

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
3rd Floor, City Hall, 31 S. Madison Street, Evansville, WI 53536
Monday, June 17th, 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 May 20th, 2024 regular meeting and approve them as printed.
5. Citizen appearances, other than listed agenda items
6. New Business
 - A. Nick Burkhalter – City of Brodhead Economic Development Committee
7. Monthly Reports
 - A. Community Development Update
 - B. Chamber of Commerce Report
 - C. Tourism Commission Report
8. Old Business
 - A. 2024 Job Fair Planning
 - i. Ad Hoc Committee Formation
9. Discussion
10. Next Meeting Dates: Regular Meeting: July 15th, 2024 at 6:00pm
11. Adjourn

-Jim Brooks, EDC Chair

City of Evansville **Economic Development Committee**
Regular Meeting
Monday, May 20th, 2024, 6:00 PM
City Hall, 31 S. Madison Street, Evansville, WI 53536

MINUTES

1. Call to Order. 5:59 pm

2. Roll Call:

	Present/Absent	Others Present
Chair James Brooks	P	Com. Dev. Director Colette Spranger
Sue Berg	P	Shawn Dunphy, Evansville Chamber of Commerce
Jon Alling	P	James Otterstein,
Paul Liesse	P	Jeff Stevens, VP WRCATV Club
Brandon Rutz	P	Gene Heimann, Resident
Pat Carr	A	
Joe Geoffrion	P	

3. Motion to Approve Agenda by Geoffrion, seconded by Liesse. Passed unanimously.

4. Motion to waive the reading of the minutes of the April 15th, 2024, by Berg, seconded by Liesse. Passed unanimously.

5. Citizen Appearances, other than listed agenda items.

Jeff Stevens, the Vice President of the WRCATV Club spoke ab out a 2023 economic impact report regarding the impact of ATV riders on local economies, stating that they had a \$5.43 billion economic impact in 2023. Stevens argued that Evansville’s revenues would benefit from allowing ATVs on city streets.

6. New Business

A. Welcome from Bronna Lehmann, Director of Eager Free Public Library

Lehmann came from Belleville and partnered with the Chamber of Commerce as a member of their EDC. Lehmann enjoyed the outreach aspect of her old job. Committee members asked about existing programs and what can be done with existing programs or whether they could/should be expanded.

B. Officer Election

Brooks nominated by Berg, seconded by Liesse, passed unanimously.

7. Monthly Reports

A. Community Development Update.

- i.** Energy Independence Team met and is working on implementing energy plan goals.

- ii. Plan Commission discussed concept plans for Culver's and fore Lot 7 of the Historic Standpipe Point
- iii. CSM was recorded for CHS site; this triggers the land use, zoning, site plan, and conditional use approvals for the site
- iv. Wisconsin State Journal published article regarding Evansville's housing issues
- v. Special Plan Commission meeting scheduled for May 28th for Windmill Ridge, first addition plat. City is looking to enable further density of future buildable lots.

B. Chamber Update.

- i. The chamber had four ribbon cutting events in May.
- ii. The chamber reached out to a company that creates a tourism website.

C. Tourism Update.

- i. Tourism Commission does not meet in May, they meet on even numbered months.
- ii. Mural #1 will be mounted this summer on the building that houses Weirido Thrift. Nancy Nelson and Sue Berg are seeking an installer for the project. Mural #2 artist is working on final touches for the Art Crawl.

D. Rock Ready Index

- i. There is a tight labor market in Rock County with employers doing more with less
- ii. Home starts increased 23% from last quarter

8. Old Business.

A. Job Fair Planning

- i. Spranger has been in contact with Southwest Wisconsin Workforce Development Board regarding assistance and resources for the job fair.
- ii. Job seekers are looking for better jobs and housing opportunities

9. Discussion

10. Next Meeting Dates:

- A. Regular Meeting: Monday, June 17th, 2024 at 6:00 PM.

11. Motion to Adjourn by Berg.



Community Development Updates

June 17, 2024 Colette Spranger, Community Development Director

Recent and ongoing community development activities:

- Ongoing zoning code updates
 - Proposal to limit complete covering of windows in the Downtown
 - WEDC estimates the loss of economic value of a boarded-up commercial space is ~\$70,000 each year per property
 - Consideration of lot size maximums for residential districts to address Plan Commission's ongoing discussion of encouraging housing and increasing density
- Public hearing in July for Culver's Frozen Custard location
- Starting to look into boundary agreement/cooperative plan options for Town of Union and other municipalities within Evansville's extraterritorial jurisdiction
- Received a presentation from Placer.ai regarding economic data generated from cell phone data. Very expensive, but potentially very useful.
- Relatedly: budgeting for next year is likely to be tight.

