

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, November 15, 2021, 6:00 PM
Meeting held virtually and in-person

MINUTES

1. Call to Order Brooks called meeting to order at 6:00pm

2. Roll Call:

	Present/Absent	Others Present
Chair James Brooks	P	City Administrator Jason Sergeant
Ben Ladick	P	Community Development Director Colette Spranger
Vacant	-	James Otterstein, Rock Co. Development Alliance
Jason Knott	A	Christina Slaback, Evansville Chamber of Commerce
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 October 18, 2021 meeting and approve them as printed by Ladick, seconded by Berg, 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. Spranger and Sergeant shared the Report. Committee was updated on zoning violations that are in the process of being rectified.

B. Rock County Development Alliance Report – Brooks asked about how Evansville’s issued permits were compared to the rest of the County. Otterstein replied that areas that were strong previously in the year are on track to remain so. Otterstein’s prediction is that the current robust market will continue into the new year, but likely to slow by March. Summer may be a tough time.

C. Chamber of Commerce Report – Slaback reported a number of ribbon cuttings at local businesses – Ceili, Salon KB, Expressions. Something about the State Bank of Cross Plains. Has received calls for space in the area to open new businesses. There is some space available in the Eager Building, and she has PDFs of available properties that she can distribute. 3 spaces remain available in the Eager Building. Facebook marketing has

worked well for events such as the Olde Fashioned Christmas, recent Halloween trick-or-treating, and a vacation raffle. Chamber is also organizing trainings for area entrepreneurs and promoting “Small Business Season” to encourage local buying during the holiday season.

- D. Tourism Commission Report:** Berg shared recent updates, including the success of downtown muralists receiving funding. Christmas light also received funding through the Evansville Fund. Upcoming events include Olde Fashioned Christmas, Craft Fair, Chili Cookoff, and Chocolate Extravaganza. Mural plans have received a lot of attention on Facebook. Berg asks Sergeant on if there are standards for murals in the City’s code. Sergeant replied there aren’t, but there should be standards for artists who receive funding or support through the City.

8. New Business

- A. Updates of Gold Shovel Certification Submittal and Marketing Plan for Parcel 6-27-1150.** Rutz shared that the Marketing Plan was submitted to MadREP on 11/12 and guesses the site will be certified Gold Shovel by the end of 2021. 1st phase of implementation should include finding a rail user for the site. TEA Grants could offset some of the cost of a project that needs access to the railway. 2nd phase of implementation involves marketing the site, with low and high costs options available. Slaback asks if a kick-off event would be appropriate to add to the schedule, to drum up interest. Otterstein mentions that broker commission may be available. The county has used this technique, most recently in Beloit. Brooks comments that Council has not talked about it, and is not sure how it works. Would like to hear more about it. Sergeant comments that a brokerage would be a higher cost item. Drip campaign might be a good idea. Otterstein recommends keeping the interest high by developing strong contacts, and have more than one to share if you get interest parties in one place to hear about the site. A drone/aerial shoot would be a good tool, but in spring, not winter. Warned about tailoring marketing to a specific recipient at the expense of missing a new potential customer. Would recommend making a list of developers and contractors who have worked in Evansville over the past few years. Transportation/freight/hauling is a hot industry, and is big in Rock County.

9. Next Meeting Dates: December 20th, 2021 at 6:00pm

10. Motion to Adjourn by Berg, seconded by Rutz, approved unanimously.