

## **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  
3<sup>rd</sup> Floor, City Hall 31 S. Madison St, Evansville, WI 53536  
Monday, June 19<sup>th</sup>, 2023, 6:00 p.m.

### **AGENDA**

1. Call to Order
2. Roll Call
3. Motion to approve the agenda
4. Motion to waive the reading of the minutes of the May 15, 2023 regular and May 31, 2023 special meetings and approve them as printed.
5. Civility Reminder
6. Citizen appearances, other than listed agenda items
7. Monthly Reports
  - A. Community Development Update
  - B. Chamber of Commerce Report
  - C. Tourism Commission Report
8. Discussion
  - A. Business Summit Work Session
9. Next Meeting Date: July 17<sup>th</sup>, 2023 at 6:00pm.
10. Motion to Adjourn

*-Jim Brooks, EDC Chair*

City of Evansville **Economic Development Committee**  
**Regular Meeting**  
**Monday, May 15, 2023 6:00 PM**

**MINUTES**

**1. Call to Order.** Brooks called meeting to order at 6:00 pm

**2. Roll Call:**

	<b>Present/Absent</b>	<b>Others Present</b>
Chair James Brooks	P	Com. Dev. Director Colette Spranger
Ben Ladick, Vice Chair	A	Sandy Decker
Jon Alling	P	John Decker
Sue Berg	P	Shawn Dunphy, Chamber of Commerce
Brandon Rutz	A	
Pat Carr	P	
Gabe Schrader	A	

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

**4. Motion to waive the reading of the minutes of the April 17, 2023 regular meeting and approve them as printed.**

**5. Motion to waive the reading of the minutes of the May 1, 2023 special meeting and approve them as printed, by Berg, seconded by Carr. Approved unanimously.**

**6. Civility Reminder.** Brooks stated the committee of the City’s commitments to civil discourse.

**7. Citizen Appearances, other than listed agenda items.**

**8. Monthly Report**

**A. Community Development Report.** Spranger gave the report and provided a general status of residential development opportunities in the City. There is very little room for new housing growth at the present moment.

**B. Chamber of Commerce Report.** Executive Director Dunphy summarized the Chamber’s ongoing effort to re-engage its membership, reporting good success and new members.

**C. Tourism Commission Report.** No Tourism meeting in May. Berg gave updates about the mural project at 1 East Main street. The Tourism commission hired a photographer to capture images at Art Crawl, which was held on May 12<sup>th</sup>.

**D. Rock County Economic Development Report.** Otterstein's quarterly report was reviewed by the group.

**9. Discussion**

**A. Business Summit Work Session**

- i. Roundtable Host Ideas**
- ii. Drip Campaign/Pre-Summit Engagement**
- iii. Contact Assignments**

Ongoing discussions to plan the upcoming business summit. The Committee was visited by former mayor Sandy Decker, who shared ideas with the group. Agenda for the day was discussed. Per diem or honorariums for guest or main speakers was discussed but no action was taken. Committee decided to meet again on May 31<sup>st</sup> to continue discussions.

**10. Next Meeting Dates:** May 31<sup>st</sup>, 2023 at 6:00pm.

June 19<sup>th</sup>, 2023 at 6:00pm.

**11. Motion to Adjourn by Berg, seconded by Carr.**

City of Evansville **Economic Development Committee**  
**Special Meeting**  
**Monday, May 31, 2023 6:00 PM**

**MINUTES**

**1. Call to Order.** Brooks called meeting to order at 6:00 pm

**2. Roll Call:**

	<b>Present/Absent</b>	<b>Others Present</b>
Chair James Brooks	P	Com. Dev. Director Colette Spranger
Ben Ladick, Vice Chair	A	State Rep. Clinton Anderson, 45 <sup>th</sup> Assembly District
Jon Alling	P	
Sue Berg	P	
Brandon Rutz	P	
Pat Carr	P	
Gabe Schrader	A	

**3. Motion to Approve Agenda.** Brooks state there was no need, given there was only one item on the agenda and without it would be no meeting.

