

## 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 3<sup>rd</sup> 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, June 15, 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: <https://meet.google.com/kwi-pdcb-xnj>. To participate via phone, call this number: 1 347-754-4157 and enter PIN: 382 008 665# 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 May 18, 2020 regular meeting and approve them as printed.
5. Citizen appearances, other than listed agenda items
  - A. TADI Safety Study relating to Main St
6. Monthly Reports
  - A. Community Development Update
  - B. Chamber of Commerce Report
  - C. Tourism Commission Report
7. New Business
  - A. Discussion and Updates on City/Chamber COVID-19 Activities.
    - i. Discussion and possible motion to authorize or recommend additional actions regarding COVID-19 assistance and/or the Economic Development Revolving Loan Fund.
  - B. Discuss WPPI Community Recharge Funds
8. Other Business
9. Next Meeting Dates: July 20<sup>th</sup>, 2020 at 6:00pm

*-James Brooks, EDC Chair*



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, May 18, 2020, 6:00 PM**  
*Meeting held virtually*

**MINUTES**

**1. Call to Order** Sergeant 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	P	Rock Co. Economic Dev. Dir. James Otterstein
Jason Knott	P	
Abbey Barnes	P	
Sue Berg	P	
Brandon Rutz	P	

**3. Election of Committee Chair.** *Ladick made a Motion to elect Brooks as chair, berg seconded. Approved unanimously.*

**4. Motion to Approve Agenda by Berg, seconded by Rutz, approved unanimously.**

**5. Motion to waive the reading of the minutes of the May 20, 2020 meeting and approve them as printed by Berg, seconded by Ladick, approved unanimously.**

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

**7. Monthly Report**

**A. Chamber of Commerce Report** – Slaback shared her report, highlighting Evansville Together webpage.

**B. Tourism Commission Report:** Berg shared the report, noting an upcoming meeting will discuss future events.

**8. New Business**

**A. Community Development Update.** Sergeant shared his report:

- Worked with City Hall staff and web developer to create a new sign-up form and email system for e-notifying agendas, etc. to residents
- Progress has stalled on work with existing business on a site search for a new location
- Continue to work with a site selectors on possible business locations, slow progress
- Continue to work with an existing developer on a site search for new business
- City Calendar has been revamped on website
- EDRLF info on Website
- Training continues with Part-time Secretary to improve intake time on incoming permits.

- Comprehensive Plan Amendment did not get approved at last Plan Commission meeting.
- Working with a current home-based business on a new industrial location, zoning restrictions are presenting a challenge.

**B. COVID-19 Discussion: What are goals for success?** Committee discussed what the future may look like for local businesses and how to manage upcoming challenges. Committee would like to understand what types of benchmarks can be monitored and reported on.

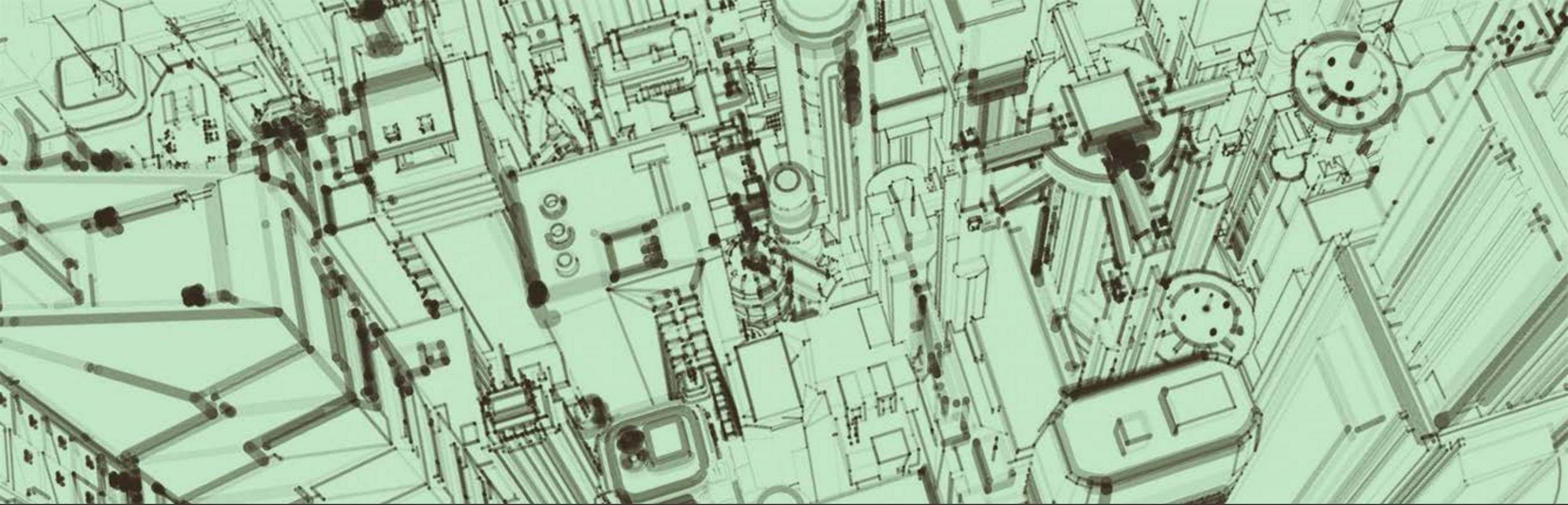
**C. Motion to approve Loan Forgiveness Application by Ladick, seconded by Barnes. Approved unanimously.**

