

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 further given that enough members of the City Council may be present to constitute a “meeting” under Wisconsin statutes and this constitutes notice of any such meeting. 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 St, Evansville, WI 53536
Monday, December 15th, 2025, 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 from the August 18th, 2025 meeting and November 17th, 2025 meeting, and approve as printed.
5. Civility Reminder
6. Citizen Appearances
7. New Business
8. Old Business
 - A. Review 2026 Goals
 - B. Review Business Visit Materials
9. Monthly Reports
 - A. Community Development Update
 - B. Chamber of Commerce Report
 - C. Tourism Commission Report
10. Discussion
11. Next Meeting Dates:
 - A. Regular Meeting: January 19th, 2026
 - B. Corrected 2026 Meeting Dates
12. Adjourn

-Joe Geoffrion, Chair

City of Evansville **Economic Development Committee**
Regular Meeting
3rd Floor City Hall, 31 S Madison Street, Evansville, WI 53536
Monday, August 18th, 2025, 6:00 p.m.

MINUTES

1. Call to Order. 6:00 pm by Geoffrion.

2. Roll Call:

	Present/Absent	Others Present
Joe Geoffrion, Chair	P	James Otterstein, Nate Perry,
Kelly Shannon	P	Shawn Dunphy, Evansville Chamber of Commerce
Jon Alling	P	
Paul Liesse	P	
Brandon Rutz	A	
Pat Carr	A	
Sue Berg	P	

3. Motion to Approve Agenda as printed. Motion by Geoffrion, seconded by Alling, Suggestion to strike “Chair Election.” Accepted. Motion carried unanimously.

4. Motion to waive the reading of the minutes from June 16th, 2025 meetings and approve as printed. Motion by Geoffrion, seconded by Alling. Motion carried unanimously.

5. Civility Reminder

6. Citizen appearances, other than listed agenda items

7. New Business

A. Gold Tier Connect Community Status

Evansville has been offered some extra services for its hard work promoting the downtown and supporting businesses. The City can receive an event impact report, a profile of the local retail market, and a design study for a building. Tourism and the Chamber are also thinking about what event should be studied. To be revisited next month.

B. 2025 Job Fair – Day/Time?

Group consensus on Wednesday, October 22nd from 4 to 6pm. There will be an effort to advertise outside of Evansville.

8. Old Business.

9. Monthly Reports

A. Community Development Update. A report was left by the Community Development Director for the past month.

B. Chamber Update.

Number of ribbon cuttings for businesses. The Fall Fest will be on October 18th. This event is replacing Ladies Night Out.

C. Tourism Update.

Tourism website is live. Tourism also recommended a budget, which will be voted on next month.

D. Rock Ready Index

Otterstein shared the latest report on economic development for the County. Data indicates a strong local economy, particularly among privately held companies. Otterstein also updated on the internship and externship programs supported by the County. There has been strong support and success for this program.

10. Discussion

11. Next Meeting Dates:

- A. Regular Meeting: September 15th, 2025 at 6:00 PM.

12. Adjourn.

City of Evansville **Economic Development Committee**
Regular Meeting
3rd Floor City Hall, 31 S Madison Street, Evansville, WI 53536
Monday, November 17th, 2025, 6:00 p.m.

MINUTES

1. Call to Order. 6:00 pm by Geoffrion.

2. Roll Call:

	Present/Absent	Others Present
Joe Geoffrion, Chair	P	Erik Ferrar, Nate Perry (ECSD)
Kelly Shannon	P	Shawn Dunphy, Evansville Chamber of Commerce
Jon Alling	P	Colette Spranger, Com. Dev. Director
Paul Liesse	P	
Brandon Rutz	P	
Pat Carr	A	
Sue Berg	P	

3. Motion to Approve Agenda as printed. Motion by Geoffrion, seconded by Shannon. Motion carried unanimously.

4. Motion to waive the reading of the minutes from August 18th, 2025 meeting and approve as printed. Incorrect minutes were in the packet; no motion taken.

5. Civility Reminder

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

7. New Business

A. 2026 Goals

2025 goals were reviewed and discussed. Members asked how business visits could get off the ground, given that some happened in the past year but most did not. Spranger shared that the City Administrator has requested that at least one of them accompany committee members on these visits, and scheduling has been an issue. Shawn Dunphy does informal visits as part of her duties as Chamber director. Spranger did note that in the past, not all attempts at visits were successful and at times a note was left with contact information so a business owner could follow up. Spranger stated she would block off time on her Mondays as a start. She is open to meeting on weekends/evenings for those with less flexible schedules. Berg stated she will work on a script for phone calls, as a virtual call could substitute for those who are unable to do many in person visits.

The group revived a conversation regarding a welcome kit for new businesses, with basic information like how to contact utilities, building permit and zoning information, and other essential items.

