

Village of Cottage Grove
Meeting

Notice of Public

COMMUNITY DEVELOPMENT AUTHORITY

Monday, February 10, 2020
Village Hall

5:30 p.m.

221 E Cottage

Grove Rd.

1. Call To Order
2. Determination Of Quorum And That The Agenda Was Properly Posted.
3. PUBLIC APPEARANCES- Public's Opportunity To Speak About Any Subject That Is Not A Specific Agenda Item.
4. Discuss And Consider Approval Of Minutes Of The January 13, 2020 CDA Meeting.

Documents:

[1-13-2020 CDA MINUTES.PDF](#)

5. Discuss Marketing Project.

Documents:

[CDA_MARKETING_2020-02-10.PDF](#)

6. Discuss And Consider Participating In The CGI Community Video Program.

Documents:

[CDA_CGIVIDEO_2020-02-03.PDF](#)
[COTTAGE GROVE, WI AGREEMENT.PDF](#)

7. Discuss And Consider Advertising In The Dane Buy Local Guide.

Documents:

[CDA_DANEBUYLOCALAD_2020-02-03.PDF](#)

8. Future Agenda Items

9. Adjournment

This agenda has been prepared by Staff and approved by the Chair of the Community Development Authority for use at the meeting as listed above. Any item on the agenda is subject to final action. Notice: Persons needing special accommodations should call 608-839-4704 at least 24 hours prior to the meeting. It is possible that members of and possibly a quorum of members of other governmental

bodies may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.

**VILLAGE OF COTTAGE GROVE
COMMUNITY DEVELOPMENT AUTHORITY
Monday, January 13, 2020**

MINUTES

1. Call to order

The January 13, 2020 regular meeting of the Community Development Authority was called to order at 5:32 p.m. by Lennberg.

2. Determination of quorum and that the agenda was properly posted.

It was determined that there was a quorum of members present and that the agenda was properly posted. In attendance were Jeff Lennberg, John Hogan, Mike Elder, Kim Sale, Sarah Valencia. Absent and excused was Mike Millage and Jerrud Rossing. Also, in attendance were Planning Director Erin Ruth, Village Administrator Matt Giese, Village Clerk Lisa Kalata, and Kyle Adams from Ruedebusch.

3. PUBLIC APPEARANCES – *Public’s opportunity to speak about any subject that is not a specific agenda item.*
None

4. Discuss and Consider approval of minutes of the December 12, 2019 CDA meeting.

Motion by Hogan to approve the minutes from the December 12, 2019, seconded by Sale. **Motion** carried with a voice vote of 5-0-0.

5. Overview of Mid-America Economic Development Corp. Annual Site Selector Conference.

Ruth handout an overview of the conference at the last meeting for the committee to review. There were no questions. Ruth reported that the first speaker spoke about traditional success metrics however there are alternate success metrics that measure quality of life. Another presenter spoke on site selector information and the most important information on a website is contact information, current data, recent projects, available lands and sites, testimonials, 3D tours of industrial/business parks, videos and annual reports.

6. Discuss and consider goals for marketing project.

Ruth indicated that they looked at the economic development goals in the Comprehensive plan last meeting and also the strengths, weaknesses, opportunities and threats the next step would be to make a decision on the focus of the marketing plan if it should be one goal or a broader program. The committee agreed that it should be one goal. The process will continue with the next meeting.

7. Future agenda items

Marketing plan
Project on Hwy BB
CGI updating videos

10. Adjournment

Motion by Hogan to adjourn at 6:12 pm, seconded by Elder. Motion carried with a voice vote of 5-0-0.

**Lisa Kalata, Clerk
Village of Cottage Grove
Approved:**

These minutes represent the general subject matter discussed in this meeting but do not reflect a verbatim documentation of the subjects and conversations that took place.



CDA STAFF REPORT

MEMO DATE: February 7, 2020
MEETING DATE: **FEBRUARY 20, 2020**

TO: Village of Cottage Grove Community Development Authority
CC: Matt Giese – Village Administrator

FROM: [Erin Ruth, AICP – Village Planning Director](#)

RE: **Marketing Program Discussion**

BACKGROUND

At its January meeting the CDA selected the Economic Development goal that a marketing program should focus on: *Expand the Commercial Tax Base in the Village of Cottage Grove.*

At the same meeting, the CDA reviewed Strengths, Weaknesses, Opportunities, and Threats and selected those that were most relevant to the selected goal.

