



CIVIC AFFAIRS COMMITTEE MEMBERS PRESENT: A.M. Clausen, J. Hewitt, S. Havn, M. Kehrl, L. Knudtson,
(Kaufman arrived after Item #3), (Butler – absent).

CIVIC AFFAIRS COMMITTEE MEMBERS EXCUSED:

STAFF: L. Martin

TRUSTEES:

OTHERS: Don Schulz

1. Call to Order

The meeting was called to order at 5:03 p.m. by **Chair Clausen**.

2. Persons Desiring to be Heard

None

3. Approval of the November 12, 2015 Meeting Minutes

Motion by **HEWITT** and seconded by **HAVN** to accept the November 12th minutes. Motion unanimously passed (5-0). *It should be noted that KAUFMAN arrived after the vote.*

4. Mount Pleasant Community Guide Publication

a. Update on Business List/Spreadsheet

CLAUSEN reports that two spreadsheets have already been sent to the company that will publish our Community Guide. The priority list included approximately 70 businesses, and the second list about 120 businesses. They are asking for more. She is working on the third list but is asking the members each to take about ten of the businesses from these sheets to verify names of individuals as contacts, also verifying the name of the business, address and zip code. She would like the results back by Monday, but Wednesday (12-16) at the latest. Committee members went through the pages of the list and selected the various businesses to contact. **CLAUSEN** assigned all the religious organizations to committee member **BUTLER**, who is not present today. It was discussed that businesses should have a presence in Mount Pleasant to appear in the publication.

5. Website Traffic – Goals & Objectives | Discussion

CLAUSEN had a conversation with **JENNIFER** from I.T. who will create a monthly report which will list the website hits and specific topics that were visited. She will generate this report toward the end of each month and provide a copy to **CLAUSEN**. **JENNIFER** will also set up an area on the home page for people to provide feedback, with a brief window to add comments. Last month a suggestion was made to have Village Board members' photos on the website. Discussion followed having individual photos vs. a group photo. **CLAUSEN** will send an email to the trustees requesting them to submit a photo to be used on the website. **CLAUSEN** has not yet connected with **TERRI MAIER** from Parks reference updating that portion of the website, but will continue to pursue the matter. **LOGAN** has done a great job of posting the Pike River Pathway, which is a nice addition and well received.

6. Village History on Website & Community Guide

a. Review of Materials

SONNY helped **CLAUSEN** go through the large amount of fascinating source material. Many items were duplicated. They found old documents and old photos that should be part of the trophy case which is budgeted for 2016. **KAUFMAN** questioned whether the case would have UV glass protection since we would be displaying original historical paper documents being subjected to natural lighting. **HEWITT** felt if that type of glass is too costly, we could keep the originals in the vault and just display copies in



the case. Additional source material was found in a book written by Mary Carrington's friend. Discussion on who would write the summary for the Community Guide and how to structure the history for the website. **KAUFMAN** brought up using an intern. She will send emails to Parkside's History Department to see if they are interested in a senior project. This will be a huge task, and **CLAUSEN** feels this will be a good project after we complete work on the Community Guide which is our current priority.

7. Fourth Quarter 2015 Sewer Bill Insert

a. Featured Business

Discussion led to featuring one older business and one new business. **SONNY** suggested Malicki's Piggly Wiggly as they are very involved in the community, with charities and the veterans. **LOGAN** suggested Dickey's BBQ as the new business opening on 12-11. They will be contacted to provide information to the committee to use as featured businesses.

b. Additional Information

CLAUSEN checked with **ANNIKA**, and December 28th is the drop dead-line for providing information to the printer. Discussion followed on what other information could be added to the insert. Some general voter information should be included, and **STEPHANIE** can provide the necessary election details. **LOGAN** mentioned that other departments in the Village may have information to put out on the insert.

8. Business Welcome Letters

Seven welcome letters have been sent to new businesses since the last meeting. These originate from the Administrator's Office. **LOGAN** mentioned these are new tenants to existing buildings – not new construction.

9. Adjournment

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

**Next meeting is Tuesday, January 12, 2016 at 5:00 p.m.*