

CDA Minutes

January 26, 2022 4:00 p.m. Zoom Meeting

Present: Jake Lovdahl; Marla Wishau; Dave Haertle; Fran Martin; William Streeter; Jim Dobbs; Pete Wagner

Excused Absence: Dave Gobis

Other Attendees: Lee Wishau; Elsa Milaeger; Joslyn Hoeffert

1. Approval of Minutes from November 17, 2021: Fran asked to make sure that the minutes are accepted subject to the change clarifying Dave Blank retracted statement of Fran wishing to spend Real Racine money Caledonia Conservancy trail maintenance. Also, Marla Wishau, not Martha Wishau. Motion to approve by Dave Haertle; Second by Jake Lovdahl. Approved.
2. Caledonia's 2022 direction for Village marketing is unclear and every option should be considered. We are under contract with Real Racine at this time, but we are allowed to terminate the contract with notice. With the retirement of Dave Blank, Jim Dobbs said Racine County Executive Jonathan Delagrave is going to be presenting a plan regarding the direction of Real Racine, so if the agenda item could be moved to next month, we should be able to include that plan in our discussion. Also Fran suggested explore every opportunity, including reaching out to the new position called Tourism Manager in Mt. Pleasant currently held by the former Real Racine staff Cari Greving. She has a standing committee meeting at the same time as CDA; but would attend any special meetings we might have. She suggested Caledonia working with them to promote Caledonia events. Fran spoke with Bonnie, our Finance Director, to discern that the quarterly room taxes are paid quarterly to Real Racine. Fran and Bill also want to make sure that Jellystone, as the primary source of marketing income, should be invited to be involved in discussion of Village marketing. Fran was thinking the emphasis in overnight stays would be important. Fran wants to make sure that Caledonia's contribution to Real Racine does something for Caledonia directly. This item will be in next month's agenda.
3. Elsa Milaeger said the 3 Mile and Charles St. Caledonia sign sponsored by Payne and Dolan has had the base poured. By spring she expects it to be finished and Mileage's will landscape it. The next signage could be somewhere marking the entrance to Caledonia heading north on 31 or west/north on 38. The roads do not line up with our municipal line, so finding an appropriate spot for our sign, will determine its size. Marla and Elsa will review possible locations; Marla will contact the state to see if I94 has any locations the State DOT might allow signage. All locations will be reviewed; we will look at the old maps of possible locations. This item will be continued in future meetings.
4. A motion to approve \$22,100 to Milaeger's for pots along Douglas Avenue for plantings, and the annual maintenance of those planters, not to exceed the budget of \$26,000. In future years it would be less, depending on the number of additional planters purchased and maintenance. Hopefully, planters might start after the concrete barriers on 32 near 3 Mile, and extend north to Mocha Lisa. Fran moved to approve, Jake seconded. Approved.
5. Blight enforcement: handout showing annual review of blight areas and progress. Pete said property maintenance is the bulk of our reactive response. They are using the module for code enforcement which breaks down violation types. 65 cases were resolved in 2021. There were 100 new cases in 2021. A revenue resource consumer, Helena does it part time and prepared this annual report. The police has been involved with a few citizens, Pete also hopes out 2019 oldest case will be resolved in 2022. Bill said that although Pete says people don't complain Bill is concerned that is because people don't know how to complain. Pete thinks to "advertise" our enforcement program would cause the staff to be bogged down, and prefers to just address problems that are made, and possibly in the future a reorg that designates more time to law enforcement. Pete thinks people are more aware of the blight issues, and hopes it will eventually result in a reduction in inappropriate yard maintenance.

Jim Dobbs said that the 6 Mile property that had the house recently raised by the village, will be listed at range of \$69,000-\$80,000 commercial by Shorewest for one year. We can hopefully recover the costs of the demolition and cleanup and get the lot back on the tax rolls.

6. Discussion regarding the maintenance of the business list on the Caledonia Web Site. Joslyn pointed out how outdated the business information is and the difficulty maintaining it. The idea was good, but even in the few years since the new website was developed, this idea has become outdated. The maintenance of the business list and the adds/deletes and updates is near impossible and people now think to search within local groups and perhaps link the Caledonia Business Association instead of trying to do it at the Village level. The CBA has their own motivation to keep this current and the link would allow the village to assist any citizens looking for businesses. Elsa said the CBA are working on this now.

OTHER: Checklists for the building process/new businesses, etc. Put on next agenda

Meeting adjourned

SUBMITTED BY MARLA WISHAU