

## 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. The meeting will also be held virtually in response to COVID-19. To participate via video, go to this website: <https://meet.google.com/kwi-pdcb-xnj>. To participate via phone, call this number: 1 347-754-4157 and enter PIN: 382 008 665# when prompted. (Your microphone may be muted automatically)

City of Evansville **Economic Development Committee**  
Regular Meeting  
31 S Madison, Evansville, WI 53536  
Monday, September 20, 2021, 6:00 p.m.

### AGENDA

1. Call to Order
2. Roll Call
3. Motion to approve agenda
4. Motion to waive the reading of the minutes of the August 16, 2021 regular meeting and approve them as printed.
5. Civility Reminder
6. Citizen appearances, other than listed agenda items
7. Monthly Reports
  - A. Community Development Update
  - B. Chamber of Commerce Report
  - C. Tourism Commission Report
8. Old Business
  - A. Discussion and Updates on ARPA Revenues. (placeholder)
9. Other Business
  - A. Review and Motion to Recommend 2022 Budget and Committee Goals
  - B. Discussion and Motion to Recommend Gold Shovel Certification Submittal for Parcel 6-27-1150
10. Next Meeting Dates: October 18, 2021 at 6:00 pm
11. Closed session: Motion that the Economic Development Committee convene in closed session pursuant to Sec. 19.85(1)(e) of the Wis. Stats Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session. Upon completion the Economic Development Committee will not reconvene in open session.

*-James Brooks, EDC Chair*



These minutes are submitted by the Community Development Director and are not official until approved by the City of Evansville Economic Development Committee.

City of Evansville **Economic Development Committee**  
**Monday, July 19, 2021, 6:00 PM**  
*Meeting held virtually*

**MINUTES**

**1. Call to Order** Brooks called meeting to order at 6:04pm

**2. Roll Call:**

	<b>Present/Absent</b>	<b>Others Present</b>
Chair James Brooks	P	City Administrator Jason Sergeant
Ben Ladick	P	James Otterstein, Rock County Economic Dev. Dir.
Vacant	-	
Jason Knott	A	
Abbey Barnes	P	
Sue Berg	P	
Brandon Rutz	P	

**3. Motion to Approve Agenda by Ladick, seconded by Berg, approved unanimously.**

**4. Motion to waive the reading of the minutes of the July 19, 2021 meeting and approve them as printed by Berg, seconded by Ladick, approved unanimously.**

**5. Civility Reminder** Brooks reminded the committee of the City's commitments to civil discourse.

**6. Citizen Appearances, other than listed agenda items.** None

**7. Monthly Report**

**A. Community Development Updates.** Sergeant shared updates on upcoming zoning approvals and site selector activity as well as kick off meetings for MSA professional services.

**B. Chamber of Commerce Report** – Slaback shared progress is being made on available properties database and the chamber is assisting with bounce back grants.

**C. Tourism Commission Report:** Berg shared recent updates including budget discussion that will continue next month. Murals are moving forward and social media campaigns will occur this fall.

**8. New Business**

- A. Discussion and Updates on ARPA Revenues (placeholder)** Brief discussion on incoming funds occurred.
- B. Community Development Director Hiring Process.** Sergeant shared the second round was unsuccessful. Brooks brought up a path to increase wages temporarily and bring on some consulting assistance.

**9. Other Business.** Otterstein shared the Rock County 2.0 Q2 report card is looking good and available now.

- A. Review 2021 Budget Priorities and Goals.** Committee discussed leaving flexibility in the budget and keeping increases to 2%. Preliminary goals included \$5,000 for Professional Services, \$6,000 for ED Expenses, \$3,000 for Membership Dues, \$5,000 for Plan Implementation, \$1,000 for each ED marketing and Print Materials, and \$3,000 for BIG
- B. Begin Discussion of 2022 Committee Goals.** Committee discussed goals and wanted to focus on particular goals for next year that can be clearly checked off as accomplished.

