



**CIVIC AFFAIRS COMMITTEE MEMBERS PRESENT:** A.M. Clausen, J. Hewitt, M. Kehrli, J. Butler

**CIVIC AFFAIRS COMMITTEE MEMBERS EXCUSED:** S. Havn, C. Kaufman

**STAFF:** L. Martin

**TRUSTEES:**

**GUESTS:** Lynda Knudtson

**1. Call to Order**

The meeting was called to order at 4:07 p.m. by **Chair Clausen**.

**2. Persons Desiring to be Heard**

None

**3. Approval of the September 8, 2015, Meeting Minutes**

Motion by **Hewitt** and seconded by **KEHRLI** to accept the September 8<sup>th</sup> minutes. Motion unanimously passed (4-0).

**4. Mount Pleasant Day – Update**

**a. 3<sup>rd</sup> Quarter Sewer Insert**

**LOGAN** reported that the 3<sup>rd</sup> quarter sewer bills went out with the insert/overview of Mount Pleasant Day. He commended **CHELSEA KAUFMAN** and **LAURA GLEASON** for doing a good job of putting together the highlights of the day on the insert. The back of the insert contains an overview of sponsors and vendors along with a thank you to all who made the event possible. At the next meeting he will bring more detailed results of the survey as there were approximately 30 responses, of which two or three were negative. Overall the responses were positive with people being excited for next year's event. In planning for next year, the negative comments will have to be addressed. **LOGAN** also thanked the members for hand writing thank you cards to those involved in Mount Pleasant Day. In the next couple weeks he will update the website to provide the date of September 17, 2016, as the next Mount Pleasant Day. **CLAUSEN** reports that she continues to receive positive feedback and thanks members of the committee for their dedication and hard work on the project. Everyone helped make it a success.

**5. Racine County Food Bank – Mount Pleasant Day Raffle Proceeds & Donation**

**LOGAN** gave a report on the funds involved in Mount Pleasant Day. Originally the Village budgeted \$2,000 of Village funds towards the event. Raffle revenue was \$419; sponsorship was \$11,050, for a total of \$13,469 in dedicated funds. Expenses to date are \$10,860, with \$2,500 of unexpended funds. Other things being charged to the Village account, related to sewer inserts, haven't posted as of today. With remaining funds, we may want to do another sewer insert closer to the end of the year; or possibly order flags or a Village-branded tent for next year. **LOGAN** recommends donating \$1,000 to the Racine County Food Bank. This, along with \$750 in food items, would bring our total donation to the Racine County Food Bank to \$1,750. Motion by **HEWITT** to approve a \$1,000 donation to the Racine County Food Bank as proceeds from the Mount Pleasant Day event. Seconded by **BUTLER**. Motion unanimously passed (4-0).

**6. Mount Pleasant Community Guide Publication**

**a. Business Spreadsheet & Work**

**CLAUSEN** reviewed the communications she and **LOGAN** have had with the company that will publish our community guide. From April through June we were waiting for them to provide us with a sales team. At the end of July we were told that we now have nine people on our sales team, and they requested our spreadsheet. By then our resources were dedicated to Mount Pleasant Day although



some preliminary work had been done. Yesterday another 130 businesses were sent to them for a total of approximately 200. They will send paperwork, via mail, to each business to fill out and return to them by fax. We found out that the person coordinating our time line with the company will be STEPHANIE. Overall this will be a great marketing tool. Now that Mount Pleasant Day is over, this will be the next big project for the committee. **LOGAN** is also working with Business in Focus magazine which will print a 6-8 page article on the Village for free. Also RAMAC will have a special article in their quarterly publication on the Village in the near future focusing on development and growth.

**7. Updates & Discussion**

**a. Website Traffic - Goals & Objectives**

In early September **CLAUSEN** sent everyone an email with information on the website that **JENNIFER** had garnered. The goal was to come up with suggestions on topics to capture interest. **HEWITT** felt this needs to be reviewed again now that Mount Pleasant Day is over. **LOGAN** reports a 20% jump in likes on the Village Facebook page bringing it to over 550 likes. Mount Pleasant Day itself generated interest in the website. For discussion next month, **CLAUSEN** suggested that members thoroughly review the website to see what might be missing, what we can improve on, and identify the top five items we should be tracking.

**b. Village History Page on Website**

**LOGAN** reports that next year he will be working on a trophy case for the front lobby containing Village awards, a history display exhibit and photographs. We have the original hand-scribed minutes from the first town hall meeting in 1842. **JULIET EDMANDS-PRIMUTH** would be a good source to piece together town/village history. **CLAUSEN** will obtain a copy of the book that **MARY CARRINGTON** wrote on the history of the town and follow up with **SONY** on this. She will also talk to **JENNIFER** about the structure for the website. This topic (history) is not a priority, but **CLAUSEN** would like to see the committee begin work on it.

**8. Adjournment**

Motion, at approximately 4:49 p.m., by **HEWITT** to adjourn. Motion seconded by **KEHRLI**. Motion unanimously passed (4-0).

*Next meeting is Tuesday, November 10, 2015, at 4:00 p.m.*