

COMMUNITY DEVELOPMENT AUTHORITY

Monday, April 12, 2021

5:30 p.m.

Due to the COVID-19 pandemic, this meeting will take place virtually via Zoom. Please join the meeting from your computer, tablet or smartphone by visiting <https://zoom.us/j/92407775601?pwd=Y3VyRVNENzdRVUFSTFNBNk92YWx5UT09>

You can also participate via phone by dialing 1 312 626 6799 and use Meeting ID: 924 0777 5601 # When asked for your Participant ID, just press # when asked for the [Passcode enter 221](#).

You may also choose to participate by providing public comment prior to the meeting via email to Village Clerk Lisa Kalata: lkalata@village.cottage-grove.wi.us

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 March 8, 2021 CDA Meeting.

Documents:

[3-8-21 CDA MINUTES.PDF](#)

5. Continue Marketing Project Discussion.

Documents:

[COTTAGE GROVE - BRANDING REVISIONS.PDF](#)

6. Future Agenda Items
7. 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, March 8, 2021**

MINUTES

1. Call to order

The March 8, 2021 regular meeting of the Community Development Authority was called to order at 5:30p.m. by Lennberg, this was a Zoom meeting.

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, Sarah Valencia, Mike Elder, John Hogan, Jerrud Rossing and Kim Sale. Mike Millage was absent and excused. Also, in attendance were Planning Director Erin Ruth, Village Administrator Matt Giese and Clerk Lisa Kalata.

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 February 8, 2021 CDA meeting.

Motion by Valencia to approve the minutes from the February 8, 2021, seconded by Hogan. **Motion** carried with a voice vote of 6-0-0.

5. Continue Marketing Project Discussion.

Brad Nellis and Nadia Abudi from Distillery were present to give a presentation on the first look at new logos and the meanings behind each logo. The committee recommending making revisions to option 2 and 3 of the logos presented. The work will continue on the marketing project.

6. Future Agenda Items

Marketing project

7. Adjournment

Motion by Hogan to adjourn at 5:56 pm, seconded by Sale. **Motion** carried with a voice vote of 6-0-0.

**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.

Distillery

PHASE 2

**BRANDING
REVISIONS**

**VILLAGE OF
COTTAGE GROVE**



March 2021



REVISION 1



REVISION 2



REVISION 3



THE VILLAGE OF
COTTAGE GROVE



THE VILLAGE OF
COTTAGE GROVE

REVISION 1



THE VILLAGE OF
COTTAGE GROVE

REVISION 2