORITY
March 28, 2016

Present: Kjell Erlandsson; Bob Bradley; Marla Wishau; Lee Wishau

Other: Martha Hutsick

1. Meeting was called to order by Bob Bradley at 5:05 p.m., at the East Side Community Center.
2. Bill Streeter was not available for introductions as new member
3. Motion to Approve the Minutes of February 22, 2016 meeting made by Lee Wishau. Seconded by Marla Wishau. Motion Carried
4. Marla Wishau explained that she was torn between putting out a calendar in 2016 that might have integrity issues versus waiting for the new website which would have the secure calendar built into the design. Marla explained that if you use a free calendar and allow all non-profits to enter data, the data could be inaccurate; data from one group could be accidentally altered or removed by another group. Basically, there is no security with the shared free versions of calendars. After discussion, it was decided Marla would enter all the clubs information for 2016 while the new website is being designed. Martha Hutsick would also find out if the Douglas Avenue Business Association wants to use a free calendar for 2016 to advertise their activities. Tom would work with the current website folks to see if the link to the free calendar could be made. In 2017, we should have a calendar with different passwords for different clubs so changes could not be made to any events but their own. Also, the village would have access to change or remove any information they might not feel appropriate, should that ever occur.
5. Marla Wishau brought a draft (attached) of a letter to village employees asking for their input for Frequently Asked Questions and Intranet development. She asked that Tom Christensen use it as a guide when he put out a letter under his letterhead asking for assistance from the employees. She sent a May 1 deadline for the employee responses, as this is the kind of information that needs to be in place as to not slow down the website development process. The FAQ's will be collected by Marla Wishau and brought to the May meeting for review by the committee. The Intranet ideas will go to Tom Christensen for review and summary presentation at the May meeting.
6. Image management presentation – laid over
7. Douglas Avenue Business Association was represented by Martha Hutsick who encouraged all who could attend the Association meeting on April 11 at 8:00 a.m. to plan to attend. Devon Sutherland from Downtown Racine Assn, will be speaking at the meeting about Douglas Avenue. The Douglas Avenue Business Association is working on drafts of mission statements, calendar of events, restaurant lists, etc. UW Wisconsin has a small business development center extension that works from Parkside location and the website is wisconsinsbdc.org. Martha thought they might assist with the promotion logo/branding of the Village and could attend a future meeting.
8. Website vendor selection is pending specification and scope of work detail that would be put in a standard bid package. If we advertised once in the paper and allow for one week for all bids to be submitted for review, we could have a decision by May 15. Much of the information for the Specifications would come from what Image Management has shown us as it is the most current methods and meets our needs for today and the future, and they have provided us with the technical jargon needed for the spec. The scope of the project will be drafted by Lee and Marla Wishau and a final draft created at the May meeting by the committee.
9. Branding was discussed with item 7.
10. New Business – Two candidates were mentioned for committee appointment process – wait for Fran
11. Motion to Adjourn Lee Wishau, seconded by Marla Wishau. Motion Carried 5:30 p.m.

Respectfully submitted by Marla Wishau