POINTS OF EMPHASIS FOR MARKETING CAMPAIGN

The current step is aimed at determining the best means of communication for the relevant strengths, weaknesses, opportunities, and threats. Staff has developed a matrix to organize the data – see the attachment.

The attached table lists the selected strengths, weaknesses, opportunities, and threats (called points of emphasis in the table).

The table has an additional set of columns under the heading ‘Methods of Representation.’ These are ways in which the points of emphasis can be represented including: written narrative, photo, video, map, testimonial, and graphs/tables. Staff has marked the two methods that seem best able to represent the point of emphasis.

Finally, the table has another set of columns under the heading ‘Type of Marketing Product.’ These include various types of marketing output: website, magazine/newspaper article, magazine/newspaper advertisement, printed material, video, and events. Staff selected three marketing products that seem best able to utilize the selected methods of representation.



STAFF RECOMMENDATION

Staff is asking the CDA to review the attached table on comment on changes or additions that should be made.

GOAL: Expand the Commercial Tax Base in the Village of Cottage Grove

Points of emphasis	Method of Representation						Type of Marketing Product					
	Written narrative	Photo	Video	Map	Testimonial	Graph/Table	Website	Mag./News article	Mag./News ad	Printed material	Video	Event
Location provides flexibility for business and workforce (near Madison, commute distance to Milwaukee)				X	X		X		X	X		
I-94 interchange/visibility from freeway		X		X			X		X	X		
Low municipal tax rate					X	X	X			X	X	
Established TIF districts/impactful incentives	X			X			X	X	X			
Efficient approval process	X				X		X	X			X	
Perception of size/location	X			X			X	X				X
Upcoming development area north of I-94			X	X			X	X		X		
Village-owned land in Commerce Park		X		X			X		X	X		
Recent large projects/momentum		X			X		X	X				X
Population growth/demographic changes	X					X	X	X				X



CDA STAFF REPORT

MEMO DATE: February 3, 2020
MEETING DATE: **FEBRUARY 10, 2020**

TO: Village of Cottage Grove Community Development Authority
CC: Matt Giese – Village Administrator
Lee Boushea – Village Attorney

FROM: [Erin Ruth, AICP – Village Planning Director](#)

RE: **CGI Communications – Community Showcase Video Program**

OVERVIEW

The Village has received an invitation to participate in the Community Showcase Video Program from CGI Communications, Inc. The program is free to municipalities and results in the production of several short (about 1 minute) videos that can be placed on the municipality's website.

The Village collaborated with the Town of Cottage Grove on a series of videos in 2016. These can be found on the bottom of the Village's home webpage.

Through the program, CGI will produce a welcome video and up to three additional videos, each about one minute long. Typical topics for the other three videos include education, tourism, economic development, parks and recreation, and health and wellness. CGI will write the script and provide full production, with the municipality having complete control over the content. When complete the videos are embedded into the municipal website. CGI will provide analytic data about video viewers.

The program is free to municipalities because CGI will attempt to recruit local businesses to produce their own promotional video, which is accessible via a link from the municipal videos. The typical cost to the business for this service is \$1,000 to \$5,000. There is no minimum number of participating businesses to allow a municipality to participate.

See the attached flyer for more information.



STAFF RECOMMENDATION

Staff is seeking direction from the CDA whether to again work with CGI to produce a new set of videos.

The main positive is the cost. There is no charge to the municipality.

Some negatives include:

- CGI retains ownership of the videos so there are limitations to how they can be incorporated into the Village website or for other uses.
- Part of the deal is that the Village writes an introduction letter that CGI uses to recruit business sponsors – may give the impression the Village more active in seeking sponsors than it really is (there is no minimum number of sponsors required).
- While CGI provides some assistance prior to shooting, Village staff is largely responsible for generating the subject matter and is solely responsible for arranging site visits and coordinating scheduling (videographer is on site only two days).

An alternative would be for the Village to engage a company to create video content as part of the marketing project. While there would be a cost, there should also be more flexibility in how the video may be used and more assistance in creating a higher quality product.

COMMUNITY SHOWCASE VIDEO PROGRAM

**DRIVING RESIDENTS, BUSINESS, AND
TOURISM TO YOUR COMMUNITY**



TO LEARN MORE ABOUT THIS PROGRAM

-  VISIT www.mayors.tv
-  EMAIL nicoler@cgicommunications.com
-  CALL Vice President of Marketing and Acquisitions, Nicole Rongo at 800-398-3029 x203



cgicompany.com



COMMUNITY PROMOTION

The Community Showcase Video Program provides unique video content for municipalities to enhance their website. Delivered FREE OF CHARGE, our program is designed to meet the promotional needs of all communities, large and small.



