

City of Evansville **Economic Development Committee**
Regular Meeting
Monday, June 19, 2023 6:00 PM

MINUTES

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

2. Roll Call:

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

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

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

5. Motion to waive the reading of the minutes of the May 31, 2023 special meeting and approve them as printed, by Ladick, seconded by Rutz. Approved unanimously.

6. Civility Reminder. Ladick stated the committee of the City's commitments to civil discourse.

7. Citizen Appearances, other than listed agenda items.

None.

8. Monthly Report

A. Community Development Report. Spranger gave a verbal report of recent Plan Commission approvals which included for Subway redevelopment and Sienna Crest assisted living.

B. Chamber of Commerce Report. Dunphy gave a verbal report. She is now able to edit the Chamber's website and is preparing for upcoming events like Ladies Night Out, the annual golf outing. Upcoming ribbon cuttings include one for Pete's Inn, which is reopening, and Hometown Computer Pros.

C. Tourism Commission Report. Tourism met on June 8th. Highlights include a recent promotional video done by Ashley Kix, which has generated lots of positive interest. Berg reported on a discussion at that meeting concerning downtown banners. The old ones are in

poor condition. The upcoming budget cycle could provide some funding. Other potential sources are the Evansville Fund and WPPI. Another discussion at the recent commission meeting planned for a “Faces of the Fourth” photography contest in order to garner action photos of people, with the purpose of using the winning photos for ongoing tourism use.

9. Discussion

A. Business Summit Work Session

Outcomes of the most recent work session are summarized on the following six pages.

10. Next Meeting Dates: July 17th, 2023 at 6:00pm.

11. Motion to Adjourn by Ladick, seconded by Berg.

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 (?) – will ask at the June 29th meeting

Agenda

8:30 – Breakfast/checking In

9:00 -9:30 - Main Speaker

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

10:30-10:45 - Break

10:45-11:45 - Expert Panel – moderated (5 invitees)

11:45-12:30pm- Business Networking/Lunch

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

Potential Moderator/Emcee

Organization	Who's Contacting	Response
Jason Fields or Gene Dahloff (MadREP)	Colette	
James Otterstein (Rock County Economic Development)		
Ashley Kix (radio)	Sue	
Errin Welty (WEDC)	Colette	

Potential sponsors

Organization	Who's Contacting	Response
US Cellular	Also Shawn?	
TDS!!!	Shawn	
Alcivia	Shawn/ Ashley Schumacher	
BlueScope		
Baker		
Stoughton		
Larsen Acres	Ben	
Lake Ridge Bank	Colette / Steve Eager	

Tiered Sponsorships

\$100

\$250

\$500

Swag, logos on tables, logos on website for registration

Deadline for early sponsorships for inclusion postcard reminders

Banner at Creekside

Potential Main Speakers

Organization	Who's Contacting	Response
Deb Carey New Glarus Brewing	Pat	
Milan Batinich	Ben	
Greg Piefer	Ben	
Jim Graham	Colette	
John Stofflet	??	

Potential Local Business Speakers (total 4 for roundtable)

Organization	Who's Contacting	Response
Janis Ringhand Small business Cookie bill	Shawn	
Connie Arndt R&A Heating	Ben	
Klitzman Seeds	Brandon	
Subway/Mary Leeder	Colette	
Sue White Sienna Crest	Colette	

Secrets to success, connections, what would they do differently, roadblocks

Potential Guest Speakers/Experts (total 5 for panel)

Person/Organization	Who's Contacting	Response
Sen. Spreitzer		
Rep. Anderson		Attending
Melissa Destree	Pat	
Jason Tish	Colette	
Matt Kures	Colette	
Ken Malley	Brandon	
Steve Deller		
Gene Dahloff		
Paul Jaden		

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 – for lunch
- Anyone can show up at the door

Page URL

<https://bit.ly/43Oenft>

Next meeting Tasks (7/16/23)

Task	Assigned to	Due By
Logo-esque Finalized	Jon	July Meeting
Webpage Updated	Colette	Ongoing
Speakers/Guests Invited		Ongoing
Food Budget/Budget	Colette Sue	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
 - Employee Retention

- Housing Trends
- Regional Trade/Industry Outlook
- Transportation Issues
- Financing
- Local Market/Retail Analysis
- Start-up resources and entrepreneurial skills
- Marketing/Promotion/Content Creation
- Technology/Cyber Security
- Analytics (understanding your customer)
- Web Development

2. What brought you to Evansville?

Countdown to the Leadership Summit

OBJECTIVES	CONTENT	MEETING DESIGN AND STRUCTURE	SPEAKERS AND PRESENTERS	LOGISTICS
4-6 months				
Begin conversations on desired outcomes.		Appoint summit director and assemble design team.	Identify potential outside speakers.	Select venue and finalize dates.
90 days				
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.
60 days				
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.	
30 days				
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.
1-2 weeks				
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.
During				
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.
After				
	Deploy post-meeting survey. Distribute summit output and other communication aids.	Follow-up on commitments. Establish forums for continued collaboration.		