**D. Discussion and Possible motion to authorize ore recommend additional actions.** None

**9. Other Business.** None

**10. Next Meeting Dates: June 15, 2020 at 6:00pm**

**11. Motion to adjourn by Berg, seconded by Rutz. Approved unanimously**



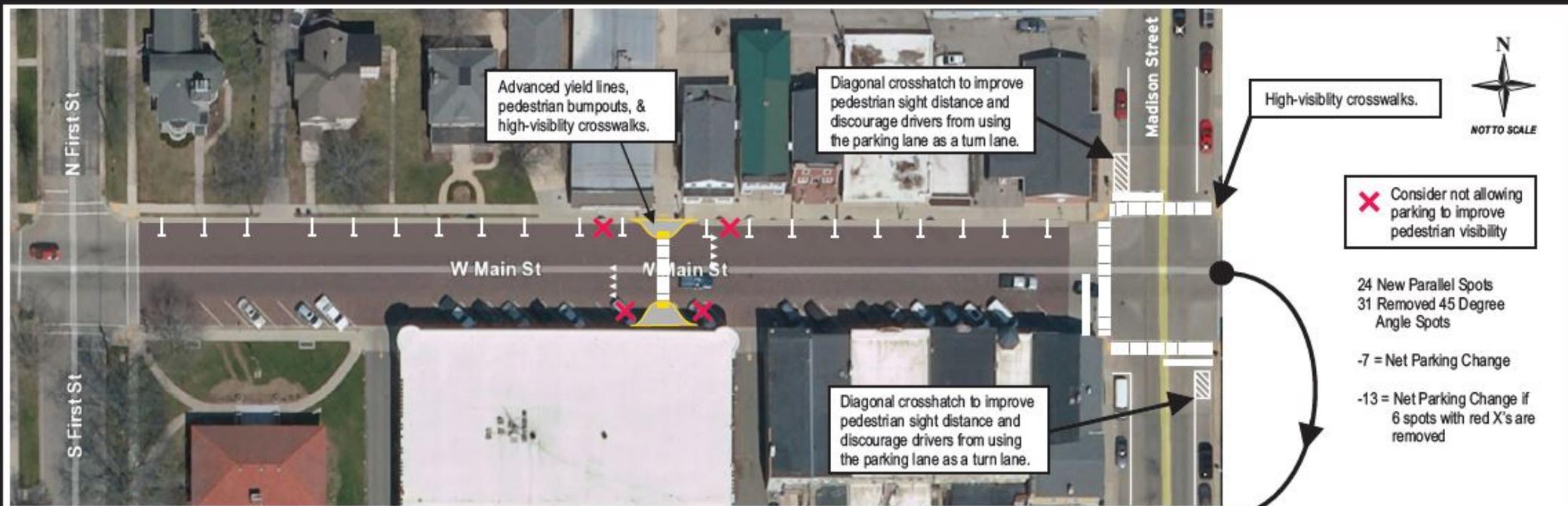
# TADI Safety Study

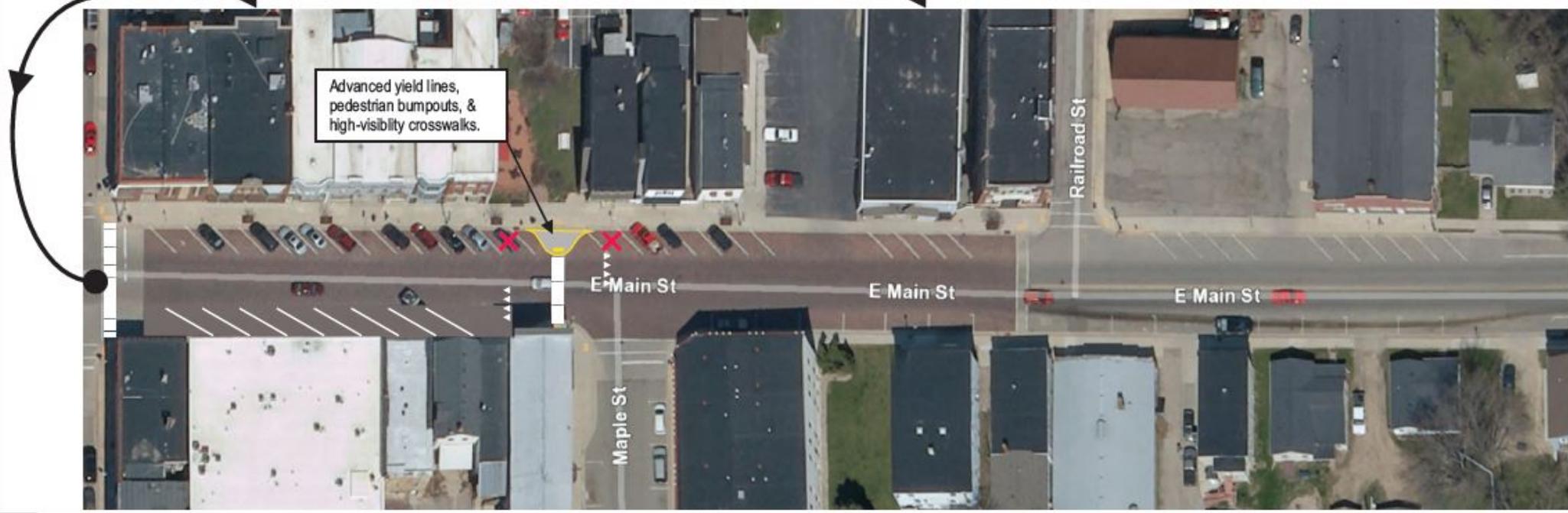
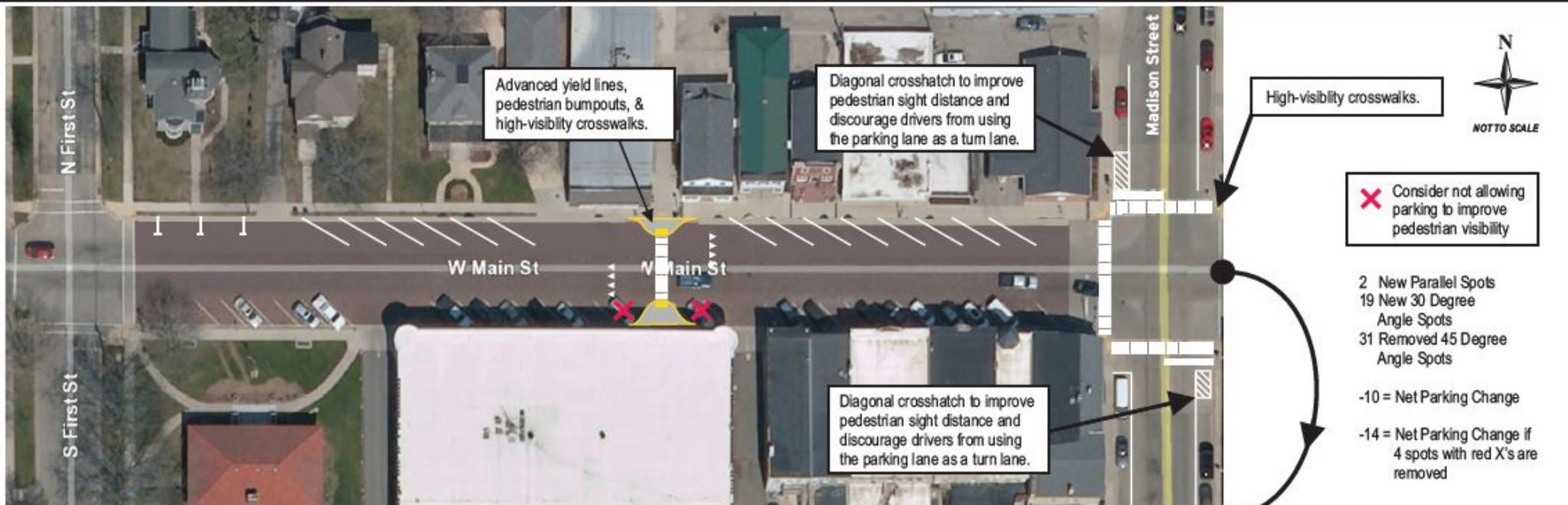
Intersection & Pedestrian Safety Study



# Main Street Parking

- Current Condition & Existing Issues –
  - Angled 45 degree both sides
  - Site distances
  - Narrow lanes
  - Pedestrian safety
- Parking Options
  - 30 degree Parking Vs Parallel Parking
- Better Site Distances At Maple St
- Safer Pedestrian Crossings
- Better Visuals for Pedestrian Crossings





# Mid-Block Crosswalks

- Site Distance Inefficiencies
- Pedestrian Safety
- Pedestrian Crosswalk Bump Outs
- Advanced Yield Lines
- Added Signage
- High Visibility Hatching



From north side of western mid-block crossing, facing traffic from the east, standing at edge of curb.

