

**VILLAGE OF COTTAGE GROVE
COMMUNITY DEVELOPMENT AUTHORITY
Monday, February 10, 2020**

MINUTES

1. Call to order

The February 10, 2020 regular meeting of the Community Development Authority was called to order at 5:31 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, Mike Elder, Mike Millage, Jerrud Rossing, Kim Sale, Sarah Valencia. Absent and excused was John Hogan. Also, in attendance were Planning Director Erin Ruth, 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 January 13, 2020 CDA meeting.

Motion by Valencia to approve the minutes from the January 13, 2020, seconded by Sale. **Motion** carried with a voice vote of 6-0-0.

5. Discuss marketing project.

Ruth explained the staff report in the packet, as this is a continued discussion from previous meetings. Ruth provided a matrix showing the different ways in which the marketing could look like with different products. The board agreed that it was a very complete presentation and they will continue to work toward the end goal.

6. Discuss and consider participating in the CGI Community Video Program.

Ruth explained that CGI had done the current videos that are the Village website and they are looking to do updated videos which would be no cost to the Village, however they would call local businesses to see if they would sponsor the videos. Valencia questioned if they should wait on the project until they have a better idea of how they want to market Cottage Grove. Sale questioned if the Village could do the calling for sponsors to help offset the cost of the marketing initiatives. Motion by Lennberg to table item six until the next meeting, seconded by Valencia. Motion carried with a voice vote of 6-0-0.

7. Discuss and consider advertising in the Dane Buy Local Guide.

Ruth explained that this was passed along from the Chamber and they thought this may be of interest to the committee. Ruth also indicated that he did review the previous issues and did not see other municipalities that advertise, so he is not sure that this would be hitting the right market. Lennberg questioned if there are other Chambers advertising in the guide, which Rossing indicated that he did not see other chambers in the guide. Elder indicated he did not know where the Village would fit into the index. **Motion** by Rossing to not participate this year and revisit next year, seconded by Sale. **Motion** carried with a voice vote of 6-0-0.

8. Future agenda items

Marketing, CGI Videos

10. Adjournment

Motion by Valencia to adjourn at 5:50 pm, seconded by Elder. 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.