

## 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 Street, Evansville, WI 53536  
Monday, April 15<sup>th</sup>, 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 March 18th, 2024 regular meeting and approve them as printed.
5. Citizen appearances, other than listed agenda items
6. New Business
  - A. Motion to Recommend Common Council Approve Scope of Work from Human Crafted to Update Website Content
  - B. Job Fair Planning
7. Monthly Reports
  - A. Community Development Update
  - B. Chamber of Commerce Report
  - C. Tourism Commission Report
8. Discussion
9. Next Meeting Dates: Regular Meeting: May 20<sup>th</sup>, 2024 at 6:00pm (Potential Location: Eager Free Public Library)
10. Adjourn

*-Jim Brooks, EDC Chair*



City of Evansville **Economic Development Committee**  
Regular Meeting  
Evansville Ford, Union St, Evansville, WI 53536  
Monday, March 18, 2024, 6:00 p.m.  
**Minutes**

1. Call to Order at 6pm
2. Roll Call-Present Brooks, S Berg, Dunphy, Alling, Rutz, Carr. Members of Public in attendance, Roger Berg, Paul Liess
3. Motion to approve the agenda. S Berg/ Carr passed Unanimously
4. Motion to waive the reading of the minutes of the March 18th, 2024 regular meeting and approve them as printed. . S Berg/ Carr passed Unanimously without comment
5. Citizen appearances, other than listed agenda items. None
6. Monthly Reports
  - A. Community Development Update. Discussion of CHS project and of pending Culvers/Kwik Trip actions and what this committee can do to support them. Brooks reminded that this committee falls under the Community Development Director on the City Org Chart and is intended to support that office
  - B. Chamber of Commerce Report- Upcoming Shop Hop and Art Fair. Distribution of 2024 Business Guide. Reports of earned media around Spread Goodness Day and how we can leverage that to best effect
  - C. Tourism Commission Report
7. New Business
  - A. Tour of Evansville Ford by Pat Carr- Discussed changes to the business model bringing new emphasis on EV and on maintenance offsite. Pat showed the infrastructure and operating changes that the business has made to deal with Climate Change and with the effects of Covid 19 on customers. Another discussion centered on partnerships to develop home-grown talent for the shop. Much attention was also paid to two vehicles onsite: one a restored Model A and the other a vintage Shelby Cobra,
8. Next Meeting Dates:
  - A. Regular Meeting: April 15, 2024 at 6:00pm
9. Adjourn

*-Jim Brooks, EDC Chair*



# Evansville Website Review: Business Content

This Scope of Work is made this 28th day of Jan 2024, between City of Evansville (“Customer”) and Human Crafted, LLC (“Contractor”).

## Objective

- Review the Business sections of the City of Evansville Website and recommend additions/changes to align content with the Economic Development Committee’s comprehensive plan goals for 2024.

## Method

1. Review and catalog existing website content
2. Brief assessment of surrounding community websites and their business content
3. Review EDC Comprehensive Plan goals
4. Outline updated content sections with available and suggested new content
5. Mockup suggested design/interface changes to provide to website developer

## Output

- An account of opportunities for additions/changes to the City of Evansville website
- Breakdown of suggested content to be created/compiled by other parties outside this Scope of Work
- Any and all documentation or work product created during this project

## Time and Duration

- The time allotted for this Scope of Work is not to exceed: **15 hours** (“Hours Worked”).
- The term or duration of this Scope of Work will begin in Feb 1, 2024 and is projected to end before Feb 29, 2024 (“Term”).
- This Scope of Work may be extended by time or duration upon the mutual written consent of the parties.

## Expenses

- The estimated expenses required for this Scope of Work: **\$0** (“Expenses”).
- Any expenses incurred by the Contractor will be tracked, categorized, and included in monthly invoices in addition to the fees for Services. Contractor will make every effort to keep Customer informed about Expenses as they occur, and will seek approval when exceeding \$50.

## Compensation

- Hours Worked will be billed at the hourly rate of **\$100 per hour**.
- If travel is required, Contractor will bill for non-working travel time from doorstep to doorstep at the hourly rate of **\$35 per hour**. Hours worked during travel will be billed at the full rate.
- Invoices detailing Services and Expenses will be sent at the end of each month or at the end of the Term, whichever interval is shorter. Fees for any additional services shall be set forth in a new Scope of Work executed by the parties.