**4. Discussion**

**A. Business Summit Work Session.**

- State Rep. Clinton Anderson offered suggestions for speakers, including making a connection with Rock County Jump Start.
- For the next meeting, it was desired to have an ongoing report of who did what and tasks.
- Discussion about where to get a list of local business owners. The City once had an economic development mailing; some of these may still be current. The Chamber may be willing to share their member list. The 4<sup>th</sup> of July planning committee also has a business list of donors. Those businesses may be interested in attending.
- Discussion about the survey to be sent out with the Save the Date. Three general questions are going to be asked:
  - What topics interests you most? (Subjects that could be presented on by experts)
  - What do you want to know more about? (skills relevant to area business owners)
  - Why are you in Evansville?
- Agenda was refined to 1 main speaker, a moderated roundtable with four (4) local speakers, a moderated expert panel with five (5) guest speakers, and networking opportunity following moderated sessions

9. **Next Meeting Dates:** Monday, June 19<sup>th</sup>, 2023 at 6:00pm.

**City of Evansville**  
**Evansville Tourism Commission**  
**June 2023 Summary Submitted by Sue Berg**

The Evansville Tourism Commission met June 8, 2023.

Highlights of this meeting are:

Mural artist Annie Larson has power washed the wall and applied a base coat of paint. A completion date has not been determined.

The Evansville promotional video created by Ashley Kix is getting great reviews and positive feedback. Statistics are: Facebook views 18,994 and 117 shares; Instagram views 9079 and 84 shares. Discussion included adding video links to various websites and encouraging contacts to share the video. The video can be seen here: <https://www.facebook.com/reel/587126026821858/>

Five photographs from the Art Crawl were submitted by the photographer. The next event to photograph is the Fourth of July, and the group discussed creative ways to acquire photographs from the community in general. One method may involve a photo contest hosted through Facebook with nominal prizes given for top vote getters.

Flowers are now hanging from the downtown lampposts.

The banners that hang from the downtown lampposts are showing fading, wear and tear. Abbey Barnes will work with Colette Spranger to collect information about replacement options.

Upcoming events with tourism potential:

EUM – check schedule at <https://evansvilleundergroundmusic.org/calendar/>

Strawberry Shortcake Festival June 23

Library Ice Cream Social June 30

Evansville Carriage Company ribbon cutting July 2

July 4 Festival July 1-4

July 4 Fun Run/Walk

July 4 Ducky Derby

Cruise Night July 6

Music on the Side July 12

Cruise Night Aug. 3

City Wide Garage Sales Aug. 4-5

Music on the Side Aug. 9

Evansville Night Out Aug. 10

Chamber Golf Outing Aug. 24

History in the Park Aug. 27

Cruise Night Sept. 7

Just Desserts Sept. 11

Ladies Night Out Sept. 15

CreekFest / Baker Mfg Celebration Sept. 16

Next meeting dates are August 10 and October 12.

*Planning Document for the 2023 Evansville Business Summit*

**Date:** Friday, October 13, 2023

**Time:** 8:30am to 12:30 pm

**Location:** Creekside Place

**Objective:** Provide an opportunity for local businesses and engaged residents to network, collaborate, and learn/access resources.

**Hosted by:** Evansville Economic Development Committee  
Evansville Tourism Commission  
Evansville Chamber of Commerce (?)

**Agenda**

8:30 – Breakfast/checking In

9:00 -9:30 - Main Speaker

9:30 - 10:30 - Roundtable – Local Speakers (4 invitees)

10:30-11:30 - Expert Panel – moderated (5 invitees)

12:00- Lunch / Breakout

- Special badge for experts/invitees, who are around and available to talk.