COMMUNITY ORGANIZATIONS

CGI will provide an additional overview video that depicts the important role non-profits play in enriching the quality of life for residents each day. Non-profit organizations receive a FREE logo that links directly to their website, providing them with additional exposure through the community's participation.

CGI works directly with your community to produce a series of videos for your official website. The videos help communities promote tourism, educate and welcome new families and residents and attract new businesses.

Your Video Tour will include a message from your mayor (or other civic leader), and has additional content to highlight quality of life, recreation, business & industry, shopping & dining, and much more.

VIDEO TOUR



GOCAST™ MOBILE APP



GoCast™ gives you the power to record and upload videos to your official website and social media pages instantly! Operated right from your smart phone or device, GoCast™ allows you to record up to two minutes of video at a time with no limitation as to how often it's used. It is the perfect solution to adding new content to your website every day! From ribbon cuttings, festivals, departmental messages, emergency notifications, holiday greetings, event promotion...GoCast™ lets you capture it all.



BENEFITS

- ⦿ NO COST to your municipality
- ⦿ Simple implementation process
- ⦿ Professional video production
- ⦿ Captivating interface on your website homepage
- ⦿ Enhanced online communication
- ⦿ Optimized Internet presence



2019 Community Video Program

Name: Matt Giese

Title: Village Administrator

Address: 221 E. Cottage Grove Road

City, State, Zip: Cottage Grove, WI 53527

Phone: (608) 839-4704

Email: MGiese@village.cottage-grove.wi.us

Website: www.village.cottage-grove.wi.us

This agreement is between CGI Communications, Inc. ("CGI") and the Village of Cottage Grove (the "Village") and shall remain in effect from the date it is signed by both parties until the third anniversary of the date that the completed and approved Community Video Program is made available for viewer access on different devices via a link on the www.village.cottage-grove.wi.us homepage, including any alternate versions of that homepage.

During the term of this Agreement, CGI shall:

- Produce a total of six video chapters with subject matter that includes but is not limited to: Welcome, Education, Healthy Living, Homes / Real Estate
- Provide one Community Organizations chapter to promote charities, nonprofits and community development organizations
- Provide script writing and video content consultation
- Send a videographer to Village locations to shoot footage for the videos
- Reserve the right to use still images and photos for video production
- Provide all aspects of video production and editing, from raw footage to final video including professional voiceovers and background music
- Provide a final draft of Community Video Program content subject to Village's approval (up to 3 sets of revisions allowed). CGI's request for approval of content or revision, including final draft, shall be deemed approved if no response is received by us within 30 days of request
- Provide our patented OneClick™ Technology and encode all videos into multiple streaming digital formats to play on all computer systems, browsers, and Internet connection speeds; recognized player formats include WindowsMedia™ and QuickTime™
- Store and stream all videos on CGI's dedicated server
- Feature business sponsors around the perimeter of video panels
- Be solely responsible for sponsorship fulfillment including all related aspects of marketing, production, printing, and distribution
- Facilitate viewer access of the Community Video Program from Village website, including any alternate versions of Village's homepage, for different devices, by providing HTML source code for a graphic link to be prominently displayed on the www.village.cottage-grove.wi.us website homepage as follows: "Coming Soon" graphic link designed to coordinate with existing website color theme to be provided within 10 business days of execution of this agreement. "Community Video Program" graphic link to be provided to replace the "Coming Soon" link upon completion and approval of videos
- Grant to Village a license to use CGI's Line of Code to link to and/or stream the videos
- Own copyrights of the master Community Video Program
- Assume all costs for the Community Video Program
- Afford businesses the opportunity to purchase various digital media products and services from CGI and its affiliates

During the term of this Agreement, the Village shall:

- Provide a letter of introduction for the program on Village's letterhead
- Assist with the content and script for the Community Video Program
- Grant CGI the right to use Village's name in connection with the preparation, production, and marketing of the Program
- Display the "Coming Soon" graphic link prominently on the www.village.cottage-grove.wi.us homepage within 10 business days of receipt of HTML source code
- Display the "Community Video Program" link prominently on its www.village.cottage-grove.wi.us homepage, including any alternate versions of your home page, for viewer access on different devices for the entire term of this agreement
- Ensure that this agreement remains valid and in force until the agreed upon expiration date, regardless of change in administration
- Grant full and exclusive streaming video rights for CGI and its subsidiaries, affiliates, successors and assigns to stream all video content produced by CGI for the Community Video Program
- Agree that the town will not knowingly submit any photograph, video, or other content that infringes on any third party's copyright, trademark or other intellectual property, privacy or publicity right for use in any video or other display comprising this program.

