

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
City Hall, 30 S. Madison St., Evansville, WI 53536
Monday, December 18th, 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 November 20th, 2023 regular meeting and approve them as printed.
5. Citizen appearances, other than listed agenda items
6. New Business
7. Monthly Reports
 - A. Community Development Update
 - B. Chamber of Commerce Report
 - C. Tourism Commission Report
8. Discussion
 - A. 2024 Goal Setting
9. Next Meeting Dates:
 - A. Regular Meeting: January 15, 2024 at 6:00pm
10. Adjourn

-Jim Brooks, EDC Chair

City of Evansville **Economic Development Committee**
Regular Meeting
Monday, November 20th, 2023 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	A	Shawn Dunphy, Evansville Chamber of Commerce
Jon Alling	P	
Sue Berg	P	
Brandon Rutz	P	
Pat Carr	P	
Gabe Schrader	A	

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

4. Motion to waive the reading of the minutes of the August 30th, 2023, September 18th, 2023, October 2nd, 2023 and October 9th, 2023 meetings and approve them as printed by Berg, seconded by Alling. Brief discussion on when the final special meetings took place prior to the Business Summit. Committee agreed the last meeting took place on October 12th, not the 9th. Brooks corrected prior minutes where it read that he “stated” the City’s commitment to civil discourse; Brooks in fact reminds the committee of said commitment. ***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. Brooks encouraged members to browse the City’s energy independence plan. Pat Carr shared updates about charging stations installed at Evansville Ford.

8. Monthly Reports

A. Community Development Update. Spranger listed a number of goings on within City departments, including the ongoing search for building inspection services, development agreement negotiations with CHS, and possible funding opportunities.

B. Chamber Update. Dunphy went over recent Chamber events, including Olde Fashioned Christmas, which went over well. Lunch and Learns will return in 2024. The Chamber’s Annual Meeting will be held December 19th at Trapper’s Bar and Grill.

C. Tourism Update. No meeting in November. Circus mural project on Madison Street is ongoing.

D.

9. Discussion

A. Business Summit Recap

Committee members provided their thoughts on the outcomes and success of the business summit held on October 13th. Reception was generally positive. Most complaints were from those unable to attend due to timing, which the committee anticipated during its planning stages. Recap of the summit brought up discussion about the committee's goals for 2024. Was generally agreed that major changes were on Evansville's horizon. Carr suggests a focus on employment with an eventual city-wide job fair. 2024 goals will be the subject of December's meeting.

10. Next Meeting Dates:

A. Regular Meeting: Monday, December 18th, 2023

11. Motion to Adjourn by Berg, seconded by Rutz. Passed unanimously. Meeting adjourned at 7:15pm.

City of Evansville
Evansville Tourism Commission
December 2023 Summary Submitted by Sue Berg

The Evansville Tourism Commission met Dec. 14, 2023. The Commission meets every other month: February, April, June, August, October and December.

Highlights of this meeting are:

Jim Brooks moved that the Tourism Commission recommend to Council to waive all but \$25 of the street closing fee for events supported by Tourism funding. Ben Corridon seconded. Discussion addressed costs for street closings and impact of the new larger fee on budgets for events designed to attract people and dollars to Evansville. Motion passed unanimously.

The Walking Tour Guide Book was delivered to almost 50 locations in Evansville just prior to Olde Fashioned Christmas.

The city has a new URL for its website: <https://evansvillewi.gov/>.

Work on the circus mural has stopped until spring.

Attendance and general commentary at Olde Fashioned Christmas was good. Social influencer Ashley Kix was contracted to develop video from the 2023 event to promote the event in 2024.

Mural #1 (the portraits of 5 women leaders of Evansville) was discussed. The mural needs to be removed from the existing location because the building has been sold and the buyer has other plans for the site. Sue is working with the City and Nancy Nelson to address removal and relocation of Mural #1.

Shawn announced that the Chamber's annual golf outing has moved from August to June 21.

Jim Brooks announced that bands have been booked for the Lake Leota Fourth of July festival.

Jenny announced that the date for Creekfest will be Sept. 21.

