

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