

MINUTES FROM COMMUNITY DEVELOPMENT AUTHORITY

July 25, 2016

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

Absent: Tom Christensen

Also Lori Jensen, Martha Hutsick from Douglas Avenue Business Association; Chad Arents from Image Management

1. Meeting was called to order by Fran Martin at 5:07 p.m., at the East Side Community Center.
2. Motion to Approve the Minutes of June 27, 2016 meeting made by Bob Bradley. Seconded by Kjell Erlandsson. Motion Carried
3. Discussion of Logo Choice
 - A. Another presentation of potential Village Logos was provided by Image Management and though many of the committee agreed on one of the logos, the overall "image" was not what they liked. Some comments made were:
 - a. No horses
 - b. Direction should be more for new business growth
 - c. It should be something that represents the citizens so they can recognize it
 - d. It should represent the Caledonia lifestyle
 - e. It should create an image that we want people to see us as
 - B. Mike Pirk made a motion to bring the horse head to the board for review/approval with the following options:
 - a. The Caledonia with the horse head (from logo I) in a circle
 - b. The Caledonia with a thistle
 - c. No change to the current logoSeconded by Kjell Erlandsson, motion carried
4. Jump to agenda item 5, Martha Hutsick and Lori Jensen said the Douglas Avenue Business Group was not sure what the Village wants them to do ...perhaps some direction.
 - a. They are looking at some flower containers, working it out with Mileagers, wondering if there would be possible Village funding.
 - b. They are looking for uniformity and visual improvements along Douglas Avenue – want to make the area more attractive
 - c. It was clarified that the purpose for the Douglas Avenue Business Group and the tie to the CDA committee is to provide those businesses with a direct link to Caledonia government and to expedite any problems and make board members aware of problems and increase communications.
 - d. The mission statement is almost done.
 - e. The naming of the district is going toward "Caledonia Village Center" or CVC.
 - f. The way finding signage is still a priority, the City of Racine and the County are also working on signage issues, Martha with follow up next meeting.
5. Agenda item 4, Implementation, information and timeline for the website was presented by Chad Arents from Image Management
 - a. Timeline – there will be a draft website design for the August CDA meeting. It would have a home page showing color schemes, navigation, presentation of the different pages – moc up without coding for committee review
 - b. FAQ's – because only the fire chief took the time to provide any FAQ's, this will fall to the committee. Bob Bradley will also work with Tom Christensen for FAQ's.
 - c. Committee can look at Racine Public Library and Racine County Economic Development for more ideas.
 - d. It is Image Managements priority to make sure the site is not confusing, our current site has 12 choices, and Chad hopes to limit to no more than 5, with drop down menus and callouts.
 - e. Lee, Marla and Mike will touch base with Chad on August 18 for see if they feel the draft is on track
 - f. Chad sees and October delivery for the website if we can get the FAQ's, calendars and any other information to him as needed to complete.
6. No New Business
7. Motion to Adjourn at 6:47 p.m. by Bob Bradley, Second by Marla Wishau. Motion Carried

Respectfully submitted by Marla Wishau