Activities with Tourism Potential

1. EUM – check schedule at <https://evansvilleundergroundmusic.org/calendar/>
2. Chocolate Extravaganza Feb. 10
3. Super Bowl Feb. 11
4. Vintage Shop Hop March 1-2
5. FFA Farm Toy Show March 3
6. Cruise Night May 2
7. Art Crawl May 10

Next meeting dates are February 8, 2024, and April 11, 2024

X. Economic Development Goals and Objectives

These economic development goals and objectives serve as a way to put the vision statement into action, through a series of to dos. Below are Goals and objectives for the Economic Development Chapter:

Economic Development Goal 1: Retain and Expand Existing Businesses in Evansville		
Supporting Objectives	Measurable Benchmark or Outcome	Priority
1. Visit existing local businesses to understand opportunities and challenges they face.	<ul style="list-style-type: none"> Ongoing, regular site visits by City staff and Chamber 	Top
2. Redevelop and use the City of Evansville website as an economic marketing tool.	<ul style="list-style-type: none"> Increase page hits Update information quarterly 	High
3. Coordinate with other local rural communities and local, county and state organizations to expand regional economic development opportunities.	<ul style="list-style-type: none"> Implement Sustainable Energy chapter of plan along with Edgerton/Milton 	High
4. Redevelop Building Improvement Grant (BIG) and Revolving Loan Fund (RLF) programs	<ul style="list-style-type: none"> Goal of implementation by end of 2023 	High
5. Implement user-facing online permitting and payment system.	<ul style="list-style-type: none"> Underway; goal of implementation by end of 2022 	High
6. Continue to monitor ordinances to streamline approval process.	<ul style="list-style-type: none"> Ongoing City Staff commitment 	Medium

Economic Development Goal 2: Attract New Businesses to Evansville		
Supporting Objectives	Measurable Benchmark or Outcome	Priority
1. Strategically offer TIF incentives to businesses that would otherwise have difficulty obtaining alternative funding sources.	<ul style="list-style-type: none"> Create an internal strategy for existing districts Identify potential incentives 	Top
2. Identify existing underutilized commercial and industrial spaces in order to expand tax base without demand for major infrastructure.	<ul style="list-style-type: none"> Identify, engage with, and provide incentives for building owners 	Top
3. Improve offerings for business assistance.	<ul style="list-style-type: none"> Develop a welcome packet/guide aimed toward businesses, with information about zoning approvals, permitting process, and site development. May be developed along with City website overhaul coordinate among City staff, committees, and other stakeholders how to manage bandwidth to be responsive to incoming requests. 	High

Economic Development Goal 2: Attract New Businesses to Evansville

Supporting Objectives	Measurable Benchmark or Outcome	Priority
4. Attract new businesses through advertising and regional marketing programs. (e.g. LOIS, Gold Shovel Site Verification, brochures)	<ul style="list-style-type: none"> • Use available properties list to feed to larger networks • Utilize Gold Shovel Site Verification and other similar outreach programs 	High
5. Determine suitable land sites for new and redeveloped commercial and industrial space for new businesses.	<ul style="list-style-type: none"> • Maintain available properties list and update website monthly 	High
6. Prepare tailored pitches and incentive packages for the desired industries identified in this chapter.	<ul style="list-style-type: none"> • Identify local workforce skillsets that may be attractive to new industries • Identify and reach out to retail/service businesses whose services are currently lacking in Evansville. • Develop appropriate marketing materials 	Medium

Economic Development Goal 3: Support the local workforce

Supporting Objectives	Measurable Benchmark or Outcome	Priority
1. Seek opportunities to partner with trade schools, the middle school, high school, businesses and organizations to ensure workers have the skills needed to succeed.	<ul style="list-style-type: none"> • Continue to foster a relationship with the Evansville Community School District. 	Top
2. Investigate alternate commuting options for those traveling to/from Madison or Janesville, esp. in collaboration with other entities (e.g. WisDOT)	<ul style="list-style-type: none"> • Engage with regional partners when funding or programming becomes available 	Medium
3. Increase the supply of affordable housing options for existing and incoming residents.	<ul style="list-style-type: none"> • See Housing Chapter for related goals and objectives. <u>Specific section?</u> 	Medium

