

NOTICE

A meeting of the City of Evansville Economic Development Committee will be held on the date and at the time stated below. 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. Please silence cell phones and electronic devices during the meeting.

City of Evansville **Economic Development Committee**
Regular Meeting
Monday, April 20th, 2026
City Hall, 3rd Floor, 31 S Madison St, Evansville, WI
6:00 p.m.

1. Call to Order
2. Roll Call
3. Motion to approve the agenda.
4. Motion to waive the reading of the March 17th, 2026 minutes and approve as printed.
5. Civility reminder
6. Citizen Appearances, other than listed agenda items
7. New Business
 - A. Review Sec. 94-81. Powers and Duties.
8. Old Business
 - A. Library Partnership Update
9. Monthly Reports
 - A. Community Development Report
 - B. Chamber of Commerce Report
 - C. Tourism Commission Report
10. Discussion
11. Next Meeting Date:
 - A. May 18th, 2026 at 6:00 p.m.
12. Motion to Adjourn.

- *Joe Geoffrion, Chairperson*

City of Evansville **Economic Development Committee**
 Regular Meeting
 3rd Floor City Hall, 31 S Madison Street, Evansville, WI 53536
 Tuesday, March 17, 2026, 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, ECSD
Kelly Shannon	P	Bronna Lehmann, Eager Free Public Library
Jon Alling	P	Colette Spranger, Com. Dev. Director
Paul Liesse	P	Nate Perry, ECSD
Brandon Rutz	P	Shawn Dunphy, Chamber of Commerce
Pat Carr	A	
Sue Berg	P	

3. Motion to Approve Agenda as printed. Motion by Geoffrion, second by Berg. Motion carried unanimously.

4. Motion to waive the reading of the minutes from February 16, 2026 meeting and approve as printed. Motion by Geoffrion, second by Berg. Motion carried unanimously.

5. Civility Reminder

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

7. New Business

8. Old Business.

Impromptu discussion on business visits and how to help existing businesses weather the storm of Discussion on materials for business visits and ways to engage/educate less-involved members of the community with information about the business community. A mailer with different focuses, such as retail or restaurants, would be useful as a way to share what is available in the community.

Spranger replied that she would do some research on mailer options and share business visit materials with the group.

9. Monthly Reports

A. Community Development Update.

Spranger provided updates on the 170 E Church redevelopment project, recent Common Council decision making on the Youth Center, an update on the Town of Porter boundary agreement, and business updates, including a recent discussion at Historic Preservation on the potential recreation of a neon sign that once hung in the downtown.

B. Chamber Update.

Dunphy provided updates on ribbon cuttings, community events, and joint tourism/chamber projects, such as the banners and mural projects. Community Coffee has been going well and is in its 8th month with increased participation at each.

C. Tourism Update.

Tourism will meet in April. Berg affirmed mural updates reported by the Chamber. Berg also provided a review of the new 4th of July committee's planning efforts. Creekside is acting as fiscal agent and fireworks are being ordered soon.

10. Discussion

11. Next Meeting Dates:

- A. Regular Meeting: April 20, 2026 at 6:00 PM.

12. Adjourn.

From Chapter 94: Planning

Sec. 94-81. Powers and duties.

The mission of the economic development committee is determined to be as follows:

- (1) Develop a regional business environment conducive to the retention and expansion of existing business and attraction of new business community members.
- (2) Develop appropriate criteria and standards for identifying and evaluating industrial and business sites and make recommendations for development of those sites.
- (3) Develop and compile information for business promotion literature.
- (4) Organize and carry out business attraction presentations.
- (5) Cooperate with federal, state and local agencies in pursuing the objective of business retention and expansion.
- (6) Develop and recommend ordinances, legislation and programs and otherwise provide information on economic development to the city council.
- (7) Promote public education, interest and support for business retention and expansion.
- (8) Carry out such other duties as may be directed by the city council.

