

## MINUTES FROM COMMUNITY DEVELOPMENT AUTHORITY

June 27, 2016

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

Absent: Tom Christensen

Also Martha Hutsick from the Douglas Avenue Business Association

1. Meeting was called to order by Kjell Erlandsson at 5:00 p.m., at the East Side Community Center.
2. Motion to Approve the Minutes of May 23, 2016 meeting made by Lee Wishau. Seconded by Bob Bradley. Motion Carried
3. Discussion of Logo
  - a. Handouts from Image Management for consideration and comment. Based on what we had told Image Management about Caledonia from January minutes. Theme for all samples had Caledonia in all upper or upper/lower case. Some said Village of, some did not. Most had corn stalks, homes and buildings representing commercial/industrial.
    - i. Liked 1, 7A and 4A, with changes shown
    - ii. The commercial buildings were too solid and unfriendly
    - iii. The “mottos” were not what we wanted, we can drop them for this project
    - iv. Prefer no ‘Village of’ on the logo
    - v. Prefer all upper case
    - vi. Did not like script, too hard to read, looked like California at a glance, not Caledonia
    - vii. Too much color, logo should be able to stand as black and white as well as color
    - viii. Too busy, had corn, sun, horse trail, house, commercial. It is like the Wisconsin license plate, too much going on – get one theme going – simplify
    - ix. Make more unique to Caledonia – new ideas.....
  - b. Motion made by Lee Wishau to send back to Image Management with these comments for a rework. Second by Mike Pirk. Motion Carried
  - c. Fran work with Image Management for guidance and it will be reviewed at next meeting
4. New Business
  - a. Bob Bradley will work with Tom Christensen to gather FAQ’s for the new website, so we do not slow down the website progress. All existing content needs to be reviewed before it is put in the new site. Get list from Chad of necessary information they will require that we might need to create.
  - b. Douglas Avenue Business District is working on the mission statement and wants to have signage.
  - c. Marla will work with Chad on non-profit and business district calendars on new site.
5. Motion to Adjourn at 5:37 p.m. by Fran Martin, Second by Mike Pirk. Motion Carried

Respectfully submitted by Marla Wishau