

# MINUTES FROM COMMUNITY DEVELOPMENT AUTHORITY

April 25, 2016

Present: Kjell Erlandsson; Fran Martin, Bill Streeter, Marla Wishau; Bob Bradley

Absent: Lee Wishau, Tom Christensen

Also Lori and Martha Hutsick from the Douglas Avenue Business Association

1. Meeting was called to order by Fran Martin at 5:00 p.m., at the East Side Community Center.
2. Motion to Approve the Minutes of April 11, 2016 meeting made by Bill Streeter. Seconded by Kjell Erlandsson. Motion Carried
3. Douglas Avenue Business Association report
  - a. Meeting held with presentation from the City of Racine on the Business Impact Districts
  - b. Attendance to the meetings appears to have a core group of Sebastians, Mileagers, Caledonia Chiropractic among the regulars. More people have shown an interest since the article in the Journal Times about the new association.
  - c. Lori, Martha and Amanda are putting the mission statements as the priority for their next meeting. They were supplied draft statements at the last meetings and were going to have feedback ready for the next meeting.
4. Discussion – Website vendor selection process
  - a. Marla provided specifications and a scope of work for the website based on material and information we had received from prior meetings
  - b. A full blown contract was not necessary, but an RFP from a minimum of 3 website vendors is reasonable and prudent.
  - c. The specification and scope of work were reviewed and found to be acceptable for use in our RFP/ website vendor selection process.
  - d. The following approvals need to occur before we can get three quotes for our website RFP
    - i. Approval of project from Full Board
    - ii. Budget for project from Finance Committee
  - e. Bob Bradley will follow up on the necessary approvals so we can put out the RFP
  - f. Fran Martin will contact Jim Ladwig to find additional website vendors in the area who might reply to our RFP
  - g. Motion to create an RFP and send it to three (3) vendors and have a fourteen (14) day deadline was made by Fran Martin. Seconded by Bill Streeter. Motion Carried
5. Discussion – Separate Village of Caledonia branding and logo process
  - a. The branding / logo process will be separate and will be discussed in future meetings after the website is started.
  - b. Use the surveys from the earlier Neighborhood Planning process to gather data / ideas
  - c. Use other methods to gather additional ideas – press release/combined announcement seeking ideas from residents?
  - d. List options, prepare RFP at later date if necessary
6. New Business
  - a. Engineering / Building checklist that is complete and user friendly for developers – Tom Christensen is expected to follow up with presentation to the committee shortly
  - b. Visioning Racine – Meeting on Monday, April 29 – Kjell Erlandsson, Marla Wishau and Bill Streeter will attend and share thoughts with the committee at next meeting.
  - c. WE Energies – Fran would like to have someone (possibly Margaret – Health Department) report the current status of the investigation given to the committee at the next meeting.
7. Motion to Adjourn Kjell Erlandsson, seconded by Bill Streeter. Motion Carried 6:07 p.m.

Respectfully submitted by Marla Wishau