This Agreement constitutes the entire agreement of the parties and supersedes any and all prior communications, understandings and agreements, whether oral or written. No modification or claimed waiver of any provision shall be valid except by written amendment signed by the parties herein. Village warrants that it is a tax exempt entity. The undersigned, have read and understand the above information and have full authority to sign this agreement.

Village of Cottage Grove, WI

CGI Communications, Inc.

Signature:

Name (printed):

Name (printed): Nicole Rongo

Title:

Title: Vice President of Marketing and Acquisitions

Date:

Date: October 10, 2019

FREQUENTLY ASKED QUESTIONS

▶ **Who is CGI Communications, Inc.?**

Formed in 1987, CGI Communications, Inc. is the leading provider of high-impact marketing solutions to communities and small businesses. CGI is one of Upstate New York's top growth companies, receiving multiple Top 100 Awards in the Greater Rochester Area.

▶ **Are there any hidden costs?**

No, there is never a point where your municipality will see an invoice for any services we provide.

▶ **What if no businesses sign up for sponsorship?**

Even if zero sponsors participate, your community will still receive the program at no cost. There is no threshold or minimum sponsorship requirement.

▶ **How long is the production time line?**

The welcome video can be completed with in a few weeks upon request. The entire video production is typically about 12 -16 weeks, but can vary depending on what time of year filming is preferred.

▶ **What is the relationship between CGI and the United States Conference of Mayors and the National League of Cities?**

CGI works in partnership with the USCM and NLC to provide a myriad of digital marketing tools to showcase and promote municipalities nationwide. Our Community Showcase Video Program is an opportunity that both members and non-members can participate in.

▶ **Who fulfills the sponsorship element of the Community Showcase Video Program?**

CGI takes care of all sponsorship fulfillment, however if your community would like to recommend businesses to have the first right of refusal, we encourage and welcome you to do so.

▶ **Do we have a choice of what season we are filmed in?**

Absolutely! It is our goal to film municipalities in the season you feel best represents your community as a whole.

▶ **Do we need an Official Representative in our Welcome video?**

Absolutely not! It is your community's choice on whether or not you would like to have a civic leader represented in the welcome video.

▶ **Does our city have a choice in what type of establishments can participate in the sponsorship fulfillment?**

Of course! Your community has a say in the types of businesses that are featured. We simply need to know prior to the beginning of the sponsorship fulfillment campaign. For further information, please request CGI's Sponsor Policy.

▶ **Is there a special rate for non-profit organizations that want to get involved?**

We provide a Community Organizations chapter that creates an opportunity for local non-profits to garner exposure on our program at no-cost.

▶ **What is the GoCast Mobile App?**

GoCast gives you the power to record and upload videos to your official website and social media pages instantly! Operated right from your smart phone or device, GoCast allows you to record up to two minutes of video at a time with no limitation as to how often it's used. It is the perfect solution to adding new content to your website every day! From ribbon cuttings, festivals, departmental messages, emergency notifications, holiday greetings, event promotion...GoCast lets you capture it all.





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Village of Cottage Grove, WI

CGI Communications, Inc.

Signature:

Name (printed):

Name (printed): Nicole Rongo

Title:

Title: Vice President of Marketing and Acquisitions

Date:

Date: October 10, 2019



CDA STAFF REPORT

MEMO DATE:	February 3, 2020
MEETING DATE:	FEBRUARY 10, 2020
TO:	Village of Cottage Grove Community Development Authority
CC:	Matt Giese – Village Administrator Lee Boushea – Village Attorney
FROM:	Erin Ruth, AICP – Village Planning Director
RE:	Dane Buy Local Guide Advertisement

OVERVIEW

The Cottage Grove Chamber of Commerce passed along information about an opportunity to advertise in the Dane Buy Local Guide. The guide is essentially a listing of participating local businesses by category. A e-version of the most recent guide can be found [here](#). The spec sheet and rates are attached.

