

MINUTES FROM COMMUNITY DEVELOPMENT AUTHORITY

May 23, 2016

Present: Kjell Erlandsson; Fran Martin, Bill Streeter, Marla Wishau; Bob Bradley; Mike Perk (little late)

Absent: Lee Wishau, Tom Christensen

Also Tony Bunkleman, Village Engineer; Lori and Martha Hutsick from the Douglas Avenue Business Association

1. Meeting was called to order by Fran Martin at 5:02 p.m., at the East Side Community Center.
2. Motion to Approve the Minutes of April 25, 2016 meeting made by Bill Streeter. Seconded by Kjell Erlandsson. Motion Carried
3. Discussion of Visioning Greater Racine by Bill Streeter.
 - a. Bill provided the handouts from the meeting that Visioning provided that summarized their direction.
 - b. Kjell, Marla and Bill attended the meeting in April at Wheaton Franciscan
 - c. Bill brought forward some outcomes of the meeting like
 - i. Residents need to feel better about Racine in their mind set first
 - ii. Visioning has a “coach” who is very strong in the process because she is from Chattanooga Tennessee where they have successfully gone through this process already and are continuing to make improvements
 - iii. The “Visioning” area encompasses Racine, Sturtevant, Wind Point, Elmwood Park, Mt.Pleasant, Caledonia and North Bay – the group will reach out to involve all constituents
 - iv. In August the Visioning process is scheduled to begin.
 - v. Real problems will be addressed – the educational system among them
 - d. Bob Bradley asked if Caledonia would be asked to budget support towards the Visioning program as they have no corporate sponsors and are currently underfunded. Bob said we also had to look at the CDA funding in the 2017 budget. Bill said any amount that could be provided by the Village would be appreciated and used to the Visioning goals.
4. Website vendor selection
 - a. June 1, at the Village Hall, the RFP’s are due and will be opened by Tom Christensen
 - b. Interviews in June are a possibility
 - c. June 2 at 9:00 a.m. at the Village Hall meeting room is scheduled for review of the RFP submissions and the selection process
 - d. Finance Committee meets on June 6, followed by a regular Board meeting. We wish to get approval of the project by the selected vendor by Finance and the Board so we can continue as fast as possible with the website development.
 - e. The logo and branding process is the next “project” and we have already laid the groundwork
 - i. SWOT was done in January/February (see minutes)
 - ii. Fran has gathered input from citizens when the Land Use Plan developed
 - iii. Image Management estimated logo design/branding would be about \$1500 in their draft proposal from when the website and logo/branding were one project
 - iv. We have discussed using the students at Parkside and the Small Business Development Center (Jim McFall) for design ideas. Parkside students were not always available, but the SMDC has year round support and might be timelier. Fran was going to follow up by talking with Jim.
 - v. Bob Bradley expressed too much might be going into the effort of the design, maybe we should just “rework” the thistle, as it is not so bad and people are used to seeing it. Marla volunteered to “update” the thistle by seeing what ideas the internet might have that would be more desirable and maybe recognizable/relevant to the Village.
5. Douglas Avenue Business District Update (Lori and Martha)
 - a. Another meeting 2nd Monday of the Month had a drop in attendance. They are going to try to keep interest up by involving them more, survey, flyer....
 - b. They had an idea that they wish to pursue and will need some support from the Village if possible. They would like to have a FLYER of the restaurants in the area so they could be available at the local businesses like Pick and Save, Kmart, Nelsons, Mileagers, Scooter shop, etc.
 - c. They would like to create a Douglas Avenue Business Website and link it to the Village site

- d. They did not get the mission statement or area name finalized, but when that happens they wish to get the signage from the freeway and from the City of Racine to the Douglas Avenue Caledonia corridor completed.
6. Tony Bunkleman came to present where we are on the “easy” checklist for Caledonia’s Commercial and Residential development process.
 - a. Tony had reviewed Romeoville’s and Franklins on line process and thinks we would do many of the same things. He noted that it would be desirable to check boxed for defining what is necessary. The checklist, once completed, would end with a pre development agreement
 - i. Concept plan – rough plan of site
 - ii. Area for storm water runoff
 - iii. Building rendering (with detail of copies)
 - iv. Review by staff
 - v. Approval at various meeting
 - vi. Adherence to the Land Use plan
 - vii. Zoning (county) if necessary – a link to the county site and their staff contacts
 - b. Racine County forms linked for availability
 - i. Conditional Use
 - ii. Land Divisions
 - iii. Storm Water Management Plan
 - iv. Site Grade and Drainage
 - v. Traffic Impact Analysis
 - vi. Sanitary Sewer Water District
 - vii. Land Disturbance Permit
 - viii. Building Permit
 - c. Tony was asked to look at more sites and determine what might work best for Caledonia’ s website for both the Commercial and Residential “steps” presented to constituents online.
7. New Business
 - a. Margaret from the Health Department has no updates from the DNR concerning WE Energies issues. She will contact us when she has been contacted.
8. Motion to Adjourn at 6:23 p.m. by Fran Martin, Second by Mike Perk. Motion Carried

Respectfully submitted by Marla Wishau