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, May 17, 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 April 19, 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. New Business
 - A. Discussion and Updates on City/Chamber COVID-19 Activities. (placeholder)
 - B. Discussion and Updates on Gold Shovel Site Certification
 - C. Updates on New Commercial Development Dollar General
 - D. Discussion and Updates on Energy Independence Team Initiatives
- 9. Other Business
- 10. Next Virtual Meeting Dates: June 21, 2021 at 6:00pm
- 11. Motion to Adjourn

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, April 19, 2021, 6:00 PM** *Meeting held virtually*

MINUTES

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

	Present/Absent
Chair James Brooks	Р
Ben Ladick	Р
Vacant	-
Jason Knott	Р
Abbey Barnes	Р
Sue Berg	Р
Brandon Rutz	Р

Community Development Director Jason Sergeant Chamber of Commerce Exec. Dir. Christina Slaback

- 3. <u>Motion to Approve Agenda</u> by Ladick, seconded by Rutz, approved unanimously.
- 4. <u>Motion to waive the reading of the minutes of the March 15, 2021 meeting and approve them</u> <u>as printed</u> 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 Hurtley! 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 successful 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

May 17, 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 was with Baker Manufacturing, concerns expressed focused on employee retention. Resources have been shared to overcome some of these challenges.
- Approached by three new possible small businesses looking to locate in Evansville.
- Discussion with property owner on E Main for potential re-use of building.
- An Existing business is continuing to look at new lots for expansion.
- No progress has been made with a site selector focused on two parcels, each requiring re- development or significant challenges, scheduled phone call with them next week for updates.

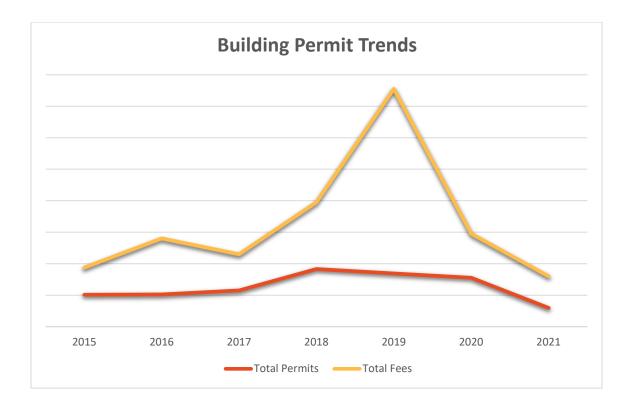
Plan Commission Updates:

- 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.
- 20 S Madison's application to create a condominium plat is approved.
- Settler's Grove Subdivision plat has been reviewed; agreement negotiations continue.
- 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 has had a request for more information
- A re-plat 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 install Tierney expects installation to finish this month.

- West Side Park, Aquatic Center and Splashpad RFP: Common Council accepted MSA Professional Services proposal and has authorized the negotiation of a contract.
- Building Permit Updates:
- 2021 Total to date: <u>119 permits</u> and <u>\$32,690.15</u> in collected permit fees
- 2020 Totals: <u>310 permits</u> and <u>\$59,764</u> in collected permit fees
- 2019 totals: <u>338 Permits</u> and <u>\$151,861</u> in collected permit fees (Includes ECSD building improvements and construction)
- 2018 Totals: <u>366 permits</u> and <u>\$ 79,549.5</u> in collected permit fees (Includes Library building improvements and construction)
- 2017 Totals: <u>230 permits</u> and <u>\$ 46,451</u> in collected permit fees (Includes Delong Addition, Brown School Place II and Night Owl)
- 2016 Totals: <u>205 permits</u> and <u>\$ 56,440.54</u> 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)

Account	Account Titles	Account Details	2021	2021	2022
Numbers			Budget	Actual	Proposed
10-56820-210	Professional	Gold Shovel	\$4,500	-	
Services		Engineering			
		Recruitment Services			
10-56820-300	Economic	Avail. Prop. Database - \$3,000	\$5,900	-	
	Development	Website Improvements -			
	Expenses	\$2,000			
	Other - \$1,000				
¹⁰⁻⁵⁶⁸²⁰⁻³⁰⁵ Membership	Membership	Connect Communities- \$200	\$3,000	\$2,500	
	Dues	Chamber of Commerce - \$250			
		Other - \$2500			
10-56820-400	Plan	Smart and Other Plan Goals	\$1,000	-	
	Implementation				
10-56820-410	Economic	Chamber of Commerce	\$1,000	-	
	Development	Community Guide - \$1,000			
	Marketing	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	

2021 Economic Development Budget

7C

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

The Evansville Tourism Commission does not meet in May.