**Economic Development Goal 4:
Continue to maintain and improve the City's quality of life**

Supporting Objectives	Measurable Benchmark or Outcome	Priority
1. Improve parking and wayfinding signage to direct traffic towards existing amenities.	<ul style="list-style-type: none"> • Interim outcome: mark and sign municipal sidewalk routes • Long term outcome: rebranding campaign to update signage system (Potential tourism budget item for Fall 2023) 	Top
2. Continue to support and collaborate with the Evansville Tourism Commission.	<ul style="list-style-type: none"> • Ongoing marketing and event planning. • Explore how tourism and Evansville's historic character can provide opportunities or compliment potential entrepreneurs. 	High
3. Continue support for historic preservation in Evansville's four historic districts.	<ul style="list-style-type: none"> • Develop grant program for businesses within the City's historic districts 	High
4. Implement the adopted Park and Outdoor Recreation Plan 2020-2025.	<ul style="list-style-type: none"> • Park Board implements action items from Plan. 	Medium
5. Maintain building inspection and property maintenance guidelines.	<ul style="list-style-type: none"> • Continue to provide active enforcement of code violations • City to organize response of violations between Public Works, Police, and Community Development • Develop plain language information regarding common violations 	Medium
6. Maintain and promote multimodal transportation infrastructure to accommodate both business and residential use	<ul style="list-style-type: none"> • Install multiuse path along Water Street • Safe railroad crossings • Mark route and become an official designated Ice Age Trail Community • See Transportation Chapter for additional goals and objectives 	Medium

**Economic Development Goal 5:
Create a supportive environment for entrepreneurship**

Supporting Objectives	Measurable Benchmark or Outcome	Priority
1. Provide opportunities for incubating new businesses in Evansville	<ul style="list-style-type: none"> • Identify common barriers and support needs of start-up businesses • Partner with Janesville Innovation Center to identify potential businesses looking for space to expand • Consider establishing a physical space for businesses to temporarily run 	Top
2. Work with Chamber of Commerce to promote networking opportunities and outreach.	<ul style="list-style-type: none"> • Continue promotion of After 5 networking events • Partner regularly with Chamber on Lunch and Learn events • Develop business-to-business mentoring opportunities 	High
3. Identify infrastructure challenges experienced by entrepreneurs. (e.g. broadband, wireless service)	<ul style="list-style-type: none"> • Identify, track, and maintain database of level of service and fees with existing telecommunication providers 	High
4. Coordinate with educational and community institutions to provide continuing educational opportunities.	<ul style="list-style-type: none"> • Ongoing; in partnership with Chamber, ECSD, and other stakeholders 	Medium
5. Continue to support home-based occupations, marketing expanding ordinance language if needed.	<ul style="list-style-type: none"> • Ongoing City Staff commitment 	Medium

Economic Development Goal 6: Emphasize improvements within City's economic development corridors		
Supporting Objectives	Measurable Benchmark or Outcome	Priority
1. Market and promote 11 acre City-owned site along Union Pacific Railway	<ul style="list-style-type: none"> Sell site to appropriate user Increase interest in developable rail sites near Evansville Re-open rail corridor between Evansville and Oregon 	Top
2. Rehabilitate and redevelop City-owned 155 E. Main site	<ul style="list-style-type: none"> Remediate site with a WI DNR Brownfield Grant Develop a master plan for site Sell to appropriate user 	High
3. North Union Street/Highway 14 Corridor	<ul style="list-style-type: none"> Continue to implement suggestions in the Allen Creek and North Union Street Redevelopment Master Plan 	Medium
4. East Side -- Highway 14 Corridor	<ul style="list-style-type: none"> Develop Master Plan 	High
5. West Side – County C Corridor	<ul style="list-style-type: none"> Develop Master Plan Investigate new opportunities for neighborhood commercial development 	Medium
6. Water Street	<ul style="list-style-type: none"> Improve infrastructure along street, including sidewalks or multiuse path, curbing, and in improved stormwater conveyance 	Medium