



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

CIVIC AFFAIRS COMMITTEE MEMBERS EXCUSED: M. Kehrl

STAFF: M. Pierce, L. Martin

TRUSTEES: G. Feest

GUESTS: Terri Maier, Jim Svoboda, Patrick Flynn

1. Call to Order

The meeting was called to order at 4:01 p.m. by **Chair Clausen**. Roll Call taken.

2. Persons Desiring to be Heard

Trustee Gary Feest came across a photo of Kenny Fiones standing next to his tree and was wondering if the Civic Affairs Committee was aware that quite a few trees have been planted in honor of various people and maybe a list could be created of those tree dedications and locations as part of the Village's history. Additional information to be gathered.

3. Approval of the April 14, 2015, Meeting Minutes

Motion by **Havn** to approve the April 14, 2015, Civic Affairs Committee meeting minutes. Motion seconded by **HEWITT**. Motion unanimously passed (5-0).

4. Pike River Pathway Grand Opening – Terri Maier, Chair Park & Rec Advisory Board

Terri explained Phase IV of the Pike River Pathway grand opening is probably overstated, but rather should be an open house to introduce the community to this beautiful area which begins west of Case High School due south crisscrossing the Racine County Bike Trail. Paving should begin any day. She is looking for ideas and lots of help in planning a family friendly day possibly using Case High School parking lot to have a bike rodeo, walk/ride, Officer Friendly, geo-caching. The goal is to promote using the bike path. Other ideas are to have people sponsor a shade tree or picnic table. This would also promote some off-road activity as the path going due east crosses Oakes Road behind Stewart McBride Park, behind the old Sam's Club to 21st Street to Culver's. **PATRICK FLYNN** from Racine Dental Group reports that they are holding a 5k run on the trail on August 1st and don't yet have a charity for the event. The run can be tied into the grand opening of the trail to raise money for benches, trees, etc. **CLAUSEN** suggests an editorial and/or flyer to advertise the promotion. More discussion will take place as event ideas formulate.

5. Kraut Music Fest – Jim Svoboda

Jim, as one of the organizers of the event, came to update the committee along with seeking volunteers and sponsors. Dates are June 18-21 and it features 38 bands and 2 stages over 4 days. Volunteers are needed for ticket booths, trash, parking, set up and tear down. He is hoping employees, friends and families will get involved. They are currently advertising on facebook, radio ads, website, and with yard signs and banners. Also discussed was our signage at the event. **PIERCE** reports our fence banners promoting Mount Pleasant Day are 2 1/2' x 5' vinyl banners that cost \$40 each. **SVOBODA** reports there have been \$40,000 in improvements done to the park from business donations. In lieu of sponsorship, services were provided which probably saved the park. He also has information about helicopter rides which we may be interested in for Mount Pleasant Day.

7. Racine Dental Dash 5k – Event Agreement

This item was discussed next out of sequence. **PATRICK FLYNN** from Racine Dental Group is promoting their grand opening on June 27th which is all about health and wellness. The all-day event begins with a 5k run on the route of the original Skeleton Skamper, and tours will be provided. **LOGAN** explained that since



we will be hosting six events per year instead of one, we now have an event agreement as a result of the Village lawsuit. He would like the Civic Affairs Committee to review it initially, and then have it put on the Parks agenda for next Thursday. It will ultimately go to the Village Board after that on June 8th. **HAVN** made a motion to move the Racine Dental Dash 5k June 27th to the Village Board. Seconded by **KAUFMAN**. Motion unanimously passed (5-0).