The new Discover Evansville brochure is in stock, and has been distributed to several pick-up points in Evansville.

Potential upcoming events that may attract visitors are:

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 at Lake Leota

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



City 12 Acres

Brian Berquist <brian@tcengineers.net> To: Jason Sergeant <jason.sergeant@ci.evansville.wi.gov> Sat, Apr 17, 2021 at 4:02 PM

Jason-

Thanks for the nudge on this. Please see below to download all of the maps we could make for those exhibits.

https://private.filesanywhere.com/TCENG/fs/v.aspx?v=8969668fa2a073bead68

I should point out that some items the reviewer requested we do NOT have:

-Survey of the property (Exhibit 7)

-Not sure what utilities serve the site (Exhibit 8)

-Not sure what internet providers are there (Exhibit 9)

-Exhibit 12 and 13 require the City to provide a statement about historic properties and restrictive covenants.

-Exhibit 14 requires the City to provide a statement about TID/TIF.

[Quoted text hidden]

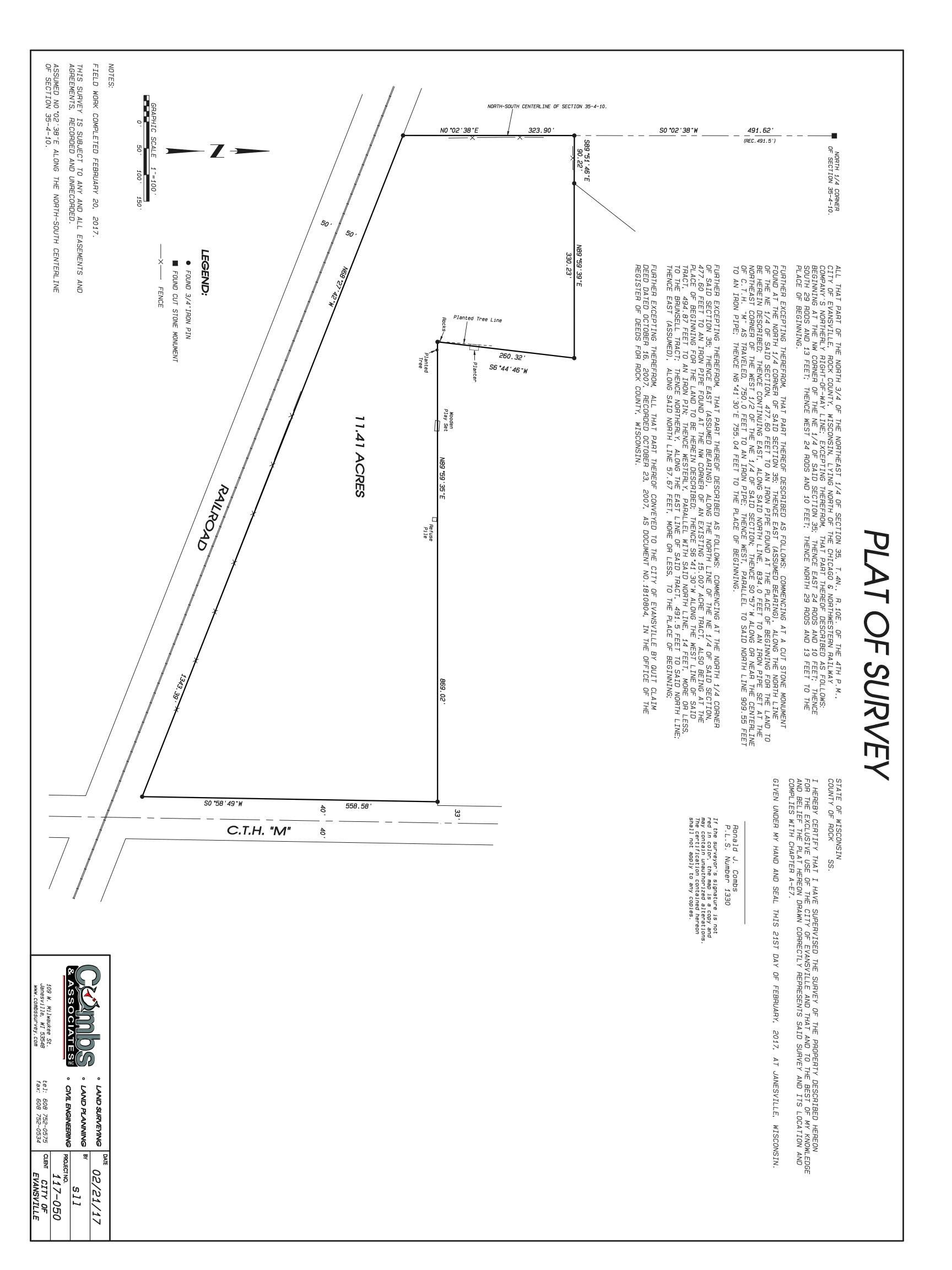


Tax Database Search

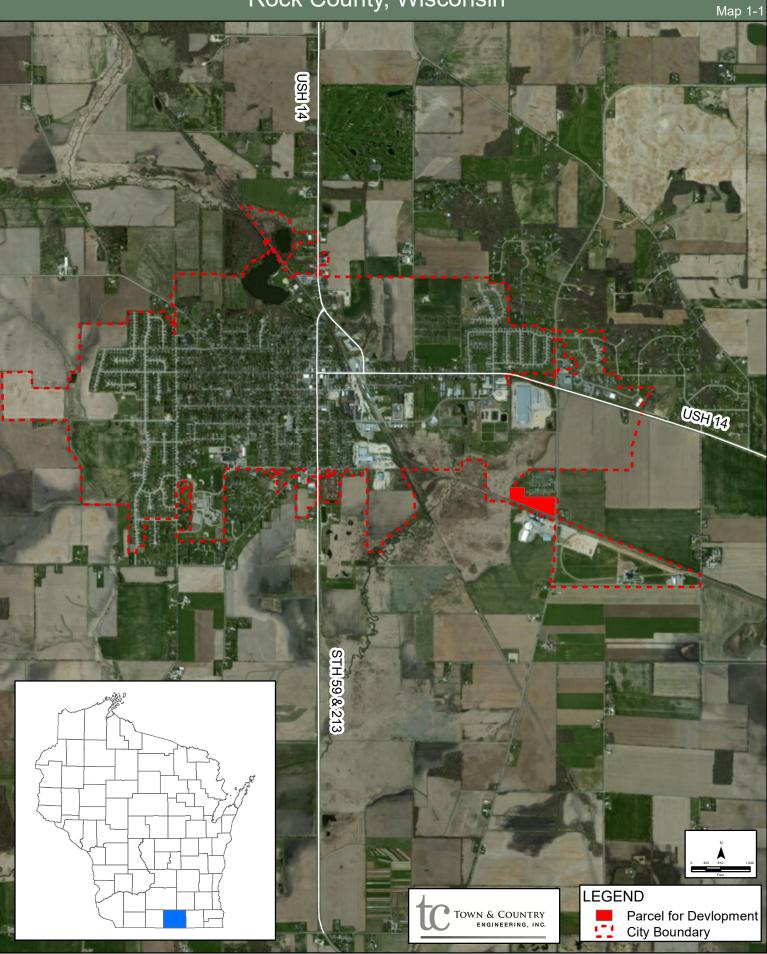
ome New Search Search Results Current Taxes Payment History Tax Bills

