

NOTICE

A meeting of the City of Evansville Economic Development Committee will be held on the date and at the time and location stated below. Meetings are typically held the 3rd Monday of each month. Notice is given that members of the City Council might be in attendance. Requests for persons with disabilities who need assistance to participate in this meeting should be made by calling City Hall: (608)-882-2266 with as much advance notice as possible.

City of Evansville **Economic Development Committee**
Regular Meeting
Monday, April 20, 2020, 6:00 p.m.

Due to State and Federal mandated social distancing in response to COVID-19, this meeting is being held virtually to ensure the safety of commission members and members of the public. To participate via video, go to this website: meet.google.com/ebm-mtip-dfx. To participate via phone, call this number: + 1 650-667-3737 and enter PIN: 278 028 056# when prompted.

AGENDA

1. Call to Order
2. Roll Call
3. Motion to approve agenda
4. Motion to waive the reading of the minutes of the March 16, 2020 regular meeting and approve them as printed.
5. Citizen appearances, other than listed agenda items
6. Monthly Reports
 - A. Chamber of Commerce Report
 - B. Tourism Commission Report
7. New Business
 - A. Discussion and Update on COVID-19 EDRLF Actions taken by Council
 - B. Discussion and possible motion to authorize or recommend additional actions.
8. Other Business
9. Next Meeting Dates: May 18th, 2020 at 6:00pm

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:

	Present/Absent	Others Present
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:

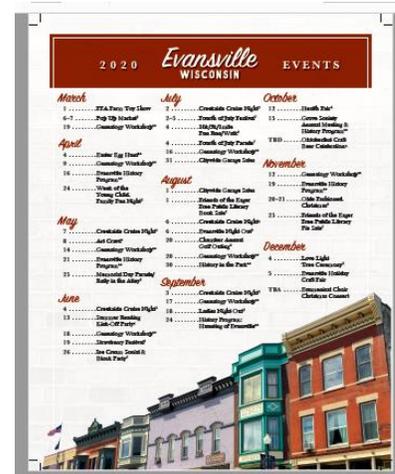
- Attended Ribbon Cutting for Centennial Building. Terrific event that was well attended. Special thanks to WEDC and Grove Partners.
- Continue to work with existing business on a site search for a new location
- Continue to work with two site selectors on possible business locations
- Continue working 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



City of Evansville

Community Development Department

www.ci.evansville.wi.gov
 31 S Madison St
 PO Box 529
 Evansville, WI 53536
 (608) 882-2266

April 20, 2020

STAFF MEMO

To: Economic Development Committee

From: Jason Sergeant, Community Development Director

RE: Memo Regarding City Council Action Taken for Evansville's Economic Development Revolving Loan Fund (EDRLF)

Background:

The recent State "Stay at Home Order" issued by Governor Evers as a result of COVID-19 has placed Evansville Business Owners in a difficult economic position. Many have closed their businesses and hope to return when CDC and state rules allow. The impact on retail storefronts, is the greatest

The City has maintained an economic development revolving loan fund that, to date, has successfully issued two loans to Evansville business owners. One of those loans has been fully paid back. There is currently a balance of about \$75,000 in the fund.

The Federal government has created two programs that are designed to assist COVID-19 affected businesses including the Paycheck Protection Program (PPP) that is focused on creating refundable loans to cover payroll expenses. The Small Business Administration (SBA) has an Economic Impact Disaster Loan (EIDL) that issues low interest loans with an immediate grant payment upfront.

Council Action Taken:

- 1.) Authorize suspension of payments For outstanding EDRLF loans until September 1, 2020.
- 2.) Waive Economic Development Committee, Loan Review Board, and Common Council approval until September 1, 2020 for loans under \$2000 and allow the Community Development Director, EDC Chair, City Administrator, and Mayor to authorize such loans to be dispersed until September 1, 2020 with payback beginning January 1, 2021 at 2 to 3% interest over a maximum of 24 months. (Applicants would still complete the full application and no more than \$25,000 of the total fund balance would be used for these "Express Loans".)
- 3.) Allow staff to develop guidelines and an express application that would allow any of the above loans to be forgiven if the business meets the following criteria:
 - Non-essential and affected by the Governor's declarations and orders relating to COVID-19
 - Must have applied for "PPP" and "EIDL" programs through local banks and/or SBA
 - Must have a physical location, open to the public, on a commercially zoned lot within Evansville's city limits
 - Applications due by September 1, 2020

- Preference given to retail goods and services businesses
- EDC, Loan Review Board, and Common Council will approve any forgiveness