

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, March 20, 2023, 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 February 20, 2023 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.** Discussion
 - A.** Business Summit Ideas and Task Assignment
- 9.** Next Meeting Date: April 17, 2023 at 6:00pm
- 10.** Motion to Adjourn

-Jim Brooks, EDC Chair



Community Development Updates

March 20, 2023 Colette Spranger, Community Development Director

Recent and ongoing community development activities:

- February Plan Commission: cancelled (Colette was ill)
 - April and May agendas are already filling up
- Several new businesses planning openings, especially within downtown
- Board of Zoning Appeals met March 16th
 - Initially rescheduled due to our weekly Thursday storm
 - First meeting in nearly 4 years
- Ongoing progress and interest from a large industrial user.
 - We've had a lot of help from Rock County Economic Development with this endeavor.
 - We're still under an NDA.

Building Inspection/Permitting

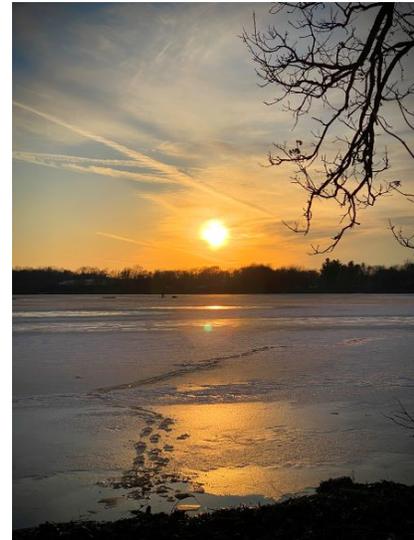
- January 1 – March 20, 2023: 61 building permits; \$23,507 in fee revenue
- This same time last year: 49 building permits; \$19,372 in fee revenue

**City of Evansville
Evansville Tourism Commission
March 2023 Summary Submitted by Sue Berg**

The Evansville Tourism Commission does not meet in March.

During this time:

- 1) A local photographer contracted to take winter photos for tourism purposes submitted about a dozen landscape shots and a handful of others including these three:



**VISIT
EVANSVILLE!**

300+ HISTORIC PROPERTIES,
80 COLORFUL BARN QUILTS,
2 RUSTIC ROADS, 1 CHARMING PARK

SOUTH OF MADISON ON HWY 14
EVANSVILLECHAMBER.ORG

- 2) This ad was developed for Our Wisconsin magazine. The ad will appear in the April/May issue.

- 3) Upcoming events with tourism potential:
 - SouperHeros Cook-off March 18
 - High School Musical Disney's Beauty & The Beast April 21-23
 - Art Crawl May 12
 - Memorial Day Recognition May 29
 - Cruise Night June 1
 - Grove Society Museum opens June 3
 - Music on the Side June 14

Next meeting dates are April 13 and June 8.

2023 Economic Development Summit Initial Planning

2008 Summary

- Pre-Summit
 - Five focus groups held pre-summit to gather insight
 - Workforce Development
 - Business, Community, and Government Relations
 - Downtown Revitalization
 - Marketing
 - Entrepreneurial Environment
 - Informational packet on Evansville's business climate sent
 - On the current economic environment
 - Focus Groups Report
 - Excerpts from the Allen Creek & North Union Street Redevelopment Master Plan by R.A. Smith & Associates, Inc.
 - Excerpts from the Smart Growth survey results for Evansville and neighboring towns.
 - That stimulates thinking about your business
 - Article on Re-branding from the Wall Street Journal
 - Article on Succession Planning from the Wall Street Journal
 - Excerpt from the book "Live First, Work Second," by Rebecca Ryan.
 - On basic demographics
 - Evansville at a Glance.
- Summit Day (6 hours)
 - Professional facilitator (Whalen and Associates)
 - Keynote speaker
 - Small group discussions
- Outcome: Economic Development Plan

2023 Brainstorming

Vision/Goal

- What are we hoping to provide participants from this conference?
- What are our intended outcomes?

Timing/Commitment

- Last summit was a Saturday and last 6-7 hours
- Shorter? Same Length?

Budget: \$7000

Venue/Space Ideas

- High School (2008 venue)
- Creekside

- Business spaces?

Speakers/Topics

- Focus Group or Survey Before
- Potential Resources: MadREP, Rock County Economic Development, Elected Officials, WEDC
-

Registration/Pre Conference Materials

- Slack channel (or similar)
 - Cons: needs to be managed
 - Pros: way to keep committee connected during planning process

Countdown to the Leadership Summit

OBJECTIVES	CONTENT	MEETING DESIGN AND STRUCTURE	SPEAKERS AND PRESENTERS	LOGISTICS
4-6 months				
Begin conversations on desired outcomes.		Appoint summit director and assemble design team.	Identify potential outside speakers.	Select venue and finalize dates.
90 days				
Discuss potential objectives.	Determine required materials for pre-meeting readings and summit presentations.	Determine topics and sequencing.	Secure outside speakers.	Send meeting invites. Finalize travel arrangements.
60 days				
Solicit input on potential objectives from key stakeholders.	Hold pre-meeting webcast. Deploy pre-meeting survey.	Design high-level agenda.	Determine internal presenters and discuss potential objectives. Select emcee.	
30 days				
Establish final set of objectives.	Compile survey results. Draft pre-meeting readings and session material.	Refine structure on the basis of survey results. Draft detailed agenda, including tools to gather input.	Review internal presentations.	Walk through the venue and confirm details, including agenda timing.
1-2 weeks				
Include objectives in pre-meeting reading material.	Distribute reading material to attendees. Finalize session content.	Conduct final walk-through of detailed agenda.	Conduct rehearsals with presenters and emcee. Confirm external speakers.	Secure supplies and make table and breakout assignments. Test audiovisual equipment.
During				
Regularly remind attendees of the objectives.	Compile input gathered through breakouts, keypad polls, etc.	Remind attendees of structure and agenda.	Ensure that speakers and presenters understand their roles.	Coordinate ad hoc needs with venue.
After				
	Deploy post-meeting survey. Distribute summit output and other communication aids.	Follow-up on commitments. Establish forums for continued collaboration.		