

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
Monday, February 15, 2021, 6:00 p.m.

Due to State and Federal mandated social distancing in response to COVID-19, this meeting is being held virtually to ensure the safety of commission members and members of the public. To participate via video, go to this website: 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.

AGENDA

1. Call to Order
2. Roll Call
3. Motion to approve agenda
4. Motion to waive the reading of the minutes of the December 21, 2020 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. New Business
 - A. Discussion and Updates on City/Chamber COVID-19 Activities. (placeholder)
 - i. Update on Loan Forgiveness
9. Other Business
10. Next Meeting Dates: March 15, 2021 at 6:00 pm

-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, December 21, 2020, 6:00 PM
Meeting held virtually

MINUTES

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

2. Roll Call:

	Present/Absent	Others Present
Chair James Brooks	P	Community Development Director Jason Sergeant
Ben Ladick	A	Chamber of Commerce Exec. Dir. Christina Slaback
Vacant	-	Rock County Economic Dev., James Otterstein
Jason Knott	P	
Abbey Barnes	P	
Sue Berg	P	
Brandon Rutz	P	

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

4. Motion to waive the reading of the minutes of the November 16, 2020 meeting and approve them as printed by Rutz, seconded by Berg, approved unanimously.

5. Civility Reminder

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

A. 2020 Rock County Economic Development Challenges and Successes. Otterstein shared a document with overview information and informed the committee in greater details of efforts in Rock County, including:

- Unemployment rate is going to continue to bounce around, although the local rates have not been released for November, it'll be close to where they are right now. Annual averages are roughly 7.9, 6.9, and 8.4 respectively for a county, state and federal the feds won't change that much.
- Total number of establishments throughout the county regardless of industry and regardless of size continue to increase at about 3,600 businesses today. The beginning of 2021 will start to reveal what impact COVID had.
- Wages continue to increase, at roughly \$1,000/week today, keep in context 2008 to 2007 timeframe right before the recession where things are down. This shows another continue increase, but 2021 will tell more.
- Gross domestic product showed a spike in 2013 and little bit of a drop in 14 but then every year that has increased to about 6.9 million today.
- Sales and Use tax is currently at 14.4 million, with national averages of 14.3% is typically retail sales solely online, assumption is that is the same locally.

- Tourism expenditures is expected to decrease significantly from 2019s \$263.6 Million to 2010 levels if not lower due to an inability to gather socially at the same critical mass that has happened in the past.
- Property Valued continue to increase, currently at \$13.1 Billion
- Residential Building Permit activity continues to rise each and every year, if you look at the activity all the way back to 2000 to 2007 on average during the course of those years saw 570 single family permits each year. Currently they sit at 322 this year.
- Residential Price Points are going up each year since 2012 with an ASP of \$203,124 today. Some concerns are expressed over the price point in lumber prices is really creating a pain for a new homebuyer. Some contractors have cancelled orders based on doubling of lumber costs, because of the costs adding anywhere from \$25-\$40,000 to the final purchase price of a house
- Foreclosure and bankruptcies continue to decrease, but with a freeze on them it is unknown what 2020 looks like.
- Development Pipeline is strong, but slowing to half of usual for 2020 compared to typical. Different industry sectors are seeing a shift, with demand for transportation.

Otterstein asked for any questions and said this information will be finalized in his Q4 report. Slaback shared she spoke with Stoughton Trailers and they're going to be starting in January they're looking for a bunch of jobs to be filled as they reopen. Brooks asked if there is likely to be a quick recovery of unemployment numbers and what occupancy rates are in the industrial parks south of Janesville. Otterstein said recovery will depend on stimulus impacts. Some business owners are having trouble filling positions due to the unemployment enhancements and additions. There is very little vacancy in industrial parks, they are not seeing a rise in vacancies, despite high unemployment. One to Three spec projects are expected in Beloit and Janesville. Brooks reminded Evansville has space available to accommodate industrial users. Otterstein understands and said it is difficult to convince folks were the deeper pockets to get out of their comfort zone of the 39/90 Corridor.