PedSD Required: 225-feet (to AWSC).

Minimum sight distance is met for pedestrian standing at edge of curb at the time of photo.

However, if more vehicles were parking along Main Street, pedSD from edge of curb is likely to be interfered.



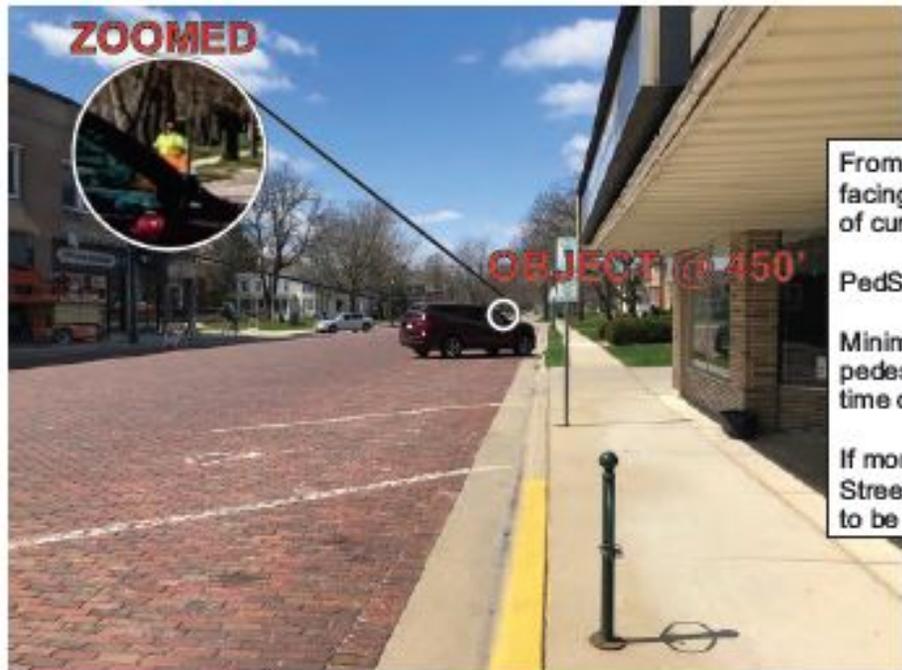
From north side of western mid-block crossing, facing traffic from the east, standing at edge of parking.

PedSD Required: 225-feet (to AWSC).

Minimum sight distance is met for pedestrian standing at edge of parking.

More vehicles parked along Main Street are unlikely to interfere with pedSD.

ZOOMED



OBJECT @ 450'

From north side of western mid-block crossing, facing traffic from the west, standing at edge of curb.

PedSD Required: 450-feet.

Minimum sight distance is **not** met for pedestrian standing at edge of curb at the time of photo.

If more vehicles were parked along Main Street, pedSD from edge of curb is likely to be interfered with much more.

ZOOMED



OBJECT @ 450'

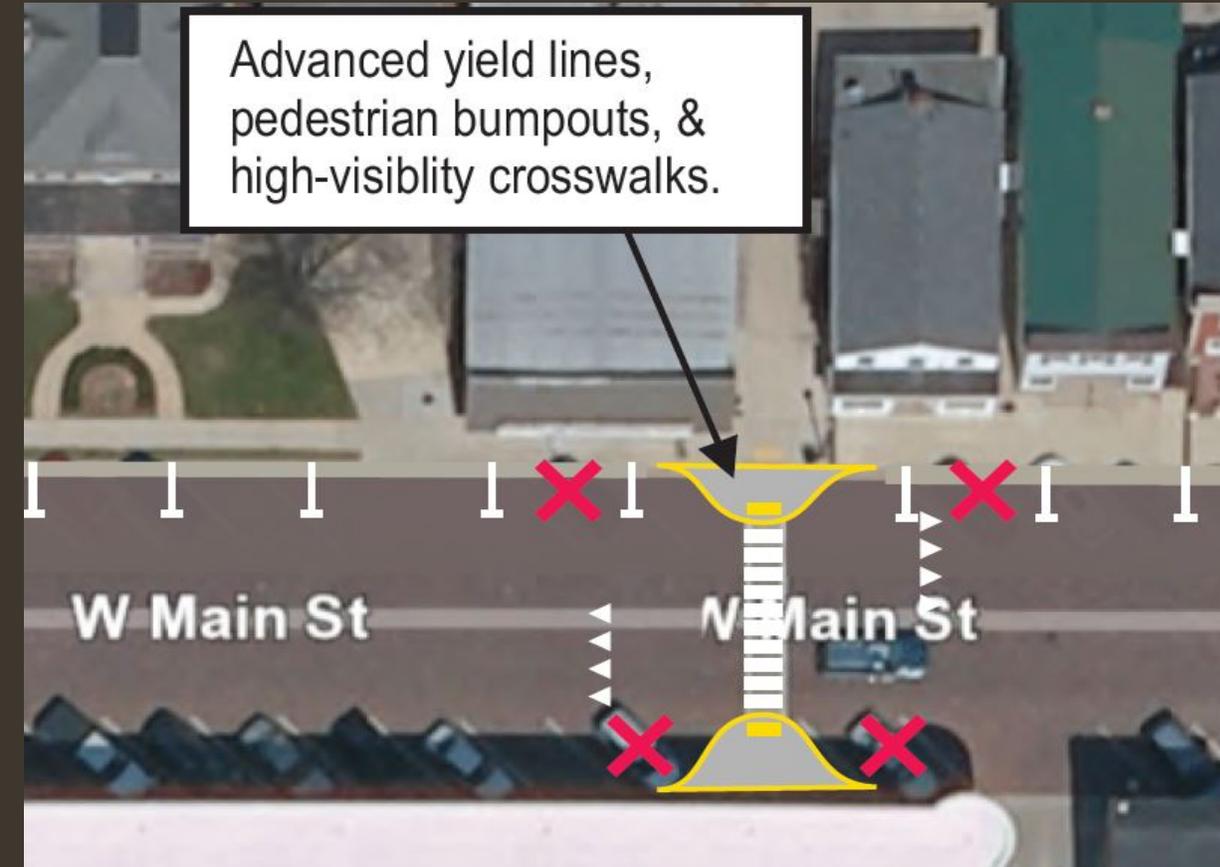
From north side of western mid-block crossing, facing traffic from the west, standing at edge of parking.

