

Community Development Authority (CDA) / Economic Development /  
Chamber of Commerce Joint Meeting Minutes

Held Wednesday, February 23, 2011

1. **Call to Order / Introductions** – Present: Judy Bacha, Deb Kazmar, Lance Williston, Anna Schramke, Jim Schmitz, Rich Hendrickson, Cindy Jaggi (Economic Development Partners), Terry Kringle, April Little, Tim Young, Bonnie Wilcox, Jerry Jansen. Called to order by acting chairman Judy Bacha at 6:03 PM.
2. **Logo/Branding** – Cindy Jaggi summarized the final roll-out of the logo/branding project. Everything is ready to use. Branding Manual and Logos have been provided to the Village for implementation. Cindy discussed possible grants including JEM, USDA and private foundation grants for Village wide marketing initiatives. Jim Schmitz asked if the village website should be a priority now? Cindy felt it should along with other social medias such as Facebook. She noted that a “business profile” should be on the website and focus the content accordingly to the type of business we are trying to attract.
3. **Action Plan 2011** – Jim Schmitz commented that the Village has lots of ideas, but there never seems to be any movement on the ideas. He also noted that Charter Communications has some interest in a partnership with the Village.

Anna Schramke led a discussion on action plans with handout “Background Info”. Discussions continued regarding the In Business Magazine article on the Village. The article will be in July issue. The publishing is dependent upon the sale of a set amount of advertisements. The Village needs to get a building inventory and summary of our community hi-lites.

Village “Needs” brainstorming discussion took place to identify what needs to be done by the CDA/ED/Chamber groups. Possible needs are:

1. Marketing handouts for perspective persons/businesses
2. Website
3. Building Inventory
4. Entrance/wayfinding signs
5. Rivershore improvements (bike trail to dam)
6. RXR corridor clean up
7. Nature trails to tie into new berm
8. Promotion of bike trail
9. Parking plan/improvements
10. Tourism
11. Lake upgrades being completed
12. Economic development
13. Library /community parks

Possible “Projects” were grouped as follows based on the needs above:

- A. Marketing handouts for perspective persons/businesses  
Website  
Building Inventory  
Economic development
- B. Rivershore improvements (bike trail to dam)  
Promotion of bike trail  
Parking plan/improvements  
Tourism  
Lake upgrades being completed  
Library /community parks
- C. RXR corridor clean up

Group consensus was to move forward with Project “B”, tentatively named the Lake Promotion.

The ED group prepared a sample organization chart for a project. Each project would have a similar chart to identify how tasks would be assigned to each group.

4. **Next Meeting**—Community Club and Chamber should be contacted for input into the projects. Ideas on the official name of the Lake Promotion project should be brought to the group. Groups should begin to decide how they can make contributions to completing the tasks within the project.
5. Adjournment at 8:30 PM.

*By Lance Williston, CDA*