

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

at Evansville Ford

Monday, March 18th, 2024, 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 January 22nd, 2024 regular meeting and approve them as printed.
5. Citizen appearances, other than listed agenda items
6. New Business
 - A. Welcome and Tour of Evansville Ford
7. Monthly Reports
 - A. Community Development Update
 - B. Chamber of Commerce Report
 - C. Tourism Commission Report
8. Discussion
9. Next Meeting Dates:
 - A. Regular Meeting: April 15th, 2024 at 6:00pm
10. Adjourn

-Jim Brooks, EDC Chair

City of Evansville **Economic Development Committee**
Regular Meeting
Monday, January 22nd, 2024, 6:00 PM
City Hall, 31 S. Madison Street, Evansville, WI 53536

MINUTES

1. Call to Order.

2. Roll Call:

	Present/Absent	Others Present
Chair James Brooks	P	Com. Dev. Director Colette Spranger
Ben Ladick, Vice Chair	P	Shawn Dunphy, Evansville Chamber of Commerce
Jon Alling	P	James Otterstein, Rock County Economic Development
Sue Berg	P	
Brandon Rutz	P	
Pat Carr	P	
Vacant		

3. Motion to Approve Agenda, by Ladick, seconded by Alling. Passed unanimously.

4. Motion to waive the reading of the minutes of the January 22nd, 2024 by Ladick, seconded by Alling. Passed unanimously.

5. Civility Reminder. Brooks reminded the committee of the City’s commitments to civil discourse.

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

7. New Business.

A. Potential Media Opportunity with Janesville Gazette

Spranger discussed the possibility of having a two-page spread within the Janesville Gazette talking about tourism and events within Evansville.

8. Monthly Reports

A. Community Development Update. General Engineering will be taking over inspection and permitting services for commercial and residential projects while the city is updating things with DSPPS. Alex Kienbaum was hired by the city to perform code enforcement services and will eventually become the City Inspector once all certifications are obtained. TIF10 was created on January 10th for the CHS project. Other businesses of various sizes have contacted the city regarding looking for spaces in the city. Permit approvals were higher in 2023 but they were smaller projects than the previous year.

B. Chamber Update. Membership renewals were sent out in December, a few new members were added to the Chamber. Hop Garden has a lot of events planned. The

bowling tournament is coming up on February 9th and 10th. The Chamber is working with a podcast to highlight businesses. No board meeting was held in December.

- C. Tourism Update.** The five ladies murals will be put up in a new location in the spring. Nancy Nelson will be attending a webinar on maximizing murals. Tourism's next meeting is on February 8th, 2024.

9. Discussion

A. 2023 Goal Recap

- i. **Visiting Local Businesses**, not met to extent that was desired.
- ii. **Redevelop EDC Portion of Website**, not met
- iii. **Redevelop BIG and Revolving Loan Fund** BIG is going through Common Council next month. It was decided that the Revolving Loan Fund best kept the way it is for the moment.
- iv. **Develop Master Plan for Highway 14 Corridor** Pending CHS development.
- v. **Providing Opportunities for new businesses in Evansville** There is more that could be done for smaller businesses.

B. 2024 Goal Setting, Continued

- o The group present went through Goals 5 and 6
- o From Goal 5: Create a supportive environment for entrepreneurship, objective 1 was discussed as needing to be worked on and needing to identify physical locations for new businesses as well as directing people to resources such as the Janesville Innovation Center.
- o From Goal 6: Emphasize improvements within City's economic development corridors, the corridors listed in objectives 1 to 5 were all discussed as needing attention for future developments and support for existing proposed developments.

10. Next Meeting Dates:

- A. Regular Meeting: Monday, March 18th, 2024 at 6:00 PM.

11. Motion to Adjourn by Berg, seconded by Rutz. Passed unanimously. Meeting adjourned at

7:13pm.



Community Development Updates

March 18, 2024 Colette Spranger, Community Development Director

Recent and ongoing community development activities:

- Working with Community Development staff to re-start code enforcement activities.
- CHS Oilseed Processing: development agreement has been approved by Common Council. Slight delay on groundbreaking as CHS works on finalizing construction costs.
- Two popular Wisconsin businesses continue to perform due diligence on prospective sites.
- Zoning code revisions to continue later in spring.

Building Inspection/Permitting

- Dave Geraths has been issuing permits for both residential and commercial projects. Dave will be performing inspections for residential projects only.
- We are waiting on the green light from DSPS for GEC to perform commercial inspections.
- Fences, re-roofs, siding, and other minor alterations to handled in house by community development staff
- GEC permit fees cover the cost of Dave's time. City has added an administrative fee to cover City staff costs and time related to permit compliance.
- Will continue to track number of permits issued and fees incurred, but won't be an apples-to-apples comparison.