### City of Evansville

By:

Name:

Title:

### Human Crafted, LLC

By:



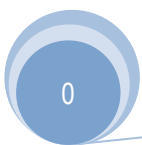
Name: Jon Alling

Title: Owner

# A Step By Step Guide to Planning Your Job Fair

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*A Service of the Kentucky Career Center – Bluegrass WIOA Program*



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## **10 STEPS TO PLAN A JOB FAIR**

### **A PRACTICAL OUTLINE TO PLANNING A JOB FAIR**

- STEP 1**      **Identify what type of Job Fair you would like to do.**
- *Typically, job fairs only require one day. However, based on the hiring needs, including the number of positions available it may be more practical to hold a job fair that lasts multiple days.*
- STEP 2**      **Determine the goals of the event and what you would like to accomplish.**
- *Screening applicants only*
  - *Assessing applicants and scheduling interviews*
  - *Screening and interviewing select candidates on the spot*
- STEP 3**      **Decide on a date and time for the event or activity.**
- *Consider:*
    - *The date applicants gathered would be needed to begin work*
    - *The time of day and day of the week*
    - *The availability of location*
- STEP 4**      **Consider locations and types of facilities to host event.**
- *How large will the facility need to be?*
  - *Is there parking available to accommodate the number anticipated?*
  - *How will the facility need to be set up to determine the flow?*
- STEP 5**      **Consider people to assist with the execution of the event.**
- *What are the staffing needs?*
  - *Has the media been contacted?*
- STEP 6**      **Determine expenses and responsibilities.**
- *Develop list of needs and expenses.*
  - *Determine a contact person (business, Career Center)*
  - *What marketing needs to take place?*
- STEP 7**      **Create an event timeline.**
- *Outline all essential decisions/activities in a time sequential order from the point of initial consideration to decision being finalized and decisions being executed.*
  - *Document who is responsible for each function.*
  - *Communicate the timeline to everyone involved in the planning or fulfillment of the event.*



## STEP 8

### Determine Key Decisions: Program

- *Determine the order of activities that need to occur at the event or activity.*
- Determine who will perform or execute the agenda items. Identify specifically how many and who will assist through each step of the job fair.
- Identify the topics of information to be shared.
- Determine if ushers are needed.

### Equipment

- Identify what equipment is necessary for the event or activity.
- Identify potential sources to secure needed equipment.
- Evaluate the cost of the equipment.
- Decide who will be responsible for the pick-up and return of the equipment.

### Materials

- Determine what materials are needed, and identify potential sources to purchase them.
- Decide who will be responsible for purchasing, preparing and storing the materials.

### Public Relations

- Identify the method(s) which will be used to publicize the event or activity.
- Decide who will be responsible for the development of invitations, flyers, press releases, emails, etc.
- Decide who will be the contact for public inquires on the event or activity.
- Decide who will be responsible to disseminate the types of information on the event or activity.

### Internal Communication

- Determine the method of communication to the people within the organization to inform them, include them and encourage them to participate. For instance, communicating by email, newsletter, etc.

## STEP 9

### Take into consideration these special additions/items if needed:

- Computers
- Electricity
- Wireless Internet
- Tables/Chairs
- Audio needs
- Photography/video
- Clean up

## STEP 10

### Follow-Up

- Publication of the application online
- Contact information for turning in completed resumes.

Beginning in the next section we will begin to break down each step, detailing how the WIOA Program's Business Service Specialist can assist you in planning a stress-free Job Fair.



## STEP 1:

### Identify what type of job fair you would like to do.

- *Typically, job fairs are only require one day. However, based on hiring needs, including the number of positions available it may be more practical to hold a job fair that lasts multiple days.*
  
- How many vacancies are available?
- Are the vacancies for multiple positions?
- How many candidates are expected to show?
- What is the criteria expected for the candidates to qualify?
- How quickly will these candidates need to begin once they are selected for hire?
- Will the candidates be interviewed on the day of the job fair?
  - What is the average length of an interview?
- Will the candidates need to have a skills assessment?
  - What skills will need to be assessed?
  - How many assessments are reasonable to require at the time of job fair?
  - Do the candidates need to complete the assessment on the day of the job fair?
    - *Did you know?*
      - *A service of the WIOA Program is to provide assessments of qualified candidates.*
      - I want to know more!*
- Do the candidates need to complete a Criminal Records Check?
  - What is the minimum required to pass the CRC? (No felonies? No major traffic violations? Etc.)
  - *Did you know?*
    - *A service of the WIOA Program is to conduct Criminal Records Checks on applicants where requested by employers.*
    - I want to know more!*

