



CIVIC AFFAIRS COMMITTEE MEMBERS PRESENT: A.M. Clausen, M. Kehrli, C. Kaufman, S. Havn, J. Hewitt, L. Knudtson

CIVIC AFFAIRS COMMITTEE MEMBERS EXCUSED: J. Butler

STAFF: L. Martin

TRUSTEES:

OTHERS: Ed Schmidt, U.W. – Parkside, invited guest

1. Call to Order

The meeting was called to order at 5:06 p.m. by **Chair Clausen**.

2. Persons Desiring to be Heard

None

3. Approval of the January 12, 2016 Meeting Minutes

Motion by **HEWITT** and seconded by **Kaufman** to accept the January 12, 2016 minutes. Motion unanimously passed (6-0).

4. Mount Pleasant Community Guide Publication - Update

MARTIN reported that **CLAUSEN** had the cover. **J. ZAREMBA** has been soliciting ads. His ad sales goal is \$20,000, and he now has reached \$9,000. **O & H** brought up that while they will consider an ad to help out the Village, they are not sure it is worthwhile to them, as they advertise in Real Racine's Visitors' Guide. It was also felt by some that ad costs may be a little steep. Committee discussed possibly offering an editorial on a business taking an ad. Village staff may be enlisted to dedicate some time to working on the Community Guide. There seems to be a little confusion on part of businesses as to who is sponsoring the guide. An email or letter drafted by the Village was suggested, as support for **ZAREMBA**. **CLAUSEN** will follow up with Seeger Map on cost of a Mount Pleasant map, although we are included in Racine County map.

Ed Schmidt, U.W. – Parkside, appeared to discuss Item 6. See below.

Continued discussion on Community Guide timeline: Sales close, February 29; followed by layout; then publication, April 13, and delivery to Village, April 29. Committee discussed if Village would have time to add information we need, such as contact names, while conforming to Guide's formatting templates. **CLAUSEN** will touch base with **ZAREMBA** to discuss timeline.

5. Website Traffic – Goals & Objectives | Discussion

CLAUSEN had the report from **J. ROBERS** on page views. Report remains pretty constant. **CLAUSEN** spoke with **ROBERS** about placing a window for viewers to ask a question. **ROBERS** knows someone with capability to do this; however, cost is unknown.

6. Village History on Website & Community Guide

Review of Materials

Ed Schmidt, U.W. – Parkside, appeared before the Committee, on **KAUFMAN'S** request to discuss possibility of creating an internship to help with the guide and history of Mount Pleasant. Committee explained that there were three projects:

- a. A summary of Village history for our website, with a number of drop-down windows and a brief paragraph;
- b. Community Guide summary of the history of the Village.



- c. Extensive history for trophy case and update to history. Committee has old, hard copies of material to use, including a written history from 1842 – 1976, but needs to be updated to include history from 1976 – present. This is a long-term project.

Although compensation could not be offered, student would get a byline on the history. **SCHMIDT** will put out a request for interest in the internship. If he is unable to find a student for the two short-term projects, he will look for a long-term intern for the history update.

7. First Quarter 2016 Sewer Bill Insert

a. Featured Business

CLAUSEN stated that Malicki’s Piggly Wiggly did provide their information. **KAUFMAN** has this. **Dickey’s** has not responded; they have been sent a few emails and telephoned. **MARTIN** will contact Firehouse Subs to see if they are interested in being a featured business. **KAUFMAN** has been working on the insert.

b. Relay for Life

Nothing additional to report.

c. Additional Information

Relay for Life information will be on the back, and April election voter information to be included.

8. Business Welcome Letters

CLAUSEN reported on the new businesses who had received welcome letters. **MARTIN** informed Committee that RAMAC is being copied on approved Commercial Tenant Operation Permits, so that they can ask businesses if they would like to join RAMAC. RAMAC will also coordinate ribbon cutting ceremonies. RCEDC will be copied on large businesses. Committee was reminded to stop in at businesses and to advise residents to use Mount Pleasant for their addresses, especially on Driver Licenses and Vehicle Registrations. **CLAUSEN** will follow up on a report from a resident that WE Energies was unable to change her billing address, due to billing program.

9. Adjournment

Motion, at 5:55 p.m., by **HEWITT** to adjourn. Motion seconded by **KEHRLI**. Motion unanimously passed (6-0).

**Next meeting is Tuesday, March 8, 2016, at 5:00 p.m.*