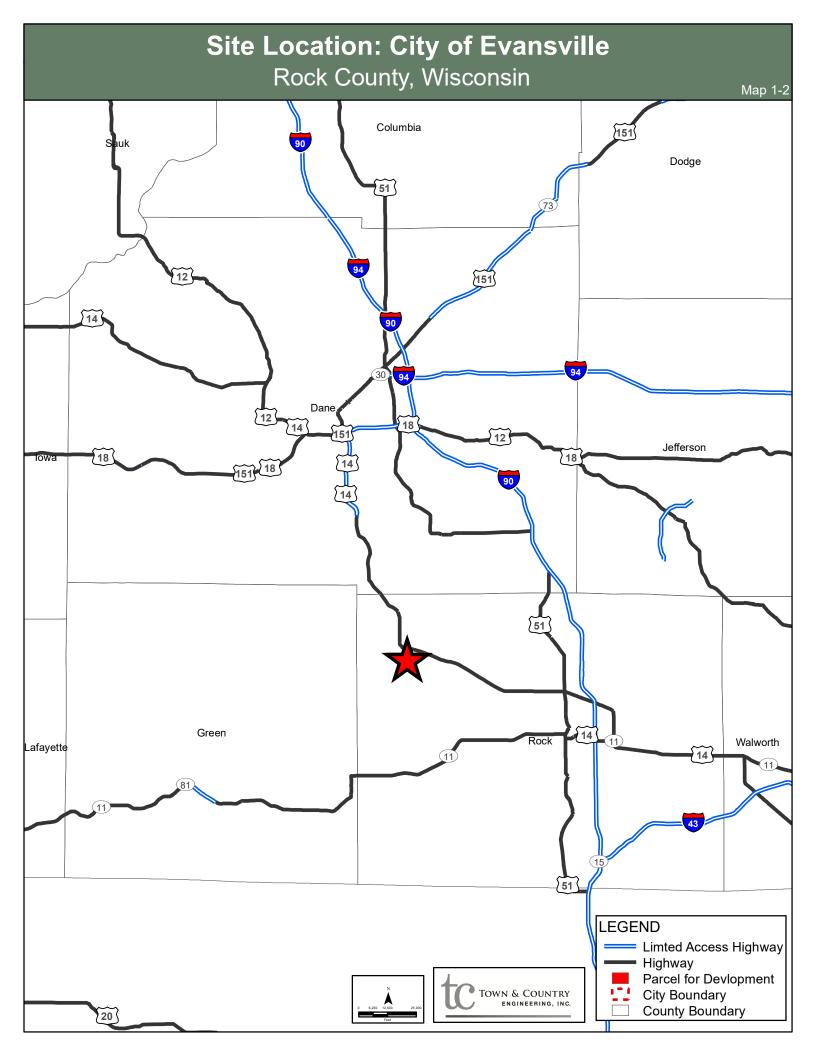
Parcel Details for 222 080100								
Parcel Information								
Name: CITY OF EVANSVILLE		Parcel Number: 6-27-1150						
Address: PO BOX 529 EVANSVILLE, WI 53536-5060		Site Address: , WI						
Municipality: CITY OF EVANSVILLE								
	General Information							
Sec/Town/Range: 35-4-10	School District: 1694 - EVANSVILLE SCHOOL	DIST	Other Tax Codes: 0000-0000-0000-0000					
REFERENCE DOCUMENTS LISTED BELOW MAY NOT REFLECT THE CURRENT LEGAL DESCRIPTION. TO DETERMINE THE CURRENT LEGAL DESCRIPTION, A TITLE SEARCH MAY BE REQUIRED.								
Documents: 2075654								
	Value I	nformation						
	Assess Year	2020 🗸						
Descr	iption Acres	Land	Improvements					
Other	12.	500 0	0					
TOT	ALS 12.	500 0	0					
Legal Information								
	78.41' , on with the understanding that it is not ;		e or accurate. Conclusions drawn from this eliness and accuracy of the information, Rock					

County takes no responsibility for errors and omissions.