The prices are much less than the MADREP guide in which the Village advertises. However, the Dane Local Guide would presumably have a much wider focus and many of those readers may not find an ad from a municipality relevant to them. Staff reviewed the three most recent versions and it does not appear that any municipalities have advertised.

STAFF RECOMMENDATION

Staff is seeking direction from the CDA whether submit an advertisement for the guide.

2020-2021 Dane Buy Local Guide



Dane Buy Local is pleased to announce the production of its annual *Dane Buy Local Guide*. 25,000 Guides will be produced and distributed FREE through member businesses, media partner events, relocation packages and additional outlets.

Dane Buy Local members are invited to participate in this excellent marketing tool. All members receive a business listing, and have the opportunity to enhance the listing or place an advertisement in the Guide.

To reserve space or for more information, please contact Amy Johnson at ajohnson@townsandassociates.com or (608) 215-5240.

AD RESERVATION
February 28, 2020

AD SUBMISSION
March 6, 2020

FILE SUBMISSION GUIDELINES

The resolution of all images must be at least **300 dpi (dots per inch)**. Do not resave a 72 dpi image at 300 dpi. The quality will not improve; the original image must be of good quality.

All images, logos and colors must be CMYK. NO SPOT COLORS. To ensure rich black please make sure the CMYK values are 40-30-30-100.

We use the following **SOFTWARE**:
 Adobe Photoshop CC
 Adobe InDesign CC
 Adobe Illustrator CC ——— **Convert text to outlines!**
We do not accept Microsoft Publisher files!

Type of files: Macintosh format .tif, .pdf and .eps work the best. If the file is too big, you can condense it using Stuffit! software or use a free file-sending website (hightail.com) to send files over 20MB.

Low resolution images don't print well. Many images (i.e. 72 dpi .jpg) look jagged and blurry when printing this type of publication. For best results, please be sure your images are at least 300 dpi. It is best to **convert your images from RGB to CMYK** before you send them to us so that you have more control over the appearance of the printed piece. You can use Adobe Photoshop or Photo Deluxe to perform the conversion. Please prepare your files properly for the best end results.

Faxed ads and photographs do not transmit clearly; please email or mail them.

Please send electronic files to: townsgraphics@yahoo.com

If writing to a CD, mail to:
Towns & Associates, Inc.
P.O. Box 174
Baraboo, WI 53913-2445

Ad copy questions, call: **(608) 356-8757 ext. 106.**

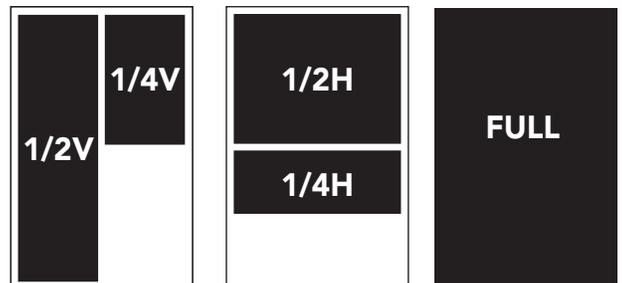
Towns Associates, Inc.
 CUSTOM DIRECTORIES AND SPECIALTY PUBLICATIONS

ADVERTISEMENT RATES

SIZE	B&W	SPOT COLOR	4-COLOR
Free Listing*	FREE	N/A	N/A
2nd Category Listing*	\$150	N/A	N/A
Enhanced Listing**	\$125	\$145	\$185
1/4 Page	\$250	\$325	\$395
1/2 Page	\$395	\$495	\$595
Full Page w/Bleed	N/A	N/A	\$875
Inside Back Cover	N/A	N/A	\$1150
Inside Front Cover	N/A	N/A	\$1250
Back Cover	N/A	N/A	\$1450

* Listing includes business name, address, phone, fax, e-mail and website.

** Listing plus an additional 3 lines (45 character maximum per line) and logo.



ADVERTISEMENT SIZES

Trim Size:	5.375" w x 8.5" h
1/4 Page Vertical	2.25" w x 3.7" h
1/4 Page Horizontal	4.7275" w x 1.75" h
1/2 Page Vertical	2.25" w x 7.625" h
1/2 Page Horizontal	4.7275" w x 3.7" h
Full Page w/Bleed	5.625" w x 8.75" h*

*Please keep all text and important images 1/2" from outside edges on full page ads to accommodate bleeds.

Binding Method: Saddle-Stitched or Perfect Bound