Building Inspection/Permitting

- No report this month – waiting on GEC's final numbers from May

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	-\$20	\$1,480
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
	\$27,000	-\$1,087	\$25,905

June 2024
Evansville Area Chamber of Commerce
Executive Director Update

Membership NEW MEMBERS

Friends of the EFPL

PENDING NEW MEMBERS

Poo Patrol Evansville

Play Palace & Parties

Summers Painting

Meetings

Economic Development May 20 EFPL

Golf Outing Planning June 6

Tourism June 13

Community Activities and Events

Chamber Golf Outing June 21st

Library Ice Cream Social June 28th

Evansville 4th of July Celebration July 4-7

City Wide Garage Sale Days August 3-4

EFD 150th Anniversary Celebration August 10

PTCW Anniversary Party August 10

The Vintage Roost 10 year anniversary August 16

Ladies Night Out September 13th

Bike The Barns September 15th

Chamber Events/Ribbon Cuttings/Grand Openings

EHS Phase one Solar Array Ribbon Cutting May 22, 230 pm

Under Pressure Power Washing Ribbon Cutting/Business After 5 May 31st @5pm

RM Berg Construction New office Space at 129 N. Madison TBD

EXIT Realty Robin St. Clair -Coffee & Conversations - Tuesday, June 4th 745am

Picture This Creative Workshop - anniversary & Ribbon cutting Saturday August 10

Play Palace & Parties - Ribbon Cutting August TBD

Economic Development

Tourism

New Flags for light Poles - update coming soon

Bike The Barns

Barn Quilt Self Guided Tour brochure update

Website Development for Tourism - signalfire presentation

Chamber Projects

2024 Membership Updates

Chairman's Club & Member Spotlights

Golf Outing 6/21

Website updates

Board Member Spotlights

Membership Spotlights/Chairman Club

May - Baker Mfg., James Allan Edward Jones, Nowlan Law, The Grove Family Dental & TMJ Clinic, The Body Shop

June - Grams Insurance, Hagen CPA

Social Media - MetaData

Evansville Chamber of Commerce & Tourism Facebook Page

June Facebook Dashboard (6/17)

Discovery

Post Reach 8,649
Post Engagement 3,859
New Page Likes 19
New Page Followers 33

Interactions

Reactions 732
Comments 68
Shares 72
Photo Views 1,616
Link Clicks 200

May Facebook Dashboard

Discovery

Post Reach 21,339
Post Engagement 5,807
New Page Likes 19
New Page Followers 36

Interactions

Reactions 1903
Comments 57
Shares 176
Photo Views 2158
Link Clicks 382

April Facebook Dashboard

Discovery

Post Reach 4551
Post Engagement 2482
New Page Likes 9
New Page Followers 15

Interactions

Reactions 462
Comments 27
Shares 19
Photo views 1351
Link Clicks 78

Social Media Updates (Followers **May 2024**, **June 2024**)

Evansville Chamber of Commerce Facebook Page **2608** 2634

Evansville WI Business Facebook Group **349** members

Evansville Events Facebook Page **3025** 3031

Ladies Night Out Facebook Page **1277**

Olde Fashioned Christmas Facebook Page **825**

Citywide Rummage Sales Facebook Page **2121**

Evansville Art Crawl Facebook Page **740**

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

The Evansville Tourism Commission met June 13, 2024. The Commission meets every other month: February, April, June, August, October and December.

Meeting highlights:

Matthew Olson, CEO of SignalFire, gave a presentation on tourism website development, market impact, and identifying a brand. He addressed numerous questions ranging from development process to evaluation to ongoing support. SignalFire is a marketing firm that specializes in tourism and manufacturing.

The Barn Quilt brochure is depleted and needs to be reprinted. Shawn Dunphy will review the current list and identify changes.

The Discover Evansville brochure is depleted and needs to be reprinted. Jim Brooks is collecting suggestions for updates to the narrative.

Abbey Barnes presented a concept for new lamppost banners. The concept focuses on putting a logo on half of the banners, and featuring historical figures on the other half of the banners. The commission members endorsed the concept.

The Bike the Barns event has named Evansville Tourism as a Bronze Sponsor for its in-kind donation of advertising support.

Sue Berg presented a concept for the third and final ad for Our Wisconsin magazine.

Jenny Weidel announced that she will be leaving Creekside Place and the Tourism Commission. The announcement was met with regret.

Upcoming events with tourism potential:

1. EUM – Check schedule at <https://evansvilleundergroundmusic.org/calendar/>
2. Chamber Golf Outing June 21
3. Library Ice Cream Social June 28
4. Lake Leota 4th of July July 4-7
5. Cruise Night July 11
6. Cruise Night August 1
7. Citywide Garage Sales August 2-3
8. Fire Department 150th Anniversary August 10
9. History in the Park August 25
10. Cruise Night September 5
11. Ladies Night Out September TBD
12. Bike the Barns September 15
13. Creekfest September 21

Next meeting dates are August 8 and October 10, 2024.