

MINUTES FROM COMMUNITY DEVELOPMENT AUTHORITY
September 13, 2016

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

Absent: Lee Wishau, Tom Christensen

Also: Chad Arents from Image Management

1. Meeting was called to order by Fran Martin at 5:05 p.m., at the East Side Community Center.
2. Motion to Approve the Minutes of August 22, 2016 meeting deferred as they are not available yet.
3. Presentation of alternate logo to be tabled. Motion made by Bob Bradley, seconded by Marla Wishau. Motion Carried
4. Website mock-up presented by Chad Arents from Image Management
 - a. Ideas for changes to mock-up
 - i. Box out Resident and Business icons so they don't blend into the background photo
 - ii. Make the icons on the side bar thinner
 - iii. Remove employment icon and put in forms/permits instead
 - iv. Add health department
 - v. Get the current Caledonia logo in EPS format to use
 - b. Fran will call about business links
 - c. Bob will research with Tom as to who in the Village will maintain the website as a primary and who will back them up
 - d. All in attendance liked the advertising/announcement banner at the bottom of the drop down menus
 - e. Button or banner on home page for breaking news
 - f. Instructions for mobile pager to be added further on in the process
 - g. Timeline
 - i. Progress session Lee, Marla, Mike to see update at Image Management on September 22 @ 5:30
 - ii. Next CDA meeting will show drop down menus and changes above with some Caledonia photos
 - iii. Board will meet at Utility building on September 29, 2016 at 5:00 to view and comment on the progress of the website.
 - iv. October 17 is the date for the Caledonia website review and training
 - v. November 18 is the date set to go live with the website
 - h. FAQ's /department pages and photos needed soon.
5. No New Business
6. Motion to Adjourn at 6:18 p.m. by Bill Streeter, Second by Kjell Erlandsson. Motion Carried

Respectfully submitted by Marla Wishau