## **STEP 2 Determine the goals of the event and what you would like to accomplish.**

- *Screening applicants only*
  - *Assessing applicants and scheduling interviews*
  - *Screening and interviewing select candidates on the spot*
- 
- Will the applicants be required to complete a pre-screening?
    - This is a highly effective way to expediting the application process, by identifying the critical requirements of an applicant. Some examples of items listed on a pre-screening form may include:
      - Do you have a High School Diploma or GED?
      - Have you ever been convicted of a felony?
      - Do you have a valid Driver's License?
      - Do you have Food Handler's Permit?
      - Do you have Forklift Certification?
  - Will the candidates need to complete assessments on the day(s) of the job fair?
    - *If yes, the WIOA Program encourages the employer to have some pre-selection process for candidate's applications/resume, only electing to assess the most select candidates on the day of the job fair. (Though most of the assessments are averaged for roughly 30 minutes, each individual is different and varying factors may cause the test length to vary drastically from a few moments to more than an hour.)*
      - *WIOA will work with you to schedule an appropriate time to come back to your facility to assess other candidates or schedule for them to come to one of our locations to complete an assessment. All of our online assessments have real time reporting regardless of where the assessment takes place.*
  - Will candidates be selected for in person screening and interviewing session the day(s) of the job fair?
    - *As in the case of assessments, the WIOA Programs encourage the employer to have a limited and stringent pre-selection process, due to the time restraints and volume of candidates expected at a public job fair.*

## **STEP 3 Decide on a date for the event.**

- *Consider:*
    - *The date applicants gathered would be needed to begin work*
    - *The time of day and day of the week*
    - *The availability of location*
- 
- The WIOA Program can assist in identifying the optimum date and location of the event. Job fair events are normally scheduled for 4 hours, beginning at 10:00 a.m. and lasting until 2:00 p.m. unless the employer requests other hours.

#### STEP 4

#### Consider locations and types of facilities to host event.

- *How large will the facility need to be?*
- *Is there parking available to accommodate the number anticipated?*
- *How will the facility need to be set up to determine the flow?*

- When selecting a location for the Job Fair it is important to take into consideration everything up to this point, such as:
  - How large will the facility be?
    - Will the event be held outdoors or indoors?
      - Each raises another set of questions.
    - Consider the need for crowd control and the flow of applicant traffic.
    - What is the anticipated number of candidates?
    - Consider the number of staff available to assist with the flow through the facility.
    - Will there be a need to map off areas, to ensure applicants flow through the facility?
  - Is the parking area large enough to accommodate the anticipated numbers safely, including those who may be lining up outside before the event?
    - Is outside security needed?
    - Does an area need to be roped off?
  - If the business does not have a location readily available to accommodate the need, the WIOA Program can assist in locating a suitable area.

#### STEP 5

#### Consider people to assist with the execution of the event.

- *What are the staffing needs?*
- *Has the media been contacted?*

- The WIOA Program provides staff based on anticipated needs. A successful ratio that has worked for several job fairs is 1 staff per 25 applicants. However, based on how the job fair flow is determined, the number of applicants can increase to as many 50.
- Consider the roles of the staff working the job fair.
  - Roles covered by the WIOA Program staff:
    - **Greeters** – Greeters work the front door where the line of waiting applicants gather. They ensure that applications/clipboards etc are passed out to control the flow and that each person has the process briefly explained.
    - **Runners** - Runners provides immediate communication between areas of the job fair and can provide temporarily relief for staff at other locations.
    - **Ushers** - Located throughout the job fair, ushers direct applicants from one area to another and answering general questions regarding the process. Ushers keep the flow running smoothly and can also provide temporarily relief to staff at other stations.
  - Roles covered by the business conducting the job fair (*optional*):
    - **Screeners** – Typically located directly after the registration table, screeners review the application to ensure it meets the minimum qualifications.

- **Interviewers** – The business may elect to have on the spot interviews. Interviewers are typically located at the last station and are typically reserved for applicants recognized as being highly desirable.