8. Old Business.**A. 2025 Job Fair**

Spranger went over statistics regarding attendance at the job fair held in October at Creekside Place. Attendance was up and job seekers seemed very determined, so it appears the later timing (4 to 6pm) was a good change. Most job seekers were local. The group discussed a spring job fair to help seasonal work in the area for agriculture-related business and others. Spranger will run this by the Department of Workforce Development again for assistance.

9. Monthly Reports

A. Community Development Update. Brief updates on building permitting, a DNR review of a brownfield site, and updates on businesses interested in space in Evansville.

B. Chamber Update. Dunphy is preparing for Olde Fashioned Christmas, which is November 21 and 22nd. Fall Fest saw a decrease in revenue but an increase in attendance; there was some confusion regarding the Monster Mash Maker's Market and whether tickets were needed to attend, but overall the market itself was a success. The Chamber's annual meeting will be Monday, December 15th at the Night Owl.

C. Tourism Update.

Sue Berg updated on mural #3 progress, mural #1 relocation, the tourism website, and the project to add new lamp post banners.

10. Discussion**11. Next Meeting Dates:**

A. Regular Meeting: December 15, 2025 at 6:00 PM.

12. Adjourn.

2026 Economic Development Committee Goals

- Continue business visits
- Continue website improvements
- New Business Welcome Packet
- Code Enforcement/Downtown Improvement
- Library business/work space (with Commitment to Community Funds)
- Spring and Fall Job Fair

These yearly goals are supported by the base goals/objectives in the Comprehensive Plan

Economic Development Goal	Economic Development Objective
Retain and Expand Existing Businesses in Evansville	<ul style="list-style-type: none"> • Visit existing local businesses to understand opportunities and challenges they face • Redevelop and use the City of Evansville website as an economic marketing tool.
Continue to maintain and improve the City's quality of life	<ul style="list-style-type: none"> • Maintain building inspection and property maintenance guidelines.
Create a supportive environment for entrepreneurship	<ul style="list-style-type: none"> • Provide opportunities for incubating new businesses in Evansville • Coordinate with educational and community institutions to provide continuing educational opportunities.
Attract New Businesses to Evansville	<ul style="list-style-type: none"> • Improve offerings for business assistance

2026 Budget

Account Number	Account Title	Amount
100-56820-210	Professional Services	\$4,500
100-56820-300	Expenses	\$1,500
100-56820-305	Membership Dues	\$2,000
100-56820-400	Plan Implementation	\$1,000
100-56820-410	Marketing	\$1,000
100-56820-420	Print Materials	\$1,000
100-56820-720	Building Improvement Grant	\$6,000
	Total	\$17,000

Business Visits

Remote / Virtual (Phone) Visits

Script DRAFT for a live call

Hello. My name is Sue Berg, and I am calling to say thank you for doing business in Evansville. I am a member of the city's Economic Development Committee. We are a group of volunteers who want to express our gratitude for your work. If you have 5 minutes, could I ask you 4 questions?

What is going well for your business in Evansville?

What could the City do to help?

What are your biggest challenges?

Where does your business come from?

Thank you for your time. I have a handout that lists some of the basic programs and services offered in Evansville, and can email it to you. (Yes? No?) What is your email address? This will be an attachment that comes from my personal email address, suebergsolutions@gmail.com. Don't worry, there's no solicitation that goes with it! 😊

If not a live call, leave a message:

Hello. My name is Sue Berg, and I am calling to say thank you for doing business in Evansville. I am a member of the city's Economic Development Committee. We are a group of volunteers who want to express our gratitude for your work. If you have time to visit for 5 minutes and would like to call back, I can be reached on my personal cell at 608-333-1664. We have a basic handout that lists programs and services in Evansville, and I would be happy to email it to you. Thank you for being a part of Evansville's business community.

Business Name _____

Contact Name _____

What is going well for your business in Evansville?

What could the City do to help?

What are your biggest challenges?

Where does your business come from?

Business Name _____

Contact Name _____

What is going well for your business in Evansville?

What could the City do to help?

What are your biggest challenges?

Where does your business come from?

Sorry we missed you!

The City of Evansville Economic Development Committee stopped by to check in on how business is going.

We'd love to hear from you. Economic Development Committee meets every 3rd Monday of the month. All are welcome to attend.

Colette Spranger
c.spranger@evansvillewi.gov
Community Development Director -- 608-882-2263

Sue Berg
suebergsolutions@gmail.com
Committee Member/Tourism Chairperson – 608-333-1664



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The City of Evansville Economic Development Committee stopped by to check in on how business is going.

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2026 Meeting Dates

Meetings typically held at City Hall, 31 S. Madison Street, at 6:00 PM
Dates, times, and locations subject to change. [See City website for details.](#)

January 19, 2026	July 20, 2026
February 16, 2026	August 17, 2026
March 16, 2026	September 21, 2026
April 20, 2026	October 19, 2026
May 18, 2026	November 16, 2026
June 15, 2026	December 21, 2026

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