

Village of Cottage Grove
Meeting

Notice of Public

COMMUNITY DEVELOPMENT AUTHORITY

Tuesday, November 9, 2021

5:30 p.m.

Due to the COVID-19 pandemic, this meeting will take place as a hybrid meeting both virtually via Zoom and in person at Village Hall at 221 E. Cottage Grove Road.

If utilizing Zoom, please join the meeting from your computer, tablet or smartphone by visiting <https://us06web.zoom.us/j/86329869344?pwd=WU1aV3pzMWRvZU1XYUlyUysxdGdBZz09>

You can also participate via phone by dialing 1 312 626 6799 and use Meeting ID: 863 2986 9344# 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 October 11, 2021 CDA Meeting.

Documents:

[10-11-21 CDA MINUTES.PDF](#)

5. Discuss And Consider Marketing Proposal.

Documents:

[CG2022_MARKETINGTACTICS_R.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, October 11, 2021**

MINUTES

1. Call to order

The October 11, 2021 regular meeting of the Community Development Authority was called to order at 5:30 p.m. by Sarah Valencia, 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 Sarah Valencia, David Peterson, Mike Elder, John Hogan, Kim Sale and Jerrud Rossing. Also, in attendance were Planning Director Erin Ruth, Village Administrator Matt Giese, Village Clerk Lisa Kalata and Village Deputy Administrator JJ Larson.

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 September 13, 2021 CDA meeting.

Motion by Hogan to approve the minutes from the September 13, 2021, seconded by Peterson. **Motion** carried with a voice vote of 5-0-1 with Rossing abstaining.

5. Discuss and Consider 2022 Marketing Plan.

Brad Nellis and Nadia Abudi were present to give an overview of the marketing plan for 2022. There was a discussion on the banner items and printed information. Brad and Nadia will come back with revised plan for the next meeting.

6. Discuss and Consider Date of November Meeting Due to Conflict with Budget Workshop.

Motion Valencia to move the November meeting date to November 9th @ 5:30 pm., seconded by Peterson. **Motion** carried with a voice vote of 6-0-0.

7. Future Agenda Items

Marketing plan.

8. Adjournment

Motion by Peterson to adjourn at 6:22 p.m., 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.

MARKETING TACTICS: 2022 Budget

	Design/Creative	Production			Project Total	
		Qty	Price	Production Total		
Window clings	\$240	500	\$1.20	\$600.00	\$840.00	
Street Banners	\$600	12	\$80.00	\$960.00	\$1,560.00	Assuming pole hardware is already present
Event Banners	\$600	2	\$800.00	\$1,600.00	\$1,600.00	Large, freestanding, double-sided A-frame banners to move from event to event
Welcome Packets	\$5,200	100	\$9.00	\$900.00	\$900.00	Digital and physical information packets for distribution.
Brand Video	\$7,000			\$0.00	\$7,000	On location footage, studio or location interviews, editing and voiceover
Press Release & Distribution	\$1,000			\$0.00	\$1,000	
Outreach Campaign	\$8,400			\$8,700.00	\$17,100	Social media campaigns across all relevant platforms, developing original and leveraging third-party content.
				Total	\$30,000.00	Media placements (digital and traditional) in key publications such as: <i>Cottage Grove Herald Independant</i> <i>Sun Prairie Star</i> <i>Madison.com</i> <i>Channel 3000 / Madison Mag</i> <i>InBusiness</i> <i>Isthmus (maybe)</i>