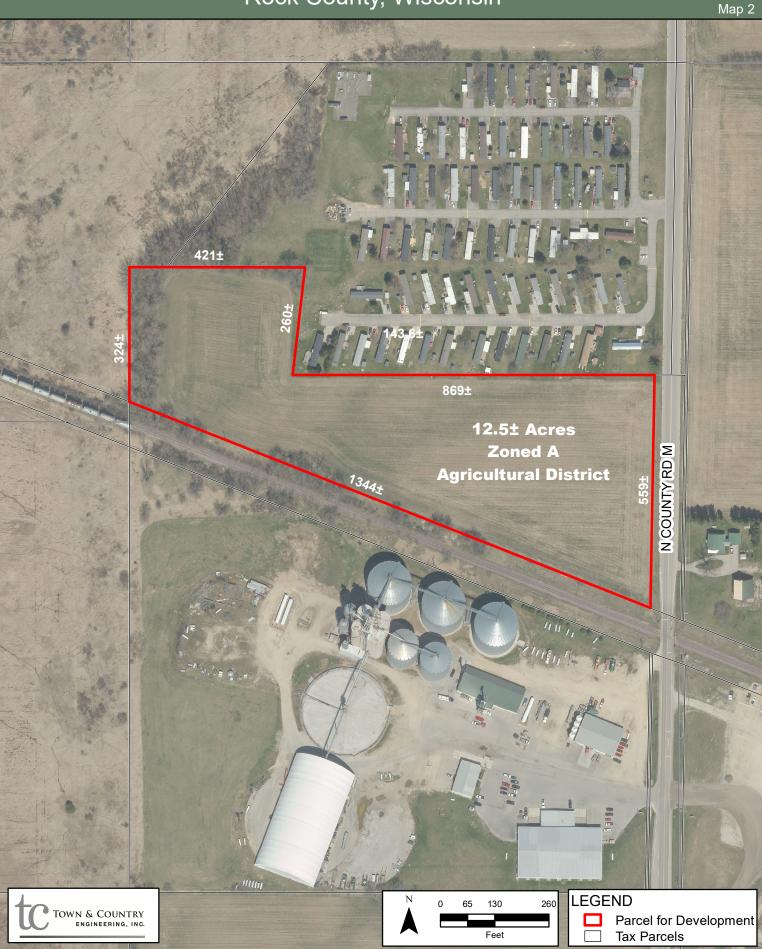


Site Location: City of Evansville Rock County, Wisconsin

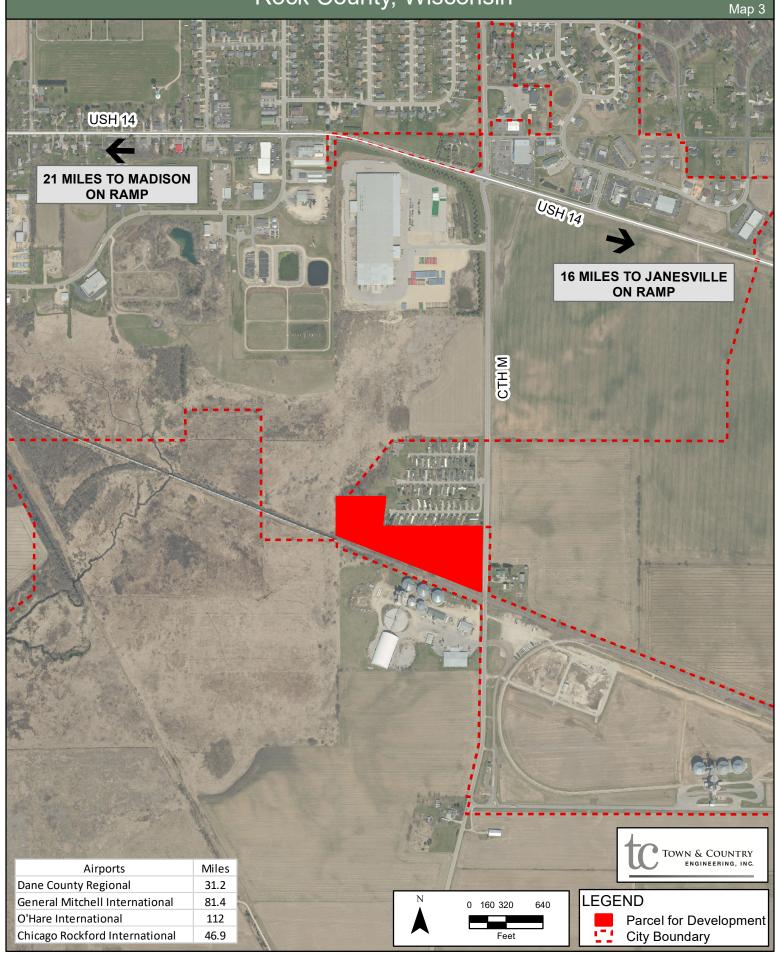




