

MINUTES FROM COMMUNITY DEVELOPMENT AUTHORITY
Makeup Meeting from December 2015
Cancelled due to snow event
January 12, 2016

Present: Kjell Erlandsson; Fran Martin; Bob Bradley; Marla Wishau;

Absent: Tom Weatherston; Lee Wishau; Tom Christensen; April Weatherston

Other: R. Kenneth Werner Jr., CIC

1. Meeting was called to order by Fran Martin, at 5:39 p.m., at the Village of Caledonia Conference Room, 6922 Nicholson Road. There was not a quorum so Fran asked those attending if they wished to continue with the brainstorming project for Village of Caledonia “branding identity” scheduled. All in attendance wished to start the brainstorming project.
2. There was no Approval of Minutes from November 23, 2015 meeting
3. Brainstorming for Village Branding/Web Site/ Logo

a. Used format SWOT – Strengths / Weaknesses / Opportunities / Threats.

b. A **SWOT** analysis (alternatively **SWOT** matrix) is a structured planning method used to evaluate the strengths, weaknesses, opportunities and threats involved in a project or in a business venture. **ASWOT** analysis can be carried out for a product, place, industry or person. .

c. The following list of Strengths and Weaknesses were a result of the brainstorming.

STRENGTHS

Diverse Zoning
 Land Use Plan
 Lowest Unemployment Rate
 Rural Area
 Trail System / Caledonia Conservancy
 Lake Frontage
 Conservation Subdivision
 Airport Proximity (Mitchell and Batten)
 I-94 (growth potential)
 Chicago Milwaukee Corridor
 Low Crime Rate
 Parks (Village and County)
 Proximity to downtown Racine /
 Milwaukee
 Lower Mill Rate
 Own Board Member

WEAKNESSES

School System
 Diverse Zoning
 Lack of Village Center
 Not our own Zip Code
 WE Energy Plant
 No Public Transportation

4. At the next meeting the “Opportunities / Threats” will be the areas we will be brainstorming, as well as adding ideas to the list that was started at this meeting for “Strengths and Weaknesses”.
5. Motion to adjourn by Marla Wishau, Second by Kjell Erlandsson. 6:37 p.m. Motion carried.

Respectfully Submitted by: Marla Wishau

