

# Caledonia Development Authority Minutes

February 23, 2022 Zoom Meeting

Attending: William Streeter; Fran Martin; Dave Gobis; Dave Haertle; Jake Lovdahl  
Absent: Marla Wishau  
Others: Elsa Milaeger; Lee Wishau; Joslyn Hoeffert; Kathy Kasper; Ken Mitchell; Cari Greving

1. Meeting called to order 4:00 p.m.
2. Approval of minutes from January 26, 2022. Motion made by Fran Martin; Seconded by Jake Lovdahl. Motion carried unanimously.
3. Discussion with Cari, Tourism Manager for Mt. Pleasant and has oversight of the Mt. Pleasant Tourism Commission. Currently 3 Real Racine employees are more recent hires and the Real Racine Board reached out to Cari to help “keep the wheels on” while they are operating without a Manager, Dave Blank, who recently retired. Fran said she is concerned our tourism dollars are not being used at all to promote Caledonia. Right now, there are no events scheduled but marketing is still happening. There has not been any movement toward hiring another Executive Director.

According to the MP Village Attorney, Caledonia could draw up a contract “hiring” the services of Cari to promote only Caledonia. Caledonia might need to create a three member commission that would have oversight of the Caledonia revenues sent to Mt. Pleasant for events and marketing. The tourism dollars given to Mt Pleasant for Caledonia tourism would be held separately and used exclusively for Caledonia promotion. Cari would make sure everything was transparent.

Fran thought that promotion of events at the new County Franksville Park (formally the Joint Park) would be great for Caledonia local businesses. Cari could do things like a “full on” promotion of just the businesses in the area of events, be it Franksville Park, Cliffside, or whatever. She was open to spend Caledonia tourism revenues on any business promotion we would desire.

However, Cari stated that with promotion, exactly where the patrons spend time and money is not tracked. But she can push what Caledonia would like. She gave the example of the ease to which Milaegers can be promoted in both Caledonia and Mt. Pleasant, because it is different and interesting to people new to the area.

What will happen with Real Racine is not known as of this date. Our withdrawal from Real Racine will affect what will be done with the Executive Director position; the same is true if the City of Burlington ends their contract. Jeff Van Lysa is currently chairing the board of Real Racine (runs Hampton Inn in Burlington). Fran thinks our current contract, which started in 1983 before we were a Village, has a provision where we could terminate the contract with 6 months notice. Kathy recommended breaking the contract now and reviewing our options and if we wish to go back with Real Racine, we could renew the contract. Kathy said we just paid the end of the year obligation, so now would be a good time to make that break.

Kathy thought RCEDC offered options to the visitor’s bureau. They have offered Real Racine to be an arm of their business umbrella. They would be managed under RCEDC, but their own entity. Cari thought this was a very good option as RCEDC has a great reputation and a good manager in Jenni Trick. This is the way Real Racine was leaning before the Executive Director retired, so Cari was surprised they have not made this move already. With a restructure under RCEDC, they would have a committee she would like to be on, using more of a county wide “group collaborative” that we are far away from now. Kathy thought this was also a great idea, and their goals (RCEDC and Real Racine) dovetail. Cari said Kelly from City of Racine runs events for the City and

she will be running events for Mt. Pleasant, would allow Real Racine to concentrate on everything else, attract business, recruitment, tourism. Bill agreed with Kathy and Cari about the separation of events from general business / tourism promotion.

Real Racine will be meeting tomorrow (4:00 p.m.). It wise to let them know the Village is discussing future marketing and event promotions, and the option of ending the current contract is something they should be aware of as being reviewed. Kathy suggested a recommendation to the board because our committee does not have the authority to make any changes, but it is in Caledonia's best interest to wait to see what options are the most sensible for the Village with all these changes. Dave G. and Dave H. think we should make a recommendation to the Board to look into our options. Lee suggested meeting with Jenni Trick about what they are thinking about. Jake spoke with Laura Million yesterday. Her contention is they rely on the Village to get the materials and information of things we want to get "out there"

Bill Streeter thinks we should recommend that the marketing of the Village should be investigated. CDA would be willing to do this and bring in Jenni Trick for the next meeting. This would allow all avenues to be investigated before any changes are made. Cari also pointed out if Real Racine does not want to be an arm of RCEDC, the issue is mute. RCEDC would remain focusing on economic development only.

4. Updates on Caledonia Payne and Dolan Sign: Elsa said the base is installed and the sign is coming from Michaels within the next 2 weeks.
5. Blight enforcement – Report issued from Pete and Helena. There is a new parking ordinance that will clearly detail what is allowed on suburban lots and will be easy to enforce. We are moving along on other blight issues, as detailed in the report in packet.
6. Business Directory Update – Joslyn. The link from Elsa will be shared with the Village's website and will serve as the "keeper" of the business directory. Joslyn can assist the Caledonia Business Association / Elsa with business lists. Elsa wanted to know how to consider home based businesses; Joslyn said it should be up to CBA. Elsa said they would look at it on a business by business basis. Ken suggested not using addresses for home-based business. Joslyn will have the link under the same area, Business, on the Caledonia website.
7. Caledonia Identity-Branding-Marketing – Meeting scheduled next Tuesday 4:00 at Village Conference Room.
8. Residential / Commercial Development – Joslyn and Erika looked for prior information from years ago, Lee was able to locate some of it on his files. Erika is updating some of the information found and they are working on getting it on the website. Hopefully for the next meeting there will be something to share. Joslyn will be at the next meeting to review the list and make improvements according to the CDA review.
9. Communication / New Business - Recommendation to the Board: Consideration for the most efficient and effective use of the room tax dollars and for taking such steps to effectuate that. Motion made by Fran Martin, seconded by Dave G. Motion carried unanimously.
10. Meeting Adjourned 5:35 p.m. Motion made by Fran Martin. Seconded by Dave Haertle. Motion carried unanimously.

Prepared by Marla L. Wishau