



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

**CIVIC AFFAIRS COMMITTEE MEMBERS EXCUSED:**

**STAFF:** L. Martin, M. Pierce

**TRUSTEES:**

**GUESTS:**

**1. Call to Order**

The meeting was called to order at 5:02 p.m. by **Chair Clausen**.

**2. Welcome New Committee Member – Lynda Knudtson**

Approved at last Village Board Meeting. The committee is very happy to have her.

**3. Persons Desiring to be Heard**

None

**4. Approval of the October 13, 2015, Meeting Minutes**

Motion by **Hewitt** and seconded by **KEHRLI** to accept the October 13<sup>th</sup> minutes. Motion passed (6-0 with **HAVN** abstaining as he was absent from that meeting).

**5. Mount Pleasant Community Guide Publication**

Yesterday **LOGAN, KURT WAHLEN and ANNA MARIE** met with the representative from the company that will publish our community guide. They discussed the timeline for the booklet. Over the next 60 days they will be sending out letters to sell ad space in the booklet – 1/8 of a page for \$395 and a full premier page for \$2295. Two spreadsheets have already been sent to them, but they are requesting more. So within the next few days, each member will receive a sheet from **CLAUSEN** to verify contact names and phone numbers to be sent to **CLAUSEN** soon. Much discussion followed to identify main topics to address in the booklet. Categories of content were discussed: Parks and Recreation, Restaurants, Schools, Arts and Culture, Care Facilities, Senior Living, History, Community Development and Growth, Seasonal Activities along with Village Hall information such as Voting, Sewer Billing, Meetings and Contact Information. **LOGAN** advised that the Administration Office has revamped the old “Welcome to Mount Pleasant” tiered booklet geared toward new home and business owners good for 2-3 years, containing much updated, specific contact information but not time-sensitive material. For further discussion – what businesses outside the physical boundaries of Mount Pleasant should be allowed to advertise in the booklet.

**6. Website Traffic – Goals & Objectives | Discussion**

As we have been working with **JENNIFER** to track which particular areas of the website people have been visiting, the most frequently visited areas have been Mount Pleasant Day, garbage and recycling, the compost center, Smolenski Park and other parks, and the Village Clerk/Treasurer for election information and the calendar for meetings and agendas. We need to identify if we are meeting people’s needs with providing enough information. **LYNDA KNUDTSON** would like to see more information and maps of the walking trails at Smolenski Park as members of the Y are constantly asking staff for more information. Perhaps they could even link the Y with our website. **CLAUSEN** wants to collaborate with **TERRI MAIER** from Parks to update their portion of the website and market Parks. **LOGAN** believes the Parks section of the website needs overhauling. We need to have site plan maps, a list of amenities, hours, etc. for all the parks. (Committee member **JEFF BUTLER** was just excused from the meeting). **HEWITT** would like to see better communication with hotels and businesses in the area so they can direct visitors and employees to the



trails. We can accomplish this through the community guide and/or links to our website. **LOGAN** reports that the Stormwater Engineer has created a map of the Pike River Pathway yesterday. **LOGAN** will be building a page on the website using that map and pictures of the Pike River Pathway for the home page. A suggestion was made to have photos of board members on the website. **CLAUSEN** wants committee members to continue reviewing the website for content as it will be a work in progress.

**7. Village History on Website & Community Guide**

We probably want a somewhat different perspective - much of the same information but a different approach for the website vs. community guide. **CLAUSEN** and **HAVN** went through the vault and located quite a bit of material along with several copies of Mary Carrington's booklet. **LOGAN** produced a copy of the book History of Racine County. **CLAUSEN** will go through all the material before bringing it to the next meeting so the committee can begin summarizing. **KAUFMAN** suggested creating an internship for a history student to go through the material and produce the document. **HEWITT** suggested approaching the Case High School History Department to see if they could use this as a semester project. We need to determine how to condense all of the information for the booklet and yet have a more lengthy presentation for the website and a good background of history for the trophy case. **KEHRLI** stated at last meeting we discussed having a one-page document with bullet points and clicking on a drill-down menu to go further. **LOGAN** suggested having a landing page, not overwhelming. Then for those more interested in the history, click on some larger document. We could maybe use the more lengthy document for the trophy case. We will have a lot of valuable information to work with. This topic will be brought up at our next committee meeting for much discussion.

**8. Meeting Day & Time | Discussion & Possible Action**

**CLAUSEN** asked members to decide on a day and time for Civic Affairs Committee meetings. After discussion, it was decided to keep the meetings at the second Tuesday of each month but at 5:00 p.m. instead of 4:00, but we can be flexible with work meetings.

**CLAUSEN** reports that three new "Welcome" letters have gone out to new businesses in the village: Quick Cutz on Mead Street; DeWitt Physical Therapy & Wellness on Bankers Road; and O&H Bakery on Washington Avenue.

**9. Adjournment**

Motion, at approximately 6:00 p.m., by **HEWITT** to adjourn. Motion seconded by **Kaufman**. Motion unanimously passed (6-0). \*\*

*Next meeting is Tuesday, December 8, 2015 at 5:00 p.m.*