#### **STEP 6 Determine expenses and responsibilities.**

- *Develop list of needs and expenses.*
- *Determine a contact person (business, Career Center)*
- *What marketing needs to take place?*

- A checklist of needs/options is available for you through your Business Service Specialist.
- Typically a businesses contact with WIOA will be the Business Service Specialist for that area. Visit <http://www.ckycareers.com/staff> to find the Business Service Specialist for your area.
- WIOA can assist you in marketing your job fair. Job fairs planned in association with WIOA will receive:
  - Flyers posted in all Kentucky Career Center - Bluegrass
  - Information posted on Kentucky Career Center - Bluegrass website
  - Information posted on Kentucky Career Center - Bluegrass Facebook
    - Information posted on Kentucky Career Center - Bluegrass Twitter
  - Newspapers advertisements \*
  - Radio advertisements \*

(\* Newspaper and radio advertisements expenses are not covered by the Kentucky Career Center – Bluegrass or WIOA.)

#### **STEP 7 Create an event timeline.**

- *Outline all essential decisions/activities in a time sequential order from the point of initial consideration to decision being finalized and decisions being executed.*
- *Document who is responsible for each function.*
- *Communicate the timeline to everyone involved in the planning or fulfillment of the event.*

Your Business Service Consultant will be available to assist you through every stage of the job fair planning process.

**STEP 8****Determine Key Decisions:**

- Program
- Equipment
- Internal Communications
- Public Relations
- Materials

- Program
  - Determine the order of activities that need to occur at the event or activity.
  - Determine who will perform or execute the agenda items. Identify specifically how many and who will assist through each step of the job fair.
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  - Identify what equipment is necessary for the event or activity.
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- Internal Communication
  - Determine the method of communication to the people within the organization to inform them, include them and encourage them to participate. For instance, communicating by email, newsletter etc.

**STEP 9****Take into consideration these special additions/items if needed:**

- Wireless Internet
- Routing Tape
- Photography/video
- Computers
- Tables/Chairs
- Clean up
- Electricity
- Audio

The WIOA Program can assist in supplying several of the items required for a job fair, based on needs identified in the planning meetings.



# Community Development Updates

April 15, 2024 Colette Spranger, Community Development Director

## Recent and ongoing community development activities:

- Two popular Wisconsin businesses continue to perform due diligence on prospective sites
- Ongoing discussions with CHS regarding water service at the Evansville plant site
- Working on grant assistance, site planning, and environmental clean up for city-owned 170 E Church property.
- Plan Commission discussed housing issues at its last meeting. Will likely lead to a series of special meetings where Plan Commission reviews current policies and provides suggestions for updates, improvement, and implementation.
- Upcoming conference in Platteville, May 30 and 31: Wisconsin Connecting Entrepreneurial Communities Conference
  - Looking for a member to attend
  - City can cover attendance, travel, and lodging if necessary

## Building Inspection/Permitting

- GEC is now our delegated provider of commercial permits.

Building Permit Summary				
	April 2024	April 2023	2024 YTD	2023 YTD
Total	17	25	89	85
In House	12	25	53	85
GEC	5		36	
<b>Total Fees</b>	<b>\$2,294</b>	<b>\$2,937</b>	<b>\$52,516</b>	<b>\$20,143</b>

## 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

### 2024 Budget YTD

Account	BUDGET	ACTUAL	REMAINING
PROFESSIONAL SERVICES	\$10,000	-\$1,075	\$8,925
ECONOMIC DEVELOPMENT EXP	\$1,500	-\$10	\$1,490
MEMBERSHIP DUES	\$3,000	\$0	\$3,000
PLAN IMPLEMENTATION	\$1,000	\$0	\$1,000
ECONOMIC DEVELOPMENT MARKETING	\$3,000	\$0	\$3,000
PRINT MATERIALS	\$500	\$0	\$500
BLDG IMPROVEMENT GRANT FUND EC	\$8,000	\$0	\$8,000
	<b>\$27,000</b>	<b>-\$1,085</b>	<b>\$25,915</b>



**April 2024**  
**Evansville Area Chamber of Commerce**  
**Executive Director Update**

**Membership NEW MEMBERS**

Shifting Gears Bike Shop  
Ideal Printing  
Tree Wise Men, LLC

**PENDING NEW MEMBERS**

Dave's Ace Hardware  
Human Crafted

**Meetings**

Economic Development April  
Tourism Commission 4/11/24  
Late Night Shopping Event  
Art Crawl Planning  
Golf Outing Planning

