

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, April 19, 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 March 15, 2021 regular meeting and approve them as printed.
5. Civility Reminder
6. Citizen appearances, other than listed agenda items
 - A. MadREP Updates
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)
9. Other Business
10. Next Virtual Meeting Dates: *April 19, 2021 at 6:00 pm and May 17, 2021 at 6:00pm*
11. Motion to Adjourn

-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, March 15, 2020, 6:00 PM
Meeting held virtually

MINUTES

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

2. Roll Call:

	<u>Present/Absent</u>	<u>Others Present</u>
Chair James Brooks	P	Community Development Director Jason Sergeant
Ben Ladick	P	Chamber of Commerce Exec. Dir. Christina Slaback
Vacant	-	
Jason Knott	P	
Abbey Barnes	P	
Sue Berg	P	
Brandon Rutz	P	

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

4. Motion to waive the reading of the minutes of the February 15, 2021 meeting and approve them as printed by Ladick, seconded by Berg, approved unanimously.

5. Civility Reminder

6. Citizen Appearances, other than listed agenda items. Brooks noted Otterstein’s recognition by WEDA and was thankful for his years of service on this committee.

7. Monthly Report

A. Community Development Updates. Sergeant shared his report, including:
Recent and ongoing community development activities:

- A few less development permits has meat Community Development Director had time to make progress on the Gold Shovel Site, City engineer is working on revising maps to meet standards, timeline is stretched to avoid incurring extra costs from engineer.
- Attended an introductory meeting to understand the priorities of the new MadREP President.
- Business Survey and introductory emails were sent out to major manufactures in Evansville, including Baker, Bluescope Buildings North America, and Stoughton Trailers. Two have responded to the surveys. Virtual visits are being scheduled, staff has requested MadREP visit the Economic Development Committee soon to report any actionable

findings.

- Existing Business, Das Hand Haus is looking at some temporary locations to provide dog training services.
- TC Countertops is believed to have purchased the former auto auction site. Staff has been assisting with floodplain and insurance questions.
- An Existing business is continuing to look at new lots for expansion.
- A Site selector is still focused on two parcels, each requiring redevelopment or significant challenges.
- A preliminary site plan concept was submitted by a development group on behalf of a national retailer to redevelop a lot on N Union Street. Staff has provided extensive comments on the proposal and is awaiting a follow-up set of plans.
- 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
- City has approved a resolution to accept out lots in Westfield Meadows
- The City acquired 170 E Church, formerly known as Nelson Paint and adjacent to the VFW Post. Special thanks to Mayor Hurlley! This lot is part of the North Allen Creek redevelopment area. Research is ongoing into some lot line overlaps with the 155 E Main lot. An extended clean-out timeline will occur so personal property can be removed.
- iWorq online permitting set-up continues. Building Inspector sent a number of corrections to the building permit workflow, those are being updated and will be reviewed again in a week. Customer portal work has begun, but won't be finished until zoning permit workflow is complete.
- The 2020 Annual Report for Historic Preservation is being finalized for distribution to all historic property owners
- 20 S Madison has submitted an application to create a condominium plat on their parcel.
- Met with Grove Partners to resume negotiations for Settler's Grove. Discussions continue around water system, Porter Road construction, trails, and appropriate building forms.
- A request to Rezone 339 E Franklin was submitted, changing zoning from Ag to R2.
- A land division request has been submitted to create an additional out lot in Westfield Meadows for the bike path, as well as reduce the size of an existing out lot.
- **Attended American Public Power Association (APPA) seminar on public power governance.** It was learned that 1/3 of power providers are nonprofit, with half of those being public, like Evansville. Data has shown public power utilities are usually quicker to get back online and restore services after a major storm event. Some other topics covered included the importance of in-kind services (EG, use of staff time for other nonprofit work or providing discounted or free electricity to government facilities). This is a unique flexibility of a public power entities that should be carefully tracked to demonstrate value being provided. Public Power utilities are more flexible in generation sources and are governed by a local board,

so more response to local needs.