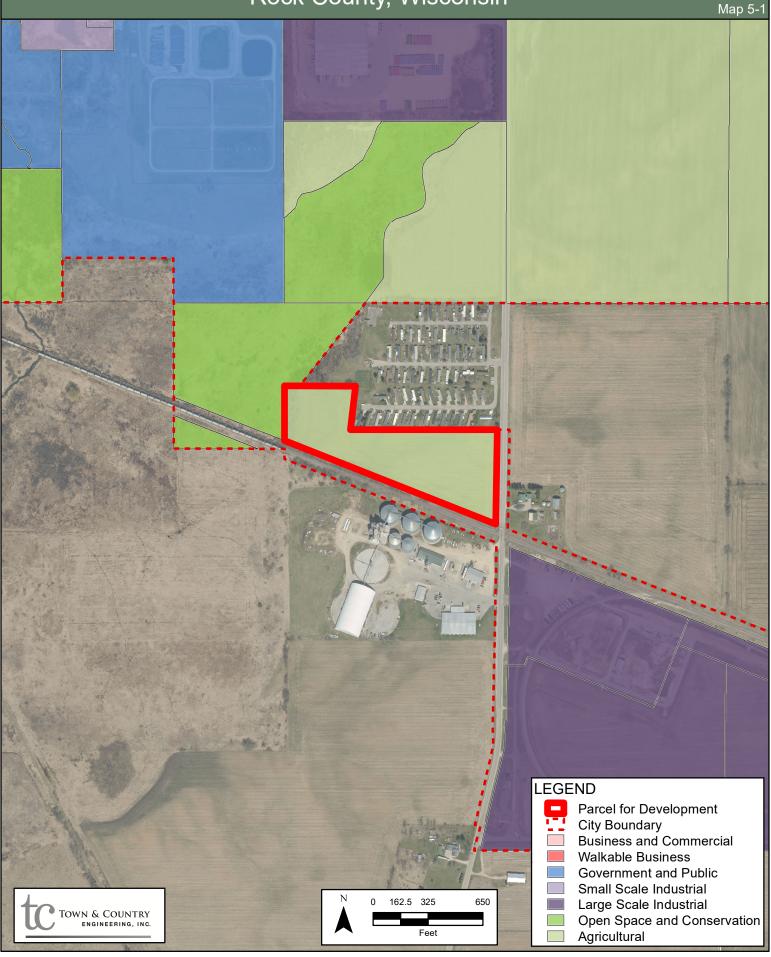
Site Information: City of Evansville Rock County, Wisconsin