7. Monthly Report

A. Community Development Updates. Sergeant shared his report, including:

Recent and ongoing community development activities:

- Continue working with two site selectors and one existing business on location searches. Both site selectors are looking at redevelopment of existing properties for an expected retail user. The relocating business has shared a new lot has been purchased, but zoning challenges may present themselves.
- Plan Commission had a public hearing on changes to zoning code to allow accessory dwelling units and limit garage frontages. The commission will continue to discuss the ordinance in the coming weeks.
- Historic Preservation selected completed project from the last three years and asked the public to vote for their favorite. 24 E Main, 45 N First, and the Leonard Leota Park Fireplace all received "Preservation Hero" Awards.
- Met with Park Board Members to discuss to discuss priorities a RFP for West Side Park, pool, and splash pad.
- Reviewing detailed AV proposal for Council Chambers

- Working with iWorq to set-up online permitting software, initial implementation for 2020 is pushed back, the technology specialist we are working with has been out of the office due to COVID-19
- Review and approval for Settler's Grove is on hold as concerns over zoning ordinance revisions are discussed.
- Working to schedule a RLF meeting before year end for loan forgiveness
- Working with two business that received building improvement grant awards, but may not have the work finished this year to extend deadlines,

Building Permit Updates:

- 2020 Total to date (Jan through December 15th): 310 permits and \$59,764 in collected permit fees
- 2019 totals (Jan through December): 338 Permits and \$151,861 in collected permit fees (Includes ECSD building improvements and construction)
- 2018 Total to date (Jan through December): 366 permits and \$ 79,549.5 in collected permit fees (Includes Library building improvements and construction)

B. Chamber of Commerce Report – Slaback shared updates including the annual meeting last week. Membership renewals went out last week and response is expected to be good, but ultimately the board will have to see as we get a little bit further into the year, they're not due until the end of December and typically they will still have some coming in January. Chamber is also doing a virtual story via Facebook and YouTube, buddy the elf with the school district is tomorrow. A recent brainstorming session the board made a decision to set goals and evaluate on a quarterly basis, instead of yearly so they can be quicker to adapt to the business community as things change. Membership renewals are offering automatic monthly payments this year to help with those that might not be able to do a big lump sum.

C. Tourism Commission Report: Berg provided her report, including:

- The Evansville Tourism Commission met December 10.
- Recent activity:
 - The Commission sent a request to Municipal Services, via Jason Sergeant, to manage the care / watering of the downtown flower baskets.
 - The social media campaign was postponed due to COVID-19 restrictions affecting gatherings and the hospitality industry.
 - Research continues into the possibility of developing outdoor murals in Evansville.
- Events:
 - Feb. 6 Chocolate Extravaganza
 - Feb. 27 Chili Cook-Off
 - May 7 Cruise Night
 - May 7 Art Crawl
 - Next meeting date for the Evansville Tourism Commission is February 11.

Brooks shared he had an inquiry to start booking bands for Fourth of July.

8. New Business

A. Discussion and Updates on City/Chamber COVID-19 Activities. Sergeant shared the scheduling of a loan forgiveness meeting is coming up. Slaback inquired if the county

heard about WEDC grant awards. Otterstein shared the awards might be going out in January and those who haven't received any in the past were first priority. Otterstein said the state had 46,000 applicants and over 500 rock county companies received funding from the grants earlier this year. Sergeant shared that he researched alcohol licensing and the fees for the reserve license are set by the state. The City Clerk was unaware of any changes that could be made, as the city is consistent with state law.

B. Discussion and Review of *North Allen Creek Redevelopment Plan*. Brooks discussed the North Union Street areas and Bauer House Lot the City owns and asked Sergeant to review the plan this month. Sergeant shared the plan is a few years old, but the information is typical of what would be advised for development adjacent to the downtown. The plan is primarily concerned with the form of those uses, such as building being close to the road and parking lots to the side or rear. The illustration examples show how 155 E Main could be redeveloped and how new construction should look adjacent to the downtown. Andy Phillips, new building and Night Owl are examples of this design. The goal is to redevelop in a way that uses land efficiently and encourages a mix of uses. The plan analyzes and answers a lot of questions that may come up on some of these more unique parcels. A plan like this should be used to answer those questions and not make a decision focused on short term efforts. Brooks added that Union Street is going to be a gateway for a long time and effort should be made to enhance. Otterstein said communities should be flexible and not be stuck in the 1970s. Brooks agreed. The plan is also a compliment to the smart growth plan as a guiding document.

