

These minutes are submitted by the Community Development Director and are not official until approved by the City of Evansville Economic Development Committee.

**City of Evansville Economic Development Committee**  
**Monday, March 16, 2020, 6:00 PM**  
**City Hall (Third Floor), 31 South Madison St. Evansville, WI**

**MINUTES**

**1. Call to Order** Chair called meeting to order

**2. Roll Call:**

	<b>Present/Absent</b>	<b>Others Present</b>
Ben Ladick	P	Community Development Director Jason Sergeant
Erika Stuart	P	Chamber of Commerce Exec. Dir. Christina Slaback
Gene Lewis	A	
Jason Knott	A	
Abbey Barnes	A	
Sue Berg	P	
Brandon Rutz	P	

**3. Motion to Approve Agenda by Ladick, seconded by Berg, approved unanimously.**

**4. Motion to waive the reading of the minutes of the February 17, 2020 meeting and approve them as printed by Ladick, seconded by Berg, approved unanimously.**

**5. Citizen Appearances, other than listed agenda items.** None

**6. Monthly Report**

**A. City Report on Economic Development Activities.** Sergeant shared updates, including:

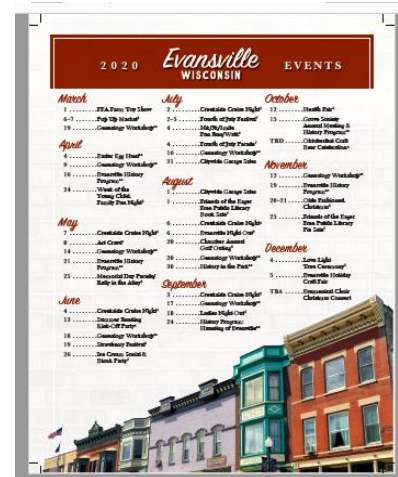
- Attended Ribbon Cutting for Centennial Building. Terrific event that was well attended. Special thanks to WEDC and Grove Partners.
- Continue to work with existing business on a site search for a new location
- Continue to work with two site selectors on possible business locations
- Continue working to improve calendar entries on City's website
- A Part-time Secretary has started and will split time between Community Development and Police Departments.
- Site Plan approved for a new mixed use building on Brown School Road that has 8 residential units and 2 commercial units.
- Future Land Use Amendment request on Franklin Street

**B. Chamber of Commerce Report** – Slaback Share her report, including: Economic Development

- Ribbon Cuttings & Grand Openings:
  - Scheduling for Centennial Building & Land Home Financial - Feb 28
- Available Properties - updating and merging databases, contacted all property owners again for updates

**C. Tourism Commission Report:** Berg shared the report, including:

- Recent activity:
  - A flyer detailing key events in Evansville was created as an insert for the March Water & Light bill. It also was inserted into the local newspapers for Oregon, Stoughton, Milton and Brodhead (Free Press). The flyer was reformatted as a half-page ad that appeared in the Evansville Review.
  - A one-quarter page ad will appear in the April/May issue of Our Wisconsin magazine.
  - The Tourism Commission engaged a social media contractor to implement three promotional campaigns using Facebook. A local photographer is assisting. All three campaigns will be developed this spring, and then launched spring, summer and fall. Local lodging will be the key feature of each campaign.
  - Tourism activities coming up:
    - April 4: Easter Egg Hunt
    - April 24: Week of the Young Child Family Fun Night
    - May 7: Creekside Cruise Night
    - May 8: Art Crawl
    - Next meeting dates are April 9 and June 11.



**7. New Business**

**A. Discussion and Update on Gold Shovel.** Sergeant shared draft submittal, awaiting input from MadREP on examples of missing items.

**8. Other Business.** Sergeant shared he is working on an email to business owners regarding COVID-19. The Committee discussed resources including the RLF fund. Sergeant noted funds administered might be challenging because of a possible lack of meetings. **Motion to recommend Common Council approve remote telephone or video conferencing for all City meetings for the next 90 days.** Motion by Berg, Second by Ladick. Approved Unanimously. Sergeant said he would share the motion with Mayor and Administrator. Committee would like to see the RLF loan promoted, but not until it is known the applications can be approved. Assistance with utility deadlines should also be considered. A priority on promoting the temporary idea of curbside service should be first promotion.

**9. Next Meeting Dates: April 20, 2020 at 6:00pm**

**10. Motion to adjourn by Berg, seconded by Ladick. Approved unanimously**