- **A/V Conversion of Council Chambers:** The contract was signed with Tierney and a preliminary walk through is being done. A request was put in to reconfigure the HVAC ductwork to provide more silent operation.
- **West Side Park, Aquatic Center and Splashpad RFP:** The RFP was distributed to the American Planning Association and League of Wisconsin Municipalities Websites as well as directly sent to two firms the City has previously and successfully worked with. 5 firms have expressed interest, 3 have visited the sites in person and met with Community Development Director. The RFP closes March 22nd, applicants will need to have digital submissions in by that date, and paper submissions postmarked by that date. Depending on number of applicants, a round of interviews with the interested firms may occur.
- 2021 Total to date: 36 permits and \$10,854 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) Another Existing business has re-started discussions to find a new lot for expansion.

B. Chamber of Commerce Report – Slaback shared updates including the love local micro grant application being reviewed now, expect them to be announced at the end of March. A virtual trivia night will be happening again in spring. Admin position should be announced soon. Other updates included:

- Member Phone Calls, E-mails
- Ambassador Huddle:
- Chairman's Club Spotlight:
- Economic Development Meeting
- Community Activities
- Community Connections
- Tourism FB Ads - hoteliers
- Chamber Projects
- Weekly E-News/Business Watch
- Member Services Committee
- New Years Mixer - Jan
- Bowling Tournament
- Nomination Committee
- Business Grant Committee applications
- Community Guide
- Member Renewals Reminders
- Membership Promotions
- Love Local Ornaments
- PPP

- Business Directory
- Community Photos
- Ad min position job description

C. Tourism Commission Report: Berg was glad to hear the social media campaign for hotels is going well. Next tourism meeting is April 8th. Next Holiday Lights meeting is this week and the committee hopes to have a preliminary budget and decorations will be discussed. Berg also provided her report, including:

- 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.

8. New Business

A. Discussion and Updates on City/Chamber COVID-19 Activities. None

9. Other Business. None

10. Next Meeting Dates: March 19th. 2021 at 6:00pm

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



Community Development Updates

April 19, 2021 Jason Sergeant, Community Development Director

Recent and ongoing community development activities:

- City Engineer is updating maps for gold shovel, expect them back in next two weeks.
- First Business Retention Visit in conjunction with madREP is next week.
- Approached by two new possible small businesses looking to locate in Evansville.
- An Existing business is continuing to look at new lots for expansion.
- A Site selector is still focused on two parcels, each requiring re-development or significant challenges, scheduled phone call with them next week for updates.
- A preliminary site plan concept submitted by a development group on behalf of national retailer, Dollar General to redevelop a lot at 155 N Union Street has undergone preliminary review and revisions. Staff is continuing to work with applicant on revisions to the exterior design of the building.

Plan Commission Updates:

