

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

CIVIC AFFAIRS COMMITTEE MEMBERS EXCUSED: R. Pattengale, V. Svoboda

STAFF: L. Martin, M. Pierce

TRUSTEES:

GUESTS:

1. Call to Order

The meeting was called to order at 4:02 p.m. by **Chair Clausen**. Roll Call taken.

2. Persons Desiring to be Heard

None.

3. Approval of the February 10, 2015, Meeting Minutes

Motion by **Hewitt** to approve the February 10, 2015, Civic Affairs Committee meeting minutes. Motion seconded by **Kehrli**. Motion unanimously passed.

4. Mount Pleasant Day – Discussion and Possible Action

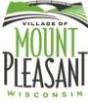
a. Select Date and Location for 2015 – Location will be in Mount Pleasant, possibly in back of Village campus and YMCA. PD range suggested for possible tours, if it is a smaller group. Campus building does not serve large groups well. September 19, 2015, from 9:00 a.m. – 3:00 p.m. is target date.

b. Define the Scope of the Event – Discussion. Budget and funding will need to be determined. Thought it would be a family event celebrating Mount Pleasant, to encourage attendance by people who wish to learn about Mount Pleasant. Suggestions include business displays, local artists, a farmer's market, history display, food vendors, a bounce house, Case H.S. band or choir, Safety Day activities, dance studios' dancers, and folk dancers. Food vendors might include the Summit, The Grind, Charcoal Grille, and Festival Foods. Discussion on if there was a need for sponsors. Johnson Bank, WE Energies, or General Rental may let us use a white tent. Before the next meeting, Committee should make contact with some of vendors mentioned: O&H, Racine Railroad, Farmers Market, 4H, Boy Scouts, YMCA, CNH, potential Food Vendors, Johnson Bank, WE Energies, and General Rental. Upon completion of minutes, members will coordinate contact with some of the vendors mentioned.

c. Marketing and Communication – Committee will advertise on website, in Journal Times, and **Clausen** will mention Mount Pleasant Day when she is a guest on WRJN, on Thursday, March 12, 2015, at 9:35 a.m., promoting the Civic Affairs Committee. **Martin** will create a flyer that can be distributed to businesses when Committee members make visits. Family, businesses, food and fun to be highlighted. Food will be sold. Ask for donations of products for raffles. Suggested that screen-printed t-shirts be sold. Control of planning event should be kept by Committee.

d. Assign Tasks and Future Action Items – As date approaches, Committee will meet more often for planning purposes. Committee should reach out to the YMCA. Members should look over list of businesses to see who they would like to contact. Committee will make a notification to the Village Board that the Committee is working on a Mount Pleasant Day, advising of proposed date and time, with more information to follow.

5. Location for Village Monument Signage on State Highways – **Martin** stated that he and **Clausen** looked at potential sites. He will send out a communication to the DOT, asking if signage can be added to population signs on posts on state highways. For the bigger sign package, easements will be needed from property owners. Prime site would be Hwy. 20, into the Village, both eastbound and westbound, from the freeway



and from Hwy. 31. Other potential prime signage sites would be Hwy. 11 at the freeway and Hwy. 31, both north and south end.

6. Village Communications – Discussion and Possible Action

- a. **Journal Times Publicity – Clausen’s** draft article has been sent to several people for input, and she passed it out to Committee for their critique, so article can be finalized and published. **Gleason’s** article was submitted but not published, to date.
- b. **Sewer Bill Insert – Kaufman** submitted draft sewer bill insert to Committee. It was reviewed and suggestions made for update. Suggestion to promote Mount Pleasant’s FaceBook page. Discussion on Business of the Quarter. For the first newsletter, let residents know this is what coming in this space. Due March 14, 2015. Suggested title: “Forward Thinking” at bottom.

7. Recognition of Businesses – Clausen reported that **Laura Gleason** will work on the website to highlight the Businesses of the Quarter promotion. In the future, new and/or existing businesses will be recognized in the quarterly insert with the sewer bill. Criteria to be developed for selecting and honoring the nominee(s). **Clausen** requested Committee members email her with suggestions. Item tabled until next sewer insert.

8. Updates

- a. **Business Visits - Clausen** handed out spreadsheet she developed for members to update their visits with businesses. She is working with IT to have a shared spreadsheet available for multiple users. She will look for members’ feedback. She did receive a form that **Hewitt** obtained from RCDEC but it is too lengthy and does not suit our purpose. **L. Million** has offered to work with Committee on the form. Members can email **Martin** or **Pierce** for appropriate staff names of those who can follow up with any problems that businesses relate.
- b. **Invite to Service Organizations –** No new discussion.
- c. **Village Branded Apparel -** Suggested that an article of Village clothing be worn when visiting businesses. Logo can be put on an existing shirt, also. Land’s End has good customer service.
- d. **Village Logo on Park Signage – Pierce** stated Parks Advisory Board discussed item. They will order new logo as signs are ordered or updated, with appropriate funding. Current signs are approximately ten years old.

9. Adjournment

Motion, at approximately 5:34 p.m., by **Hewitt** to adjourn. Motion seconded by **Havn**. Motion passed unanimously.

*Next meeting is Tuesday, April 14, 2015, at 4:00 p.m.