9. Other Business. None

10. Next Meeting Dates: January 18th. 2021 at 6:00pm

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



Community Development Updates

February 15, 2021 Jason Sergeant, Community Development Director

Recent and ongoing community development activities:

- Mayor and Community Development Director met with new MadREP President and Staff to discuss upcoming partnerships this year.
- Business Survey and introductory emails are being drafted for distribution to major manufactures in Evansville, including Baker, Bluescope Buildings North America, and Stoughton Trailers.
- Nearly full-time effort is being spent working with iWorq to set-up online permitting software. Staff has sent all existing applications for review. iWorq has drafted fields and forms that staff continues to review and correct.
- Continue working with two site selectors and two existing business on location searches:
 - Existing Business, Das Hand Haus, was unable to purchase a new lot, and has an unknown future.
 - Another Existing business has re-started discussions to find a new lot for expansion.
 - One Site selector has focused on two parcels, each requiring re-development or significant challenges.
 - Other Site selector is expected to submit formal plans to redevelop an existing parcel with a new retail user.
- An additional business outside the city, TC Countertops, has an offer to purchase the former Auto Auction Site and has worked with plan commission to get approval for redeveloping the site adding landscaping and sidewalks.
- Working with existing business on a new sign permit
- Working with an existing business on window replacements
- Working with an existing business on a land division to reduce mortgage obligations.

Plan Commission Updates:

- Mayor and Community Development Director met with interested builders and developers to discuss concerns over proposed zoning ordinance revisions to limit lot coverage, allow porches in front setbacks, and limit percentage of garage frontages.
- Plan Commission and Common Council passed the ordinance unanimously with minor revisions. CDD is working with Building Inspector to implement changes into full text of code.
 - Maximum lot coverage of impervious surface 45-50% depending on zoning district.
 - Accessory structures (sheds) had rear yard setback reduced from 15 feet to 5 feet and, in some cases, can have a maximum size more than 150 SF.

- Maximum Driveway width of 20 feet at sidewalk in R-1 and R-2.
- Accessory Dwelling Units (ADUs) are now allowed in Historic Districts.
- R-2 Zoned lots can now have detached dwelling units.
- Starting in 2022, garages cannot be more than 55% of the linear frontage of a home, cannot protrude from main façade by more than 12 feet, and front yards cannot have more than 45-50% hardscape.
- A correction, the Historic Preservation selected 24 E Main, 45 N First, and the Leonard Leota Park Duckhouse as "Preservation Heroes."
- Draft of RFP for West Side Park, pool, and splash pad was approved by council contingent on implementing any changes approved by Park Board. Staff revised the RFP and is sending the revised draft to PRB for final approval Tuesday.
- Extensive discussion with Tierney has continued in review of AV proposal for Council Chambers. CDD had a meeting with interested council members and stakeholders to discuss the room in great detail, with the intention of setting expectations for implementation. Council approved including recording hardware, but not implement tracking cameras and active switching displays. CDD notified Tierney to move forward with ordering, and hopes to get final confirmation soon. Thanks to all that have given input on this process.
- Review and approval for Settler's Grove is on hold still, but expected to move forward again soon and focus on discussions around water systems and costs for Porter Road improvements.
- Council approved forgiveness of only outstanding RLF.
- In final stage of securing a key parcel downtown in the Allen Creek area for redevelopment.

Building Permit Updates:

- 2021 Total to date (Feb): 23 permits and \$6,467 in collected permit fees
- 2020 Total to date (Jan through December): 310 permits and \$59,764 in collected permit fees
- 2019 totals (Jan through December): 338 Permits and \$151,861 in collected permit fees (Includes ECSD building improvements and construction)
- 2018 Total (Jan through December): 366 permits and \$ 79,549.5 in collected permit fees (Includes Library building improvements and construction)
- 2017 Total (Jan through December): 230 permits and \$ 46,451 in collected permit fees (Includes Delong Addition, Brown School Place II and Night Owl)

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)

2021 Economic Development Budget

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

City of Evansville
Evansville Tourism Commission
February 2021 Summary Submitted by Sue Berg

The Evansville Tourism Commission met Thursday, Feb. 11, 2021.

Recent activity:

Downtown flower baskets are a perennial attraction, and for 2021, Municipal Services has agreed to manage the care and watering of the baskets during the weekdays. This is significant relief. Weekend care and watering still needs to be determined. Evansville Community Partnership manages the flower basket project.

The interest, implementation and sustainability of developing murals in Evansville is the focus of a committee being organized by Nancy Nelson. Two potential members have been identified, and information is being collected from other communities that have implemented similar projects. Topics include concepts, artists, funding, locations and long-term management.

Nancy Nelson reported that Cruise Nights will proceed in 2021. The first Cruise Night is May 7, which might feature a mini or local cruise.

Jim Brooks noted that bands have been booked for the Fourth of July festival set for July 2-4.

Cancelled events are Chili Cook-Off (February) and Art Crawl (May).

The tourism budget has an allocation to support promotional efforts for larger events with tourist potential. The Tourism Commission identified Cruise Nights as an event with tourist potential, and that it merits funding for promotional purposes. The first event is May. Later events with tourism potential will be discussed at the April meeting.

Next meeting date for the Evansville Tourism Commission is April 8.