**10. Next Meeting Dates: September 20, 2021 at 6:00pm**

**11. Motion to Adjourn by Berg, seconded by Rutz. Passed Unanimously.**



# Community Development Updates

September 20, 2021 Jason Sergeant, Acting Community Development Director

## Recent and ongoing community development activities:

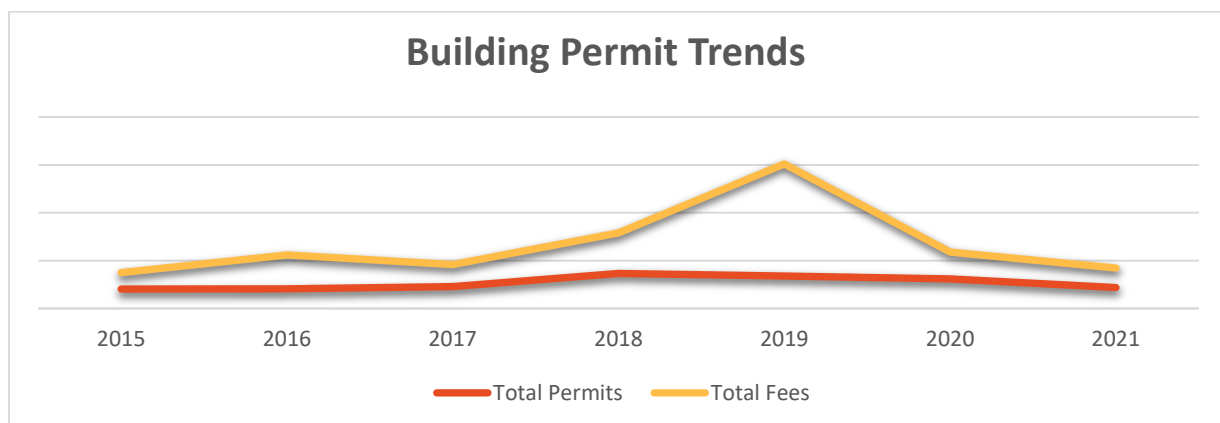
- Brandon Rutz has been on board for a couple of weeks, focusing Gold Shovel.

## Plan Commission Updates:

- Reviewing two land division applications soon, one for dollar general, another for a subdivision replat on the west side.

## Other Updates:

- **West Side Park, Aquatic Center and Splashpad:** MSA Professional Services has begun project meetings. Bajer street has started feasibility study.
- **Building Permit Updates:**
  - 2021 Total to date: ~220 permits and \$42,173.05 in collected permit fees
  - 2020 Totals: 310 permits and \$59,764 in collected permit fees
  - 2019 totals: 338 Permits and \$151,861 in collected permit fees (Includes ECSD building improvements and construction)
  - 2018 Totals: 366 permits and \$ 79,549.5 in collected permit fees (Includes Library building improvements and construction)
  - 2017 Totals: 230 permits and \$ 46,451 in collected permit fees (Includes Delong Addition, Brown School Place II and Night Owl)
  - 2016 Totals: 205 permits and \$ 56,440.54 in collected permit fees (Includes Delong Addition, Brown School Place II and Night Owl)





## Executive Director's Report

Time Period: July 24 - Aug 20, 2021

### Membership

Member Phone Calls, E-mails

Ambassador Lunch:

5:05 and Ribbon Cutting Planning

Ribbon Cutting - July 29th

Chairman's Club Spotlights

### Economic Development

Available Properties Database Management

Economic Development Committee

Community Development Director Interviews

### Community Activities

Citywide Rummage Sale - Aug 7

Rock County 4-H Fair Brochures

### Chamber Projects

Weekly E-News/Business Watch

Member Services Committee

Nominating Committee - Open Board position(s)

Love Local Promotions

T-shirt pricing and design

Golf Outing - Aug 19

Ladies Night Planning - Sept 24

Vacation Raffle - October 8

Admin position - Anna Young, started Aug 16

---

### Online & Social Media

Evansville Chamber Page 1,988 Followers

EVL Business Group 271 Total Members

Evansville Events Page 2,318 Followers

Evansville Pop Up Market 1108 Followers

Ladies Night Out Page 1,125 Followers

Olde Fashioned Christmas 553 Followers

Citywide Rummage Sale Page 1,677 Followers

Annual Website Hits 24,589



**City of Evansville**  
**Evansville Tourism Commission**  
**September 2021 Summary Submitted by Sue Berg**

The Evansville Tourism Commission does not meet in September.