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

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



Community Development Updates

April 2026 Colette Spranger, Community Development Director

- **170 E Church**
 - Public input meeting drew 30-35 participants. Initial reactions: park/community gathering space was highly desired as a component of redevelopment
 - Survey is still open; please participate!
<http://www.surveymonkey.com/r/Evansville>
 - **Town of Porter Boundary Agreement: Passed!**
 - **State of the Economy: April 17th**
 - Phil T. Powell of Indiana University complimented the City's [Smart Growth Comprehensive Plan](#) and encouraged us to "do more quicker" – more housing, more industry.
 - What industries does he recommend? That we ought to look for life science (medical technology and research, genome mapping, etc), biotech, and general technology industries that can't find a place to grow in Madison
 - Described our economy as one that generates its revenue from "spill over" (money earned elsewhere) whereas an "anchor" economy generates its economic strength as a result of its proximity to an higher educational institution or medical facility. ([Check out the Anchor Economy Dashboard from the Federal Reserve Bank of Philadelphia.](#))
 - Plan Commission in May likely to have a review/discussion of its priorities and goals from the Comprehensive Plan
 - **Business/Community Updates**
 - Ace Materials is working on a site plan for their new location
 - Groundbreaking for Sienna Crest Assisted Living at 10:00am on May 13th on site: Porter Road, just south of the Aquatic Center!
 - Pre-construction meeting in April for Capstone Ridge development
 - New multi-unit development on Grove Street approved
-

Building Permit Updates

Building Permit Summary				
	March 2025	March 2026	2025 YTD	2026 YTD
Total	21	20	49	33
In House	10	12	17	17
GEC	11	8	32	16
Total Fees	\$9,679	\$3,468	\$56,200	\$8,222

Units Permitted for New Residences

	Single Family	Two Family	Multifamily	Total
2011	16	0	0	16
2012	18	0	0	18
2013	11	12	0	23
2014	18	12	0	30
2015	25	10	0	35
2016	28	8	0	36
2017	22	4	7	33
2018	32	4	16	52
2019	17	14	8	39
2020	27	6	0	33
2021	10	26	0	36
2022	9	10	0	19
2023	5	1	0	6
2024	12	8	0	20
2025	7	2	0	9

City of Evansville
Evansville Tourism Commission
April 2026 Summary Submitted by Sue Berg

The Evansville Tourism Commission met April 9. The Commission meets every other month: February, April, June, August, October and December.

Updates

Abbey Barnes is resigning from the Tourism Commission to manage her new role as mayor. The resolution that defines the Tourism Commission needs to be updated, and Abbey will follow up on that. Recruiting new members was discussed.

The 5 Ladies mural will be installed on Lake Ridge Bank, hopefully just prior to the May 8 Art Crawl. The artist for the Rex Theater mural will be on site during the Art Crawl to do touch ups and answer questions. The mural still needs a seal coat.

The 4th of July festival has a good framework of local organizers and fiscal agent (Creekside Place).

Activities with Tourism Potential

- a. Events page (managed by Chamber of Commerce & Tourism)
<https://www.facebook.com/evansvillewievts>
- b. Evansville Underground Music – check calendar
<https://evansvilleundergroundmusic.org/calendar/> and
<https://www.facebook.com/groups/2442819112656816/events>
- c. Concerts on Allen Creek
<https://www.facebook.com/allencreekcoffeehouse>
- d. Hop Garden music
<https://www.facebook.com/HopGardenEvansville>
- e. Evansville Jays Hometown Baseball League <https://www.facebook.com/EvansvilleJays>
- f. EHS High School Musical “Frozen” April 17-19
- g. Creekside Indoor Garage Sale April 17-19
- h. Creekside Garage Sale Weekend April 24-25
- i. Ice Age Trail Hike April 25
- j. Creekside Cruise Night May 7
- k. Art Crawl May 8
- l. Creekside Food Truck Night May 13
- m. Memorial Day Recognition May 25
- n. Creekside Cruise Night June 4
- o. Creekside Food Truck Night June 10
- p. Annual Chamber Golf Outing June 19
- q. FEFPL Ice Cream Social June 26
- r. A Lake Leota Fourth of July - July 3-5
- s. Fun Run July 4
- t. Creekside Cruise Night July 9
- u. Creekside Food Truck Night July 15
- v. Creekside Cruise Night August 6
- w. City-wide Garage Sale Days August 7-8
- x. Creekside Food Truck Night August 12
- y. Evansville Night Out August 13
- z. History in the Park August 23

aa. Creekside Outdoor Movie Night August 28

bb. Creekside Cruise Night September 3

cc. Historic Home Tour September 19

Next meeting dates June 11 and August 13, 2026