PedSD Required: 450-feet.

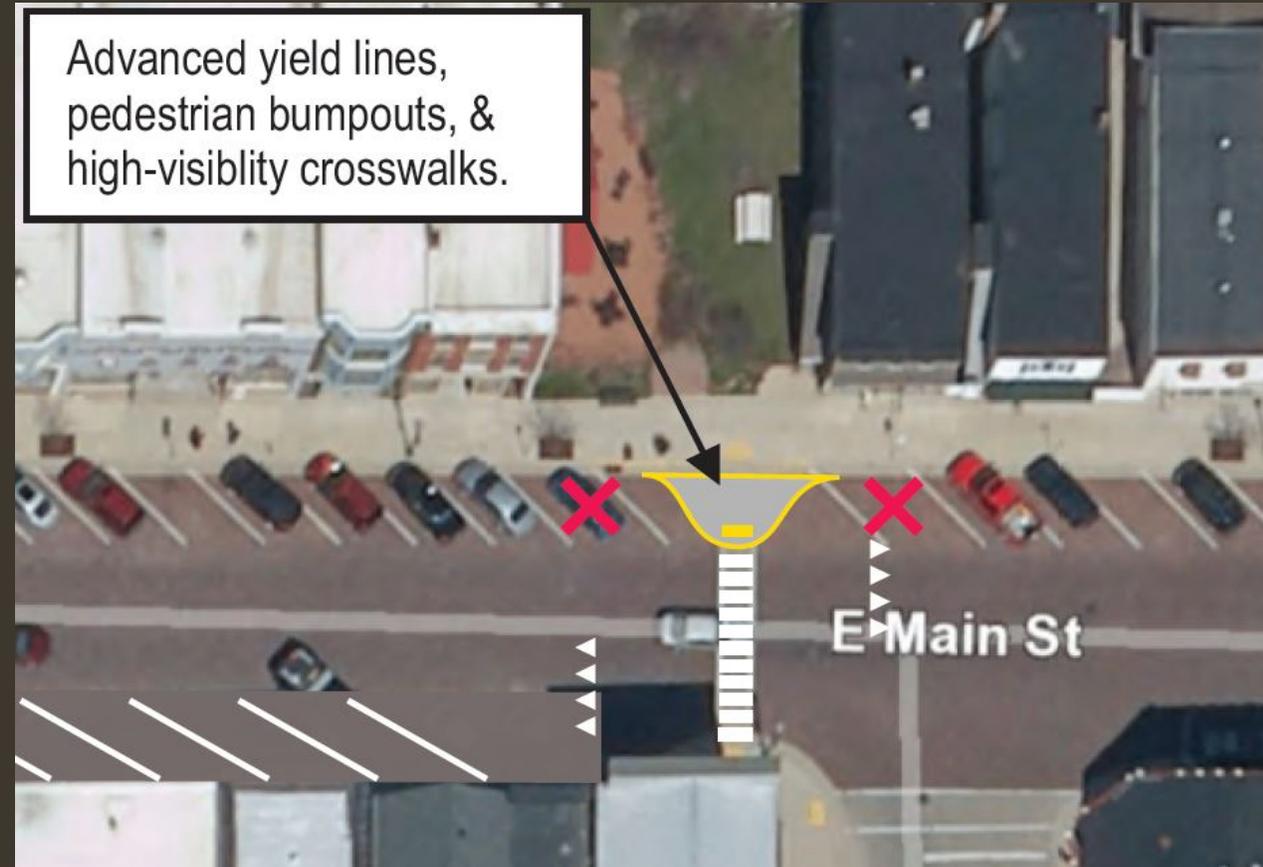
Minimum sight distance is met for pedestrian standing at edge of parking.

More vehicles parked along Main Street are unlikely to interfere with pedSD.

Advanced yield lines,  
pedestrian bumpouts, &  
high-visibility crosswalks.



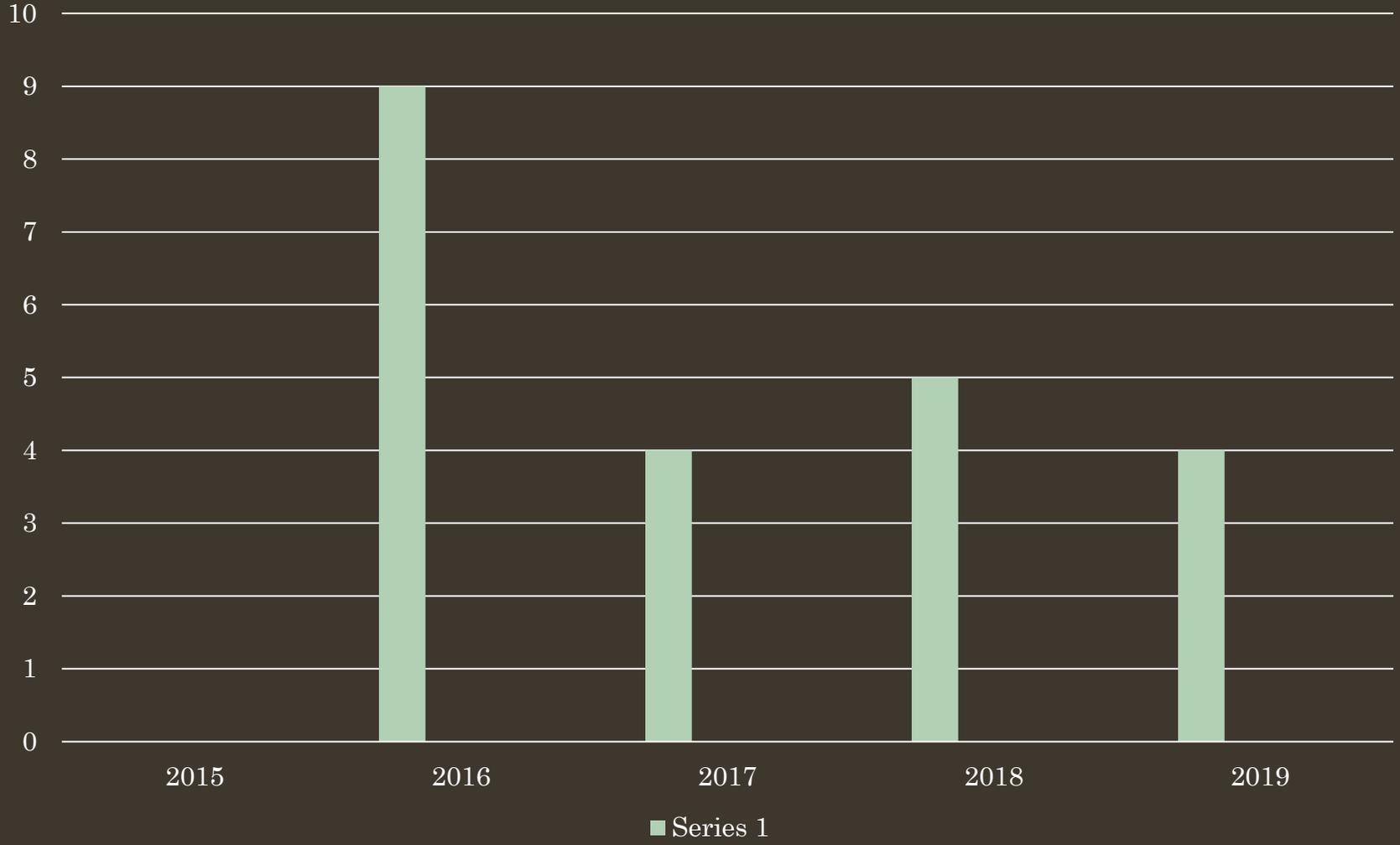
Advanced yield lines,  
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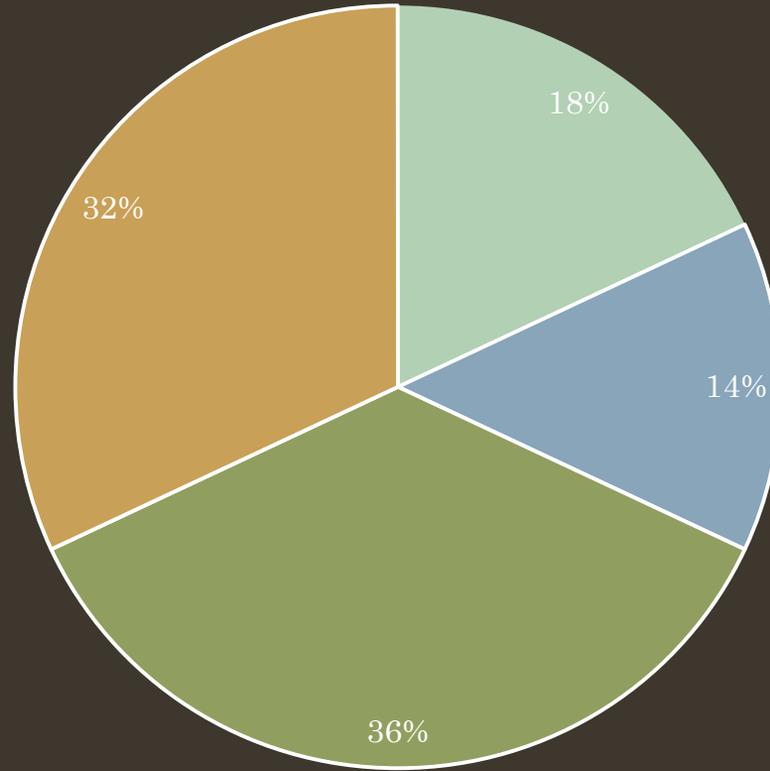
# Crash Data for Main St – 1<sup>st</sup> St. to Allen Creek