**Potential Moderator/Emcee**

Organization	Who’s Contacting	Response
Jason Fields (MadREP)		
James Otterstein (Rock County Economic Development)		
Errin Welty (WEDC)		

## Potential sponsors

Organization	Who's Contacting	Response
US Cellular		
Alcivia		
Lake Ridge Bank		

## Potential Main Speakers

Organization	Who's Contacting	Response
<b>Deb Carey</b> New Glarus Brewing	Pat	
<b>Steve Deller</b> UW Madison	Colette	
<b>Gene Dahloff</b> MadREP	Colette	
<b>Paul Jaden</b> Thrive		

## Potential Local Business Speakers (total 4 for roundtable)

Organization	Who's Contacting	Response
Ashley Kix	Sue	
Janis Ringhand		

## Potential Guest Speakers/Experts (total 5 for panel)

Person/Organization	Who's Contacting	Response
Sen. Spreitzer		
Rep. Anderson		Attending
Melissa Destree	Patt	
Jason Tish	Colette	



Person/Organization	Who's Contacting	Response
Matt Kures	Colette	
Ken Malley	Brandon	

## Registration

### Event Description:

*Join us for a morning of networking and collaboration. Guest speaker will tell us about a topic, followed by opportunities to talk to local business owner and a variety of regional experts.*

*New to the Evansville business community? Join us!*

*Been here your whole life? Join us!*

*Because thriving communities collaborate.*

### Registration Dates

- Save the Date with survey – August 14, 2023
- RSVP/register – September 11, 2023

### Page URL

<http://events.r20.constantcontact.com/register/event?oidk=a07ejuo18ntcff7ae86&llr=rt5h84fbb&showPage=true>

## Next meeting Tasks (7/16/23)

Task	Assigned to	Due By
Logo Finalized	Jon	July Meeting
Webpage Updated	Colette	Ongoing
Speakers/Guests Invited		Ongoing
Food Budget		July Meeting
Survey Finalized		July Meeting
Sponsors Contacted		August Meeting
Drip Campaign/Letters		August Meeting

## Survey Questions

1. What topics are of greatest interest to you or your business? Please list your top 3 choices.
  - Workforce Development Trends
  - Housing Trends
  - Trade/Industry Outlook
  - Transportation Issues
  - Employee Retention
  - Financing
  - Local Market/Retail Analysis
  - Agriculture
  
2. What would you like to learn more about? Please list your top 3 choices.
  - Marketing
  - Content Creation/Social Media
  - Analytics (understanding your customer)
  - Web Design
  - Online Sales
  
3. What brought you to Evansville?

## Countdown to the Leadership Summit

OBJECTIVES	CONTENT	MEETING DESIGN AND STRUCTURE	SPEAKERS AND PRESENTERS	LOGISTICS
<b>4-6 months</b>				
Begin conversations on desired outcomes.		Appoint summit director and assemble design team.	Identify potential outside speakers.	Select venue and finalize dates.
<b>90 days</b>				
Discuss potential objectives.	Determine required materials for pre-meeting readings and summit presentations.	Determine topics and sequencing.	Secure outside speakers.	Send meeting invites. Finalize travel arrangements.
<b>60 days</b>				
Solicit input on potential objectives from key stakeholders.	Hold pre-meeting webcast. Deploy pre-meeting survey.	Design high-level agenda.	Determine internal presenters and discuss potential objectives. Select emcee.	
<b>30 days</b>				
Establish final set of objectives.	Compile survey results. Draft pre-meeting readings and session material.	Refine structure on the basis of survey results. Draft detailed agenda, including tools to gather input.	Review internal presentations.	Walk through the venue and confirm details, including agenda timing.
<b>1-2 weeks</b>				
Include objectives in pre-meeting reading material.	Distribute reading material to attendees. Finalize session content.	Conduct final walk-through of detailed agenda.	Conduct rehearsals with presenters and emcee. Confirm external speakers.	Secure supplies and make table and breakout assignments. Test audiovisual equipment.
<b>During</b>				
Regularly remind attendees of the objectives.	Compile input gathered through breakouts, keypad polls, etc.	Remind attendees of structure and agenda.	Ensure that speakers and presenters understand their roles.	Coordinate ad hoc needs with venue.
<b>After</b>				
	Deploy post-meeting survey. Distribute summit output and other communication aids.	Follow-up on commitments. Establish forums for continued collaboration.		