6. Mount Pleasant Day – Discussion and Possible Action

a. Recap of Work Meetings to-date

CLAUSEN has notes of some items discussed at work meetings and asks committee to review them. Next work meeting is Wednesday, May 20th at 5 p.m. in this room. At that meeting we will need to finalize email addresses and cover note to interested parties getting their requirements, space needs, materials, handouts, etc. for event. **LOGAN** stressed the need to finalize the key elements of participants such as food and entertainment as these are core items that will draw people to the event. Between now and next Wednesday we need to get a solid yes or no from each business and obtain contact names, phones, and emails. **LOGAN** reports thus far we have Elvis confirmed from noon-3:00, O&H, Jimmie John's, and he is working with Georgie Porgie's for custard and SC Johnson for potential funding. **HAVN** has confirmed the model airplane club and will contact a kite club and the Case band. **HEWITT** has contacts for a car show. **PIERCE** has calls in to Putzmeister (Kelly in Marketing) (Dave Adams, President and CEO) and Case New Holland with no responses. Also **SVOBODA** had contact with Charcoal Grill and music venues with no responses. **CLAUSEN** advises the Bounce House is confirmed, and Linda from the Y is working on a zumba demonstration. We have to be persistent in making our contacts.

8. Recognition of Businesses – Discussion

At last meeting it was determined that Festival Foods will be the first featured business of the quarter to appear on the sewer insert. Follow-up is needed to see if they will provide photo and information for the insert or if we will use a photo that we have. Once confirmed, we can post on website and monitor in hall. We have a drop-dead date of June 15 to have the insert ready and printed still using outside printer this time with an approximate cost of \$600. Discussion on establishing a date to select a business (by 15th). **KAUFMAN** suggested "featured business" rather than "business of the month/quarter" and leaving the timing ambiguous. **HEWITT** made a motion to change the recognition of businesses to "featured business." Seconded by **KAUFMAN**. Motion unanimously passed (5-0). Discussion on criteria for choosing the featured business. Committee members can suggest a business and qualify it, providing it is up to code and in good standing. Members will then put it to a vote. There will be no strict criteria as they are not receiving an award from us, just free advertising. Just avoid any conflict of interest with Board members/Committee members.

9. Updates

- a. Racine Heritage Museum** - **CLAUSEN** reports several members of the committee took the scheduled tour of the museum and were very impressed. The archives contain history of the entire county. She found it very fascinating and recommends everyone visit.
- b. Greening Racine** – **HAVN** reports groups of people and churches working with government leaders, businesses, environmental agencies bringing us all together to improve the environment. Includes recycling efforts, using alternative materials, focusing on reducing our footprint. This is something we need to be involved with. They recognized Mount Pleasant Village Hall as a step forward with our geo-thermal facility here using master gardeners to keep the natural habitat and having trustees use tablets to conserve paper usage. **CLAUSEN** asked members to come up with one idea to help reduce our impact on the environment.



- c. **Business Visits** – Reminder when visiting businesses about Mount Pleasant Day to ask about any issues or concerns they may have and listen to their comments. If they need to be referred to a Village department for assistance with a problem, try to make that happen. It’s important to record this on the shared spreadsheet so we have a record.
- d. **Village Logo on Park Signage** – **PIERCE** reports that new signs are being ordered soon. One for Polzin Park will be paid for by donations. Cost of signs for the Pike River Pathway is built into the system. This would add \$1500 to the order. There are funds left in Parks budget in “Capital.”
- e. **Communications**
 - i. **Sewer Bill Insert** –We have a drop dead date of June 15 which is a week earlier due to a change in personnel. Other items to include on sewer insert will be the Featured Business, Updates on Mount Pleasant Day, Village contact information. Future issues may include Citizen or Business of the Year. Criteria for this last item will have to be established at a future meeting.
 - ii. **Additional Comments** - **LOGAN** reports the Village Board authorized having the Community Guide created and published. We need to provide narrative and photos. Best if one person works this project rather than several. **SVOBODA** is working on the history. **JENNIFER** from I.T. will work on project to count hits on Village website. All Village departments and Committees can benefit from seeing which specific areas of the website get visited. **CLAUSEN** will email **SMITH** reference billboards for Mount Pleasant Day.

10. Adjournment

Motion, at approximately 5:10 p.m., by **HAVN** to adjourn. Motion seconded by **SVOBODA**. Motion unanimously passed (5-0).

*Next meeting is Tuesday, June 9, 2015, at 4:00 p.m.