- Data collected from 2015 to 2019
- Crash Rate: 1,103.4 per 100 million vehicles (Wi Average is 356)
- Four crashes related to drugs & alcohol
- Evenly split between day & night lighting conditions
- 22 total crashes involving 41 total vehicles
- Conditions: 59% Dry – 41% wet – 0 accidents during snow or ice events
- ADT for road is 4,370
- Zero Pedestrian Involved Accidents

# Crash Data by Year



# Seasons



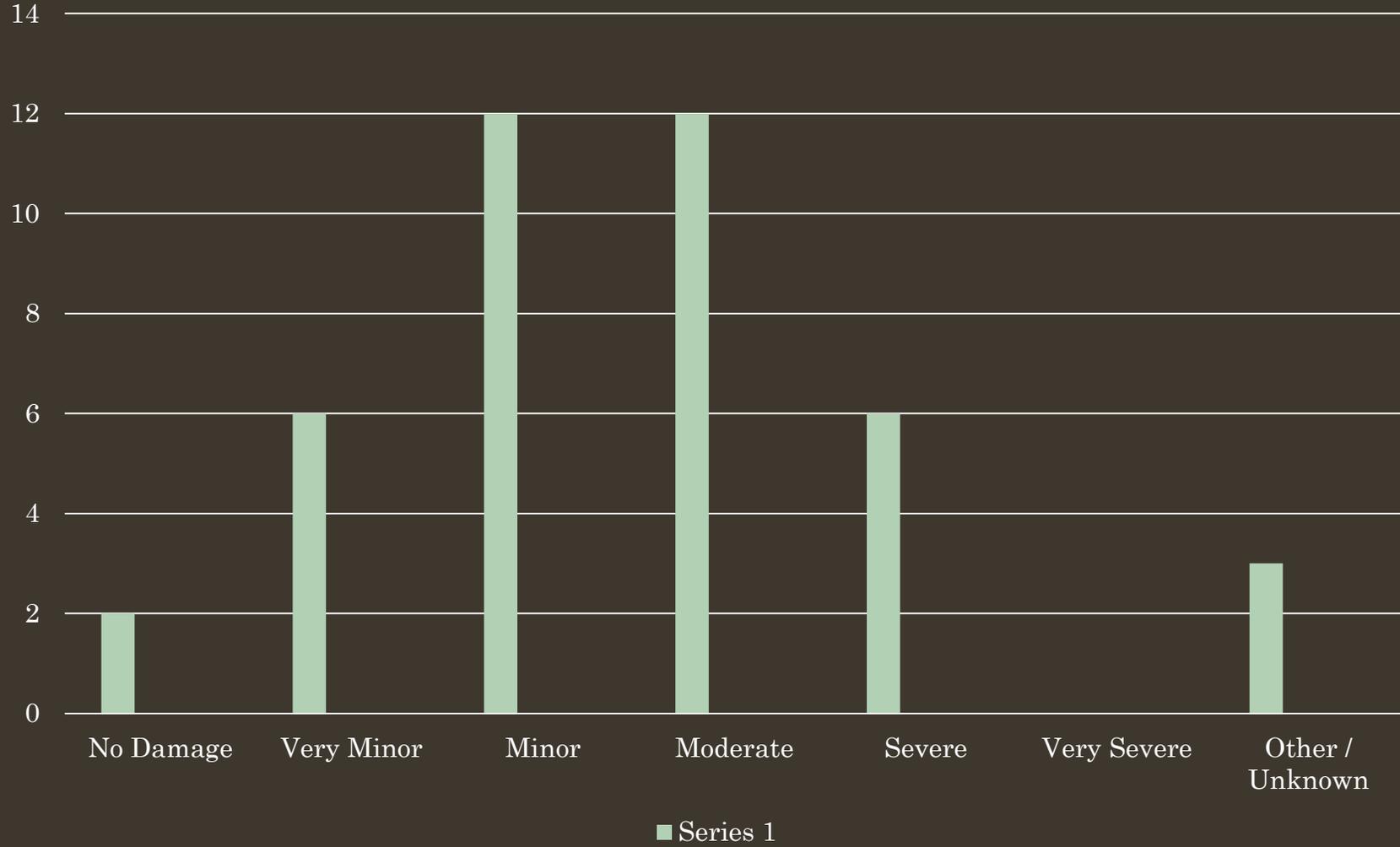
■ Spring

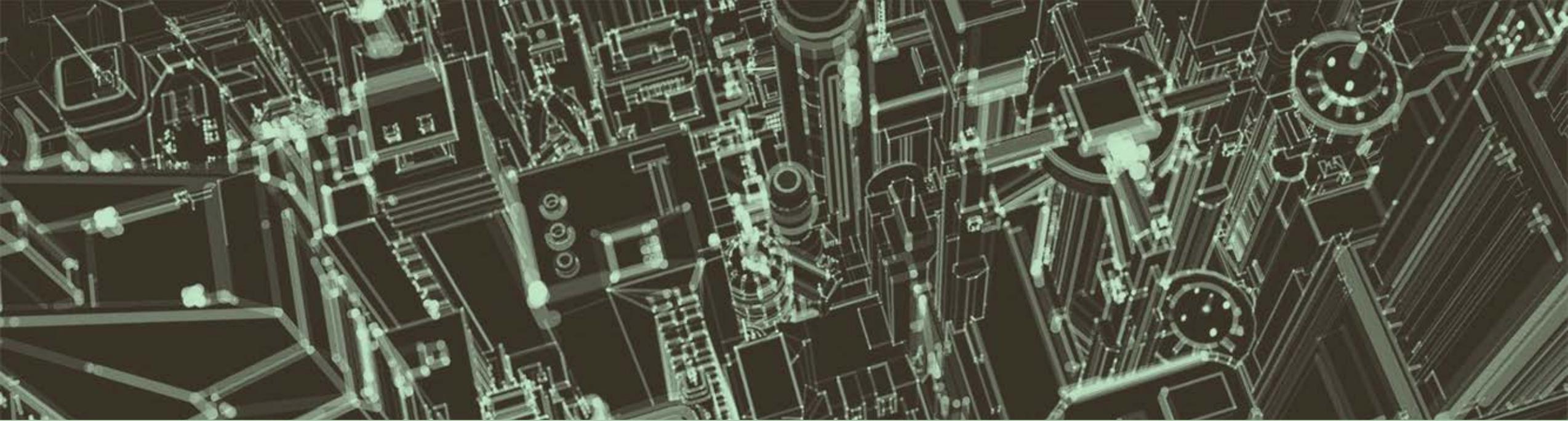
■ Summer

■ Fall

■ Winter

# Damage Severity

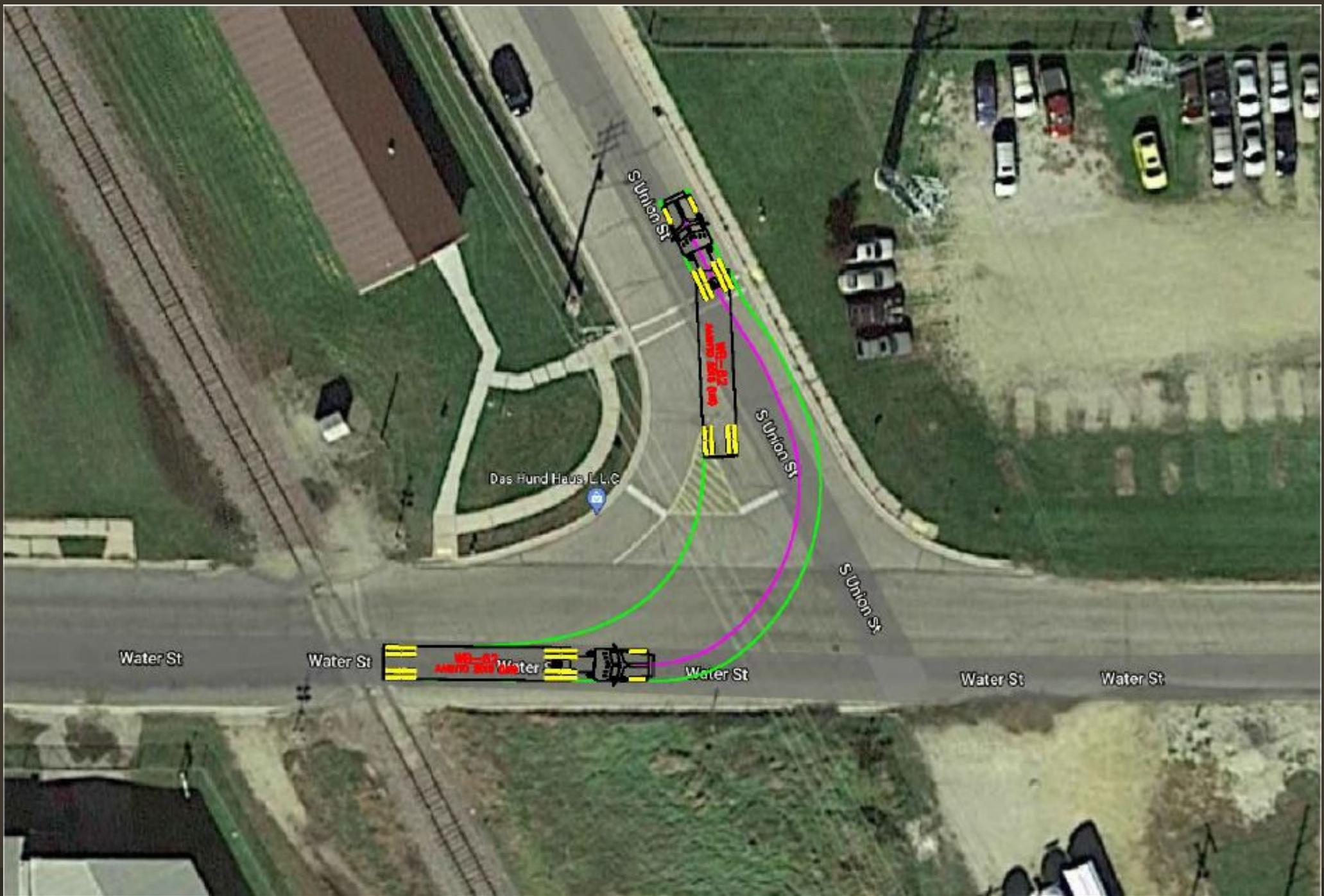




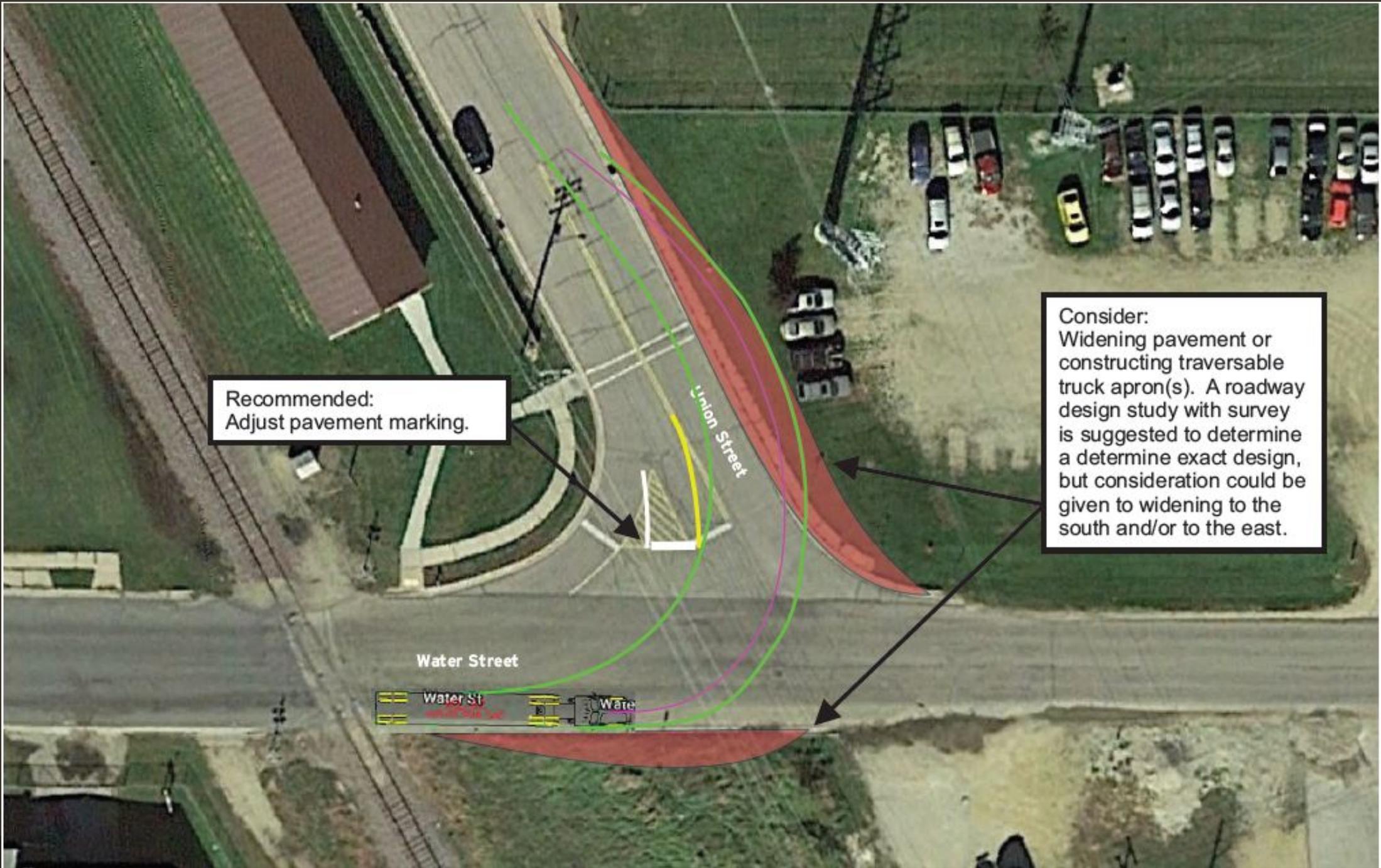
# Water & Union

Truck Traffic – Lane Movements







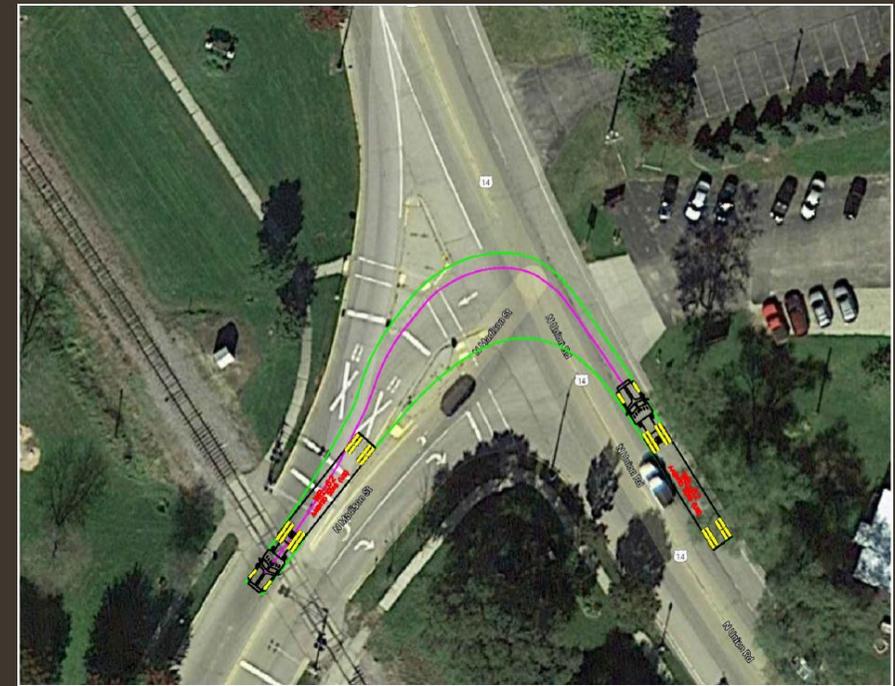


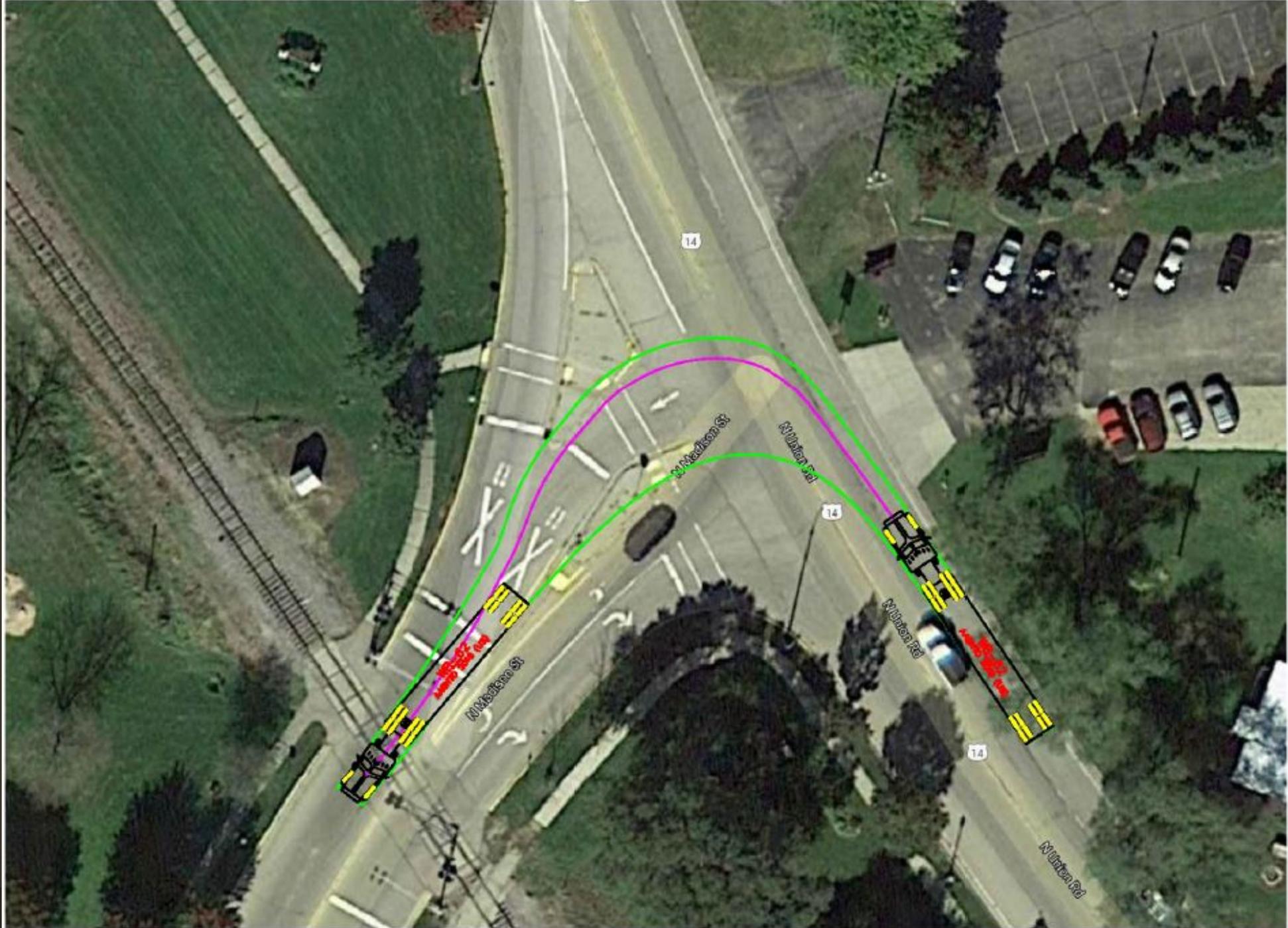
Recommended:  
Adjust pavement marking.

Consider:  
Widening pavement or  
constructing traversable  
truck apron(s). A roadway  
design study with survey  
is suggested to determine  
a determine exact design,  
but consideration could be  
given to widening to the  
south and/or to the east.

# Additional Area

- John Lindemann Drive & USH 14 – Left Hand Turn Movements
- 1<sup>st</sup>, 2<sup>nd</sup> & 4<sup>th</sup> Street Crosswalks – High Visibility Crossings
- USH 14 & Madison – Truck Traffic





