



**Community Development Authority Minutes**  
**Hobart Village Offices; 2990 S. Pine Tree Rd, Hobart, WI**  
**Wednesday, July 26, 2017 – 4:00 pm**

1. **CALL TO ORDER; ROLL CALL.** The meeting was called to order by Aaron Kramer at 4:03pm. Present: Deb Schumacher, Ed Kazik, Bob Ross, Dave Landwehr, Kate Sterckx, Terri Sullivan, Jay McKeefry, Dawn Clark and Erica. Also attending for part of the meeting was Jared Schmidt from Robert E. Lee.
2. **VERIFY/MODIFY/APPROVE MEETING AGENDA.** Motion by Debbie Schumacher, second by Ed Kazik, to approve the meeting's Agenda. Motion carried unanimously.
3. **APPROVAL OF PREVIOUS MEETING MINUTES.** Motion by Debbie Schumacher, second by Bob Ross, to approve the minutes of January 25, 2017. Motion carried unanimously.
4. **Election of Chairperson**  
Two motions were made by Debbie Schumacher and Dave Landwehr for Kate Sterckx to assume the position of the chairperson of the CDA. All committee members approved the motions.
5. **Welcome to Hobart Vandalism**  
One banner (for the LPGA event) and 4 signs were vandalized. The signs are covered by insurance and will be replaced. The signs are being re-sanded and formatted by the sign company.
6. **Marketing Projects**
  - Brown County Opolo Game: Kathy and Tony from All Sports Marketing reached out to Hobart about this. They have designed games like this for other communities, similar to the Green Bay Packers Hall of Fame game. The Brown County game is being used as a fund raiser. As noted, Hobart will be sponsoring the complete set of money for the game and the Village logo will be in the center of the money. Hobart will receive 30 games and will offer them for sale before Christmas, with all proceeds going to the Village's K-9 program.
  - Wayfinding Signage – Centennial Centre: Update on this item as noted – Arketype has been asked to develop a layout for 4 signs – 2 Wayfinding signs and 2 Welcome to Centennial Centre signs with a budget of \$20K. The stone was taken out due to cost. This item will be discussed further at a future CDA meeting.
  - Park Development – Centennial Centre: Construction of the first 2 phases of the park is scheduled for Spring of 2018. The water feature is complete and being stored in Appleton. The next step is to bid out the stone benches, lighting, etc. The final proposal will be brought to the CDA for review, and then to the Board. The CDA also discussed the round-about on Overland and the fact that when traveling north, it is entered on 2 lanes but when exiting north, it goes to one lane. It was mentioned that this is temporary until the VV Interchange is complete, however, the DOT has no plans to reconstruct this interchange at this time. It was also noted that there can be no community pool due to insurance issues. Another suggestion was made to include security with this bid as well, but security will probably be looked at as a separate project.

- Hobart Facebook Campaign: Aaron shared the results of the most recent Facebook campaign, as part of the Agenda/Memo. The results listed are fairly positive, and it was geared more towards the commercial tier. The Fall Facebook campaign will be a 2-tiered approach, one with a commercial angle featuring Centennial Centre and the other with a residential angle to encourage people to locate here. It was also suggested to push the education side within the residential site. The Village is also looking at getting drone or helicopter coverage/footage to add a video component to the campaign. An updated proposal will be provided at the next CDA meeting.
- Hobart Website: Erica will be working on making changes to the structure and content of the Village's website, which should happen in 2018. The general consensus is that the current website is too busy, so updates and enhancements are being looked at. It was agreed that the website needs to be mobile friendly. The question was posed – What would we like to see on the website, so feedback is encouraged.
- Hobart General Marketing and Advertising: Ads have been running in 2 publications – The Business News and The Thornberry Creek Estates & Indian Trails magazine (The Community). The Village is getting feedback from these ads, so this will continue.

#### **7. Future Agenda Topics**

Nothing was discussed.

#### **8. Adjournment**

Motion was made by Kate Sterckx, second by Jay McKeefry, to adjourn. The meeting adjourned at 5:17pm.