Building Permit Summary				
	March 2024	March 2023	2024 YTD	2023 YTD
Total	32	24	58	68
In House	12		38	
GEC	20		20	
Total Fees	\$ 17,896	\$ 3,379	\$ 22,857	\$ 26,696

2024 Economic Development Committee Goals and Action Items

Goals

- A. Retain and Expand Existing Businesses in Evansville
- B. Attract New Business to Evansville
- C. Support the Local Workforce
- D. Create a supportive environment for entrepreneurship

Action Items

- Visiting Local Businesses.
 - Community Development Director and Chamber Director to collaborate
 - Committee members visiting a handful of businesses as well
 - Possible assistance from MadREP
- Redevelop the website as an economic marketing tool
 - Review Scope of Work from prospective consultant
- Improve Offerings for Business Assistance
- Job Fair
- Add representative from Evansville Community School District
- Foster a partnership with Evansville Community School District and community institutions providing continuing education or alternative experiences

March 2024
Evansville Area Chamber of Commerce
Executive Director Update

Membership NEW MEMBERS

GH Heating & Air LLC
UB Fit, LLC Evansville Group Fitness

PENDING NEW MEMBERS

Tree Wise Men
Shifting Gears BIke Shop

Meetings

Spread Goodness Planning March 4
Tourism - March 7
Art Crawl Planning March 14
Economic Development 3/18

Community Activities and Events

Vintage Shop Hop March 1 & 2
Spread Goodness Day March 8, 2024
Shifting Gears Open House April 13th
Career Fair at High School April 17th
Expressions Salon Open House TBD (New location)
Coming up - Art Crawl May 10th

Economic Development

Job/Career Fair coming 2024

Tourism

Social Media Campaigns
Art Crawl Radio Ad

Chamber Projects

Community Guide 2024 out March 20th
2024 Membership Renewals - see list
Job/Career Fair date TBD (Economic Development)
Updating member contact information, mailing addresses
Social Media Emphasis - promoting businesses
Chairman's Club Spotlights - start in March

Renewal Thank you's

Board Member Spotlights

March -

Social Media Updates (Followers March 2024)

Evansville Chamber of Commerce Facebook Page **2558**

Evansville WI Business Facebook Group **343 members**

Evansville Events Facebook Page **2995**

Ladies Night Out Facebook Page **1277**

Olde Fashioned Christmas Facebook Page **827**

Citywide Rummage Sales Facebook Page **2105**

March Facebook Dashboard

Discovery

Post Reach 8,921

Post engagement 1,811

New Page Likes 4

New Page Followers 10

Interactions

Reactions 376

Comments 40

Shares 19

Photo Views 690

Link Clicks 90

City of Evansville
Evansville Tourism Commission
March 2024 Summary Submitted by Sue Berg

The Evansville Tourism Commission met March 7, 2024, in place of the Feb. 8, 2024, meeting that was cancelled due to a tornado. The Commission normally meets every other month: February, April, June, August, October and December.

Notable:

1. Raj Patel, proprietor of Boarders Inn & Suites, announced that he will be stepping down from the Tourism Commission. He has sold his hotel and will be moving to Atlanta. Raj encouraged the new proprietor to come to the Tourism Commission.
2. Erin, manager, announced that The Hop Garden had a role in the “Top Chef” TV series that was taped in Wisconsin last fall and will debut this March. The Hop Garden farm was the provider of green hops used by the Top Chef competition.
3. Jim Brooks reported that Public Works agreed to water the downtown flowers on weekdays in 2024.
4. Sue Berg reported that the five portraits comprising Mural #1 were successfully removed from the original building, which was then demolished. The portraits are in storage for the winter, and will be mounted at a new site.
5. Jim Brooks reported on the status of the current inventory of lamp post banners which are at the end of their lifespan. An ad hoc committee was created to review vendors and costs, and make recommendations. Shawn Dunphy and Abbey Barnes will lead the committee.
6. Jenny Weidel reported that Creekside Place is ready to proceed with the development of a mural.
7. Shawn Dunphy reported that the Chamber is taking charge of the annual Art Crawl. The Chamber is also developing the year’s social media campaigns.
8. Sue Berg spoke to Tess Romanski, coordinator of Bike the Barns, about collaborating on the event set for Sept. 15. The event will start and end at Lake Leota.

Upcoming events with tourism potential:

9. Shrek the Musical April 19-21
10. Cruise Night May 2
11. Art Crawl May 10
12. Memorial Day Recognition May 27

Next meeting dates are April 11 and June 13, 2024.