# Review & Recommendations

1. Existing parking along Main St is inefficient, changes to parking will increase visibility, reduce accidents, and provide additional safety to pedestrians.
2. Main and Madison St intersection will have high visibility crosswalks, advanced stop bars and defined parking areas. This will create a more visible intersection and help with direction, flow and proper use of the intersection.
3. Crosswalks in high volume & low visibility areas will become high visibility crosswalks. Those that are within parking areas that fail existing sight distances would have bump outs built to increase vision of both pedestrians as well as vehicles.
4. Water & Union St intersection is a listed truck route but has insufficient room for a semi's left hand turn movements. More work will need to be done to determine the amount of ROW needed to properly accommodate.
5. Other intersections have known issues but are the jurisdiction of WISDOT. When projects are done for these areas this data can be used to include safety improvements at that time.



# Community Development Updates

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June 15, 2020 Jason Sergeant, Community Development Director

## Recent and ongoing community development activities:

- Working with City Hall staff and web developer to create a better system for uploading and displaying agendas, minutes, and packets.
- EDRLF info on Website and sent to businesses
- Wrote several letters for WEDC grant verification
- Spent much of last month on Park and Rec Plan for 2020-2025, please provide comments, plan is viewable here: [https://ci.evansville.wi.gov/content/Life\\_in\\_Evansville/PORP%202020%20Complete%20DRAFT%202.pdf](https://ci.evansville.wi.gov/content/Life_in_Evansville/PORP%202020%20Complete%20DRAFT%202.pdf)
- Working with a current home-based business on a new industrial location, zoning restrictions are presenting a challenge.

## Upcoming Plan Commission Reviews:

- Conditional Use Permit, rezone for industrial user on water street

## Building Permit Updates:

- 2020 Total to date (Jan through May): 123 permits and \$25,271 in collected permit fees
- 2019 totals (Jan through May): 107 Permits and \$18,000 in collected permit fees

## 2020 Economic Development Committee Goals and Action Items

### Goals

- A. Increase Marketing and Communications Efforts
- B. Identify Preferred Uses for City Owned Parcels
- C. Enhance City's Economic Development Website
- D. Leverage Strategic Partnerships

### Action Items

- Complete Gold Shovel certification for city 12 acre site w/ development timeline. (B)
- Identify preferred uses for city owned and gold shovel certifiable and TIF sites. (B)
- Build-out website to contain "business resource database." (A)