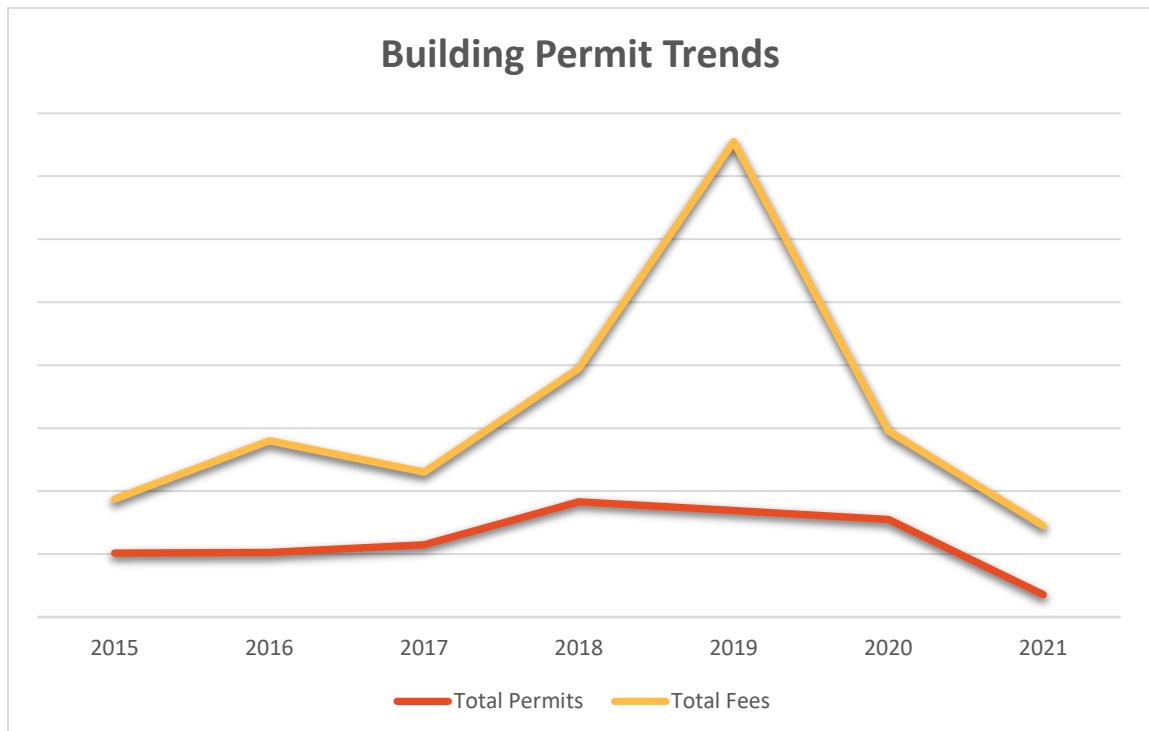
- iWorq online permitting set-up continues. Building Permits are now being processed through this system by staff. Historic Permits are next, followed by zoning permits and customer portal completion.
- The 2020 Annual Report for Historic Preservation is complete, see copy attached.
- 20 S Madison's application to create a condominium plat on their parcel is awaiting MSC review.
- Settler's Grove Subdivision negotiations continue, another meeting is scheduled for next week.
- A request to Rezone 339 E Franklin was approved.
- A land division request has been submitted to create an additional out lot in Westfield Meadows for the bike path, as well as reduce the size of an existing out lot.
- A revision to Lot 15 in Stonewood Grove could see new residential lots
- A re-play along porter road is expected to align future West Side Park entrance with Seventh Street

Other Updates:

- **A/V Conversion of Council Chambers:** Equipment has begun arriving at City Hall, some is still on back order. A preliminary walkthrough was completed with a few modifications made to allow for smoother installation of equipment. Tierney expects installation in May.
- **West Side Park, Aquatic Center and Splashpad RFP:** 10 firms responded to the RFP with a range of experience, locations, and costs. Common Council has asked the Community Development Director, Mayor, Council President, and Park Board Chair to review the RFPs with the intention to bring back one to three “finalists” for council consideration at the April Council meeting.

Building Permit Updates:

- 2021 Total to date: 71 permits and \$29,260.15 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)
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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
April 2021 Summary Submitted by Sue Berg

The Evansville Tourism Commission met April 8, 2021, by Google Meet.

The flowers for the downtown flower baskets have been selected. Weekend care and watering still needs to be determined. Evansville Community Partnership manages the flower basket project, and Jim Brooks requested \$1500 of the allocation in the tourism budget for this project.

The mural subcommittee recommended developing one mural as a demonstration project. Nancy Nelson reported that they identified several buildings as prospective sites for murals, and the committee has an artist willing to donate a design and paint. One building owner is independently pursuing an exterior mural and will share information at the next meeting of the mural committee.

The selection for holiday light replacements has been narrowed, according to Abbey Barnes and Jim Brooks, who are members of the ad hoc committee. Jim would like about one-third of the \$14,000 cost to be covered by the tourism budget. Discussion included a suggestion to seek a grant from an outside agency to help share in the cost.

The tourism budget has an allocation to support promotional efforts for larger events with tourist potential. The Tourism Commission identified the Fourth of July festival as an event that merits funding for promotional purposes. Later events with tourism potential will be discussed at the June meeting.

The first social media campaign of 2021 to promote Evansville as a place to visit and stay overnight is generating attention. The focus is on lodging, and the campaign is managed by Christina Slaback at Evansville Area Chamber of Commerce & Tourism. Grove Guest House had 8960 views, 1354 clicks and 381 reactions, comments or shares; Boarders Inn & Suites had 7475 views, 1557 clicks and 112 reactions, comments or shares.

Next meeting date for the Evansville Tourism Commission is April 10.

Tourism activities:

- May 6 Cruise Night
- May 31 Memorial Day Recognition
- June 3 Cruise Night
- June 18 Strawberry Festival
- June 25 Ice Cream Social
- July 2-4 Fourth of July Festival