Potential upcoming events that may attract visitors are:

- a. September 24 Ladies Night Out
- b. November 19-20 Olde Fashioned Christmas

Next meeting date for the Evansville Tourism Commission is October 14.



## 2021 Economic Development Committee Goals and Action Items

### Goals

- A. Increase Business Retention Efforts
- B. Increase Communications Efforts
- C. Investigate, facilitate, and offer assistance
- D. Continue to build resources for future development and business expansion.

### Action Items

- Design and implement a marketing effort for City Businesses that includes advertising and coordination of business listings on promoted website. (B)
- Complete Gold Shovel certification for city 12-acre site w/ development timeline. (D)
- Get assistance for staff BRE visits and economic development marketing efforts (A)
- Identify preferred uses and concepts for city owned sites. (D)
- Build-out website to contain "business resource database." (D)
  - Educational discussion on Incentives and regional partners (C)

## 2022 Economic Development Committee Goals and Action Items

### Goals

- E. Increase Business Retention Efforts
- F. Increase Business Recruitment Efforts
- G. Create Economic Development Strategy

### Action Items

- Create and Implement Marketing Plan for Gold Shovel (B)
- Identify preferred uses and concepts for city owned sites. (C)
- Design and implement a marketing effort for City Businesses that includes advertising and coordination of business listings on promoted website. (A)
- Expand frequency and number of assisted BRE visits (A)
- Expand economic development marketing efforts (A)
- Update Available Properties Database annually (B)
- “Economic Development 101” Strategy Session with EDC (C)
- Build-out website to contain “business resource database.” (A) (B)
- Build out “Site Selector Resource Database” (B)
- Educational discussion on Incentives and regional partners (C)
- Support Comp Plan Amendment (C)
- Understand economic development opportunities with West Side Park and pool, as well as re-purposed park store (C)

### Economic Development Budget

Account Numbers	Account Titles	Account Details	2021 Budget	2021 Actual	2022 Proposed
10-56820-210	<b>Professional Services</b>	Gold Shovel	<b>\$4,500</b>	\$1,173	<b>\$4,500</b>
		Engineering			
		Recruitment Services			
10-56820-300	<b>Economic Development Expenses</b>	Avail. Prop. Database - \$3,000	<b>\$5,900</b>	\$32	<b>\$5,900</b>
		Website Improvements - \$2,000			
		Other - \$1,000			
10-56820-305	<b>Membership Dues</b>	Connect Communities- \$200	<b>\$3,000</b>	\$2,500	<b>\$3,000</b>
		Chamber of Commerce - \$250			
		Other - \$2500			
10-56820-400	<b>Plan Implementation</b>	Smart and Other Plan Goals	<b>\$1,000</b>	-	<b>\$1,000</b>
10-56820-410	<b>Economic Development Marketing</b>	Chamber of Commerce Community Guide - \$1,000	<b>\$1,000</b>	-	<b>\$5,000</b>
		Local Business Marketing			
10-56820-420	<b>Print Materials</b>	Signage, Profile Sheets, etc.	<b>\$1,000</b>	-	<b>\$1,000</b>
10-56820-720	<b>BIG</b>	Building Improvement Grants	<b>\$3,000</b>	\$2,000	<b>\$3,000</b>
		<b>Total</b>	<b>\$19,400</b>	\$2,500	<b>\$23,400</b>