- Educational discussion on Incentives and regional partners (A)
- Study Parking availability in business districts (A)
- Identify audiences for new communications and marketing efforts (A)
- Better Understand workforce living in Evansville. (D)
- Partnerships with schools (D)

### Committee Supported City-wide Efforts

- Assist Chamber with updates to available properties database (D)
- Support Plan Commission updates to zoning ordinance to reflect SGP
- Encourage Educational topics for business owners throughout year:
  - Wages and recruitment of workforce
  - Cross promotion, Customer service and Business hours

### 2020 Economic Development Budget

Account Numbers	Account Titles	Account Details	2020 Budget	2019 Budget
10-56820-210	Professional Services	Gold Shovel - \$3,000	4500	4500
		Engineering - \$1,500		
10-56820-300	Economic Development Expenses	Avail. Prop. Database - \$3,000	6000	6000
		Website Improvements - \$2,000		
		Other - \$1,000		
10-56820-305	Membership Dues	Connect Communities- \$200	500	500
		Chamber of Commerce - \$250		
		Other - \$50		
10-56820-400	Plan Implementation	Smart and Other Plan Goals	2000	2000
10-56820-410	Economic Development Marketing	Chamber of Commerce Community Guide	1000	1000
10-56820-420	Print Materials	Signage, Profile Sheets, etc.	1000	1000
10-56820-720	BIG	Building Improvement Grants	2400	2400
		<b>Total</b>	<b>17400</b>	