**Community Activities and Events**

Week of the Young Child April - Family Fun Night Friday, April 12th 530-7 Field House  
Career Fair at High School April 17th  
Evansville High School Solar Project Ribbon Cutting (April?)  
Art Crawl May 10th  
Chamber Golf Outing June 21st  
City Wide Garage Sale Days August 3-4  
Ladies Night Out September 13th  
Bike The Barns September 15th

**Chamber Events/Ribbon Cuttings/Grand Openings**

Shifting Gears Bike Shop April 13th  
Under Pressure Power Washing May 17th  
Expression Salon May Friday , May 17th 430 pm  
New office Space for Expressions Salon - TBD  
RM Berg Construction New office Space at 129 N. Madison St. TBD

**Economic Development**

Job/Career Fair coming 2024?

**Tourism**

Social Media Campaigns for Art Crawl  
Art Crawl Radio Ad  
New Flags for light Poles - update coming soon

**Chamber Projects**

2024 Membership Renewals - see list  
Job/Career Fair date TBD (Economic Development)  
Updating member contact information, mailing addresses  
Chairman's Club & Member Spotlights - start in March  
Art Crawl

Website updates  
Looking into Tourism Website/Facebook Page information

### **Board Member Spotlights**

#### **Membership Spotlights**

March - Evansville Ford, Pat Carr  
April Allen Creek Coffeehouse

#### **Social Media Updates (Followers March 2024)**

Evansville Chamber of Commerce Facebook Page **2558**  
Evansville WI Business Facebook Group **347 members**  
Evansville Events Facebook Page **3014**  
Ladies Night Out Facebook Page **1277**  
Olde Fashioned Christmas Facebook Page **825**  
Citywide Rummage Sales Facebook Page **2109**  
Evansville Art Crawl Facebook Page **711**

#### **Social Media - MetaData**

**Evansville Chamber of Commerce & Tourism Facebook Page**

#### **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**

#### **April Facebook Dashboard**

**Discovery**  
**Post Reach 4,551**  
**Post Engagement 2,482**  
**New Page Likes 9**  
**New Page Followers 15**

**Interactions**  
**Reactions 462**  
**Comments 27**  
**Shares 19**  
**photo Views 1,351**  
**Link Clicks 78**

**City of Evansville**  
**Evansville Tourism Commission**  
**April 2024 Summary Submitted by Sue Berg**

The Evansville Tourism Commission met April 11, 2024. The Commission meets every other month: February, April, June, August, October and December.

Highlights to share:

Mural #1 is in storage. Nancy Nelson will ask the artist about touchups. The new location is on the outside wall of Weirdo Thrift. Colette Spranger will coordinate with the city for installation.

Mural #2 is in progress. Shawn Dunphy and Nancy Nelson have been in contact with the artist about completing the mural for the Art Crawl May 10.

Mural #3 was discussed. Jenny Weidel and Nancy Nelson have developed a plan of action to recruit an artist to develop the theme of Ice Age Trail for Mural #3. Creekside Place will be the host site for the mural, which will be painted on panels and displayed on the exterior south wall.

The need to replace deteriorating downtown lamppost banners was presented by Abbey Barnes. She met with Shawn Dunphy (Chamber) and Scott Kriebs (Municipal Services) to develop a plan that addresses lampposts, added or repairing bracket holders, and selecting new banners. More information is needed and recommendations will be offered at the next Tourism meeting.

The city brochures are depleted. Jim Brooks and Quinn Brooks-Ward will work on updating the narrative. Raj Patel recommended researching brochure delivery companies to ensure distribution to visitor centers and nearby Chamber offices.

Upcoming events with tourism potential:

1. EUM – Check schedule at <https://evansvilleundergroundmusic.org/calendar/>
2. Shrek the Musical April 19-21
3. Cruise Night May 2
4. Art Crawl May 10
5. Memorial Day Recognition May 27
6. Cruise Night June 6
7. Chamber Golf Outing June 21
8. Library Ice Cream Social June 28
9. Lake Leota 4<sup>th</sup> of July July 4-7

Next meeting dates are June 13 and August 8, 2024.