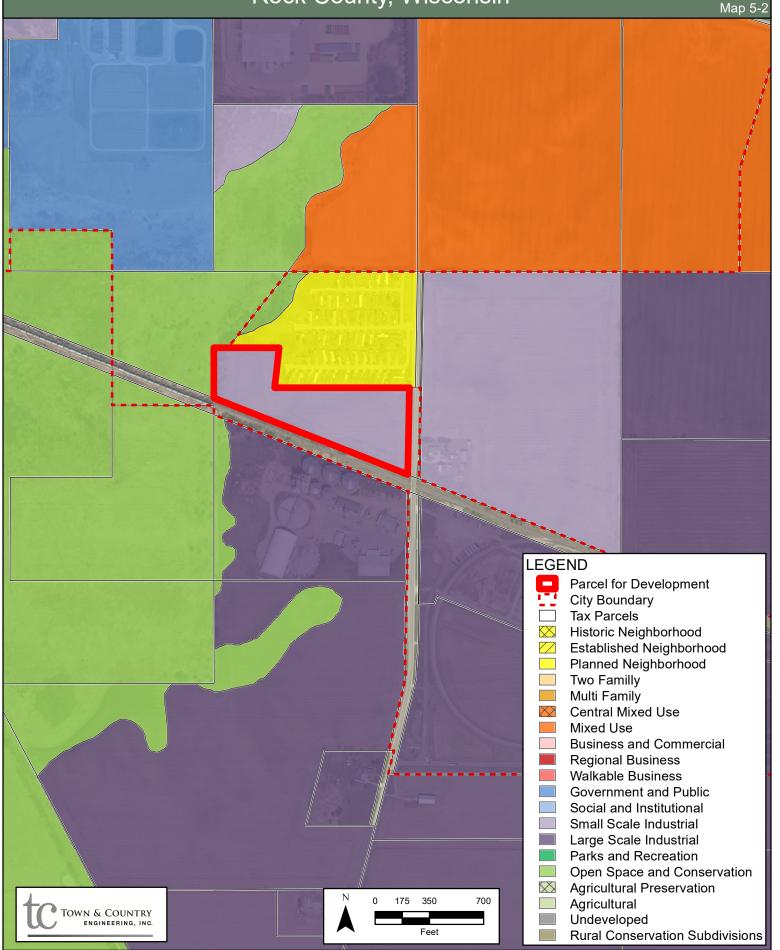
Transportation Infrastructure: City of Evansville Rock County, Wisconsin



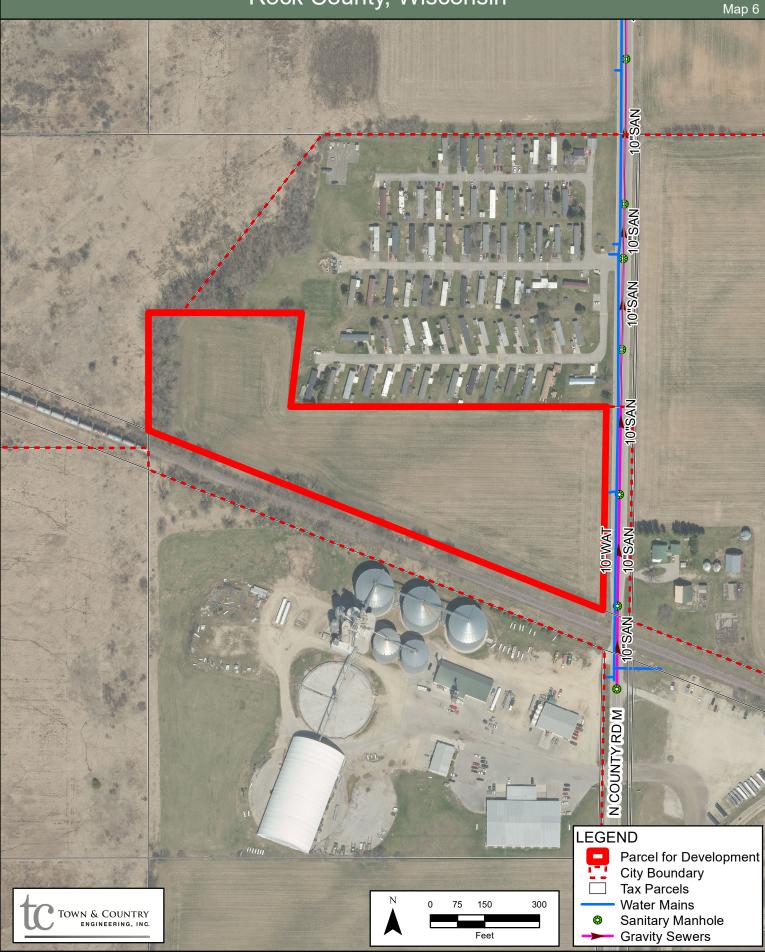
Existing Land Use: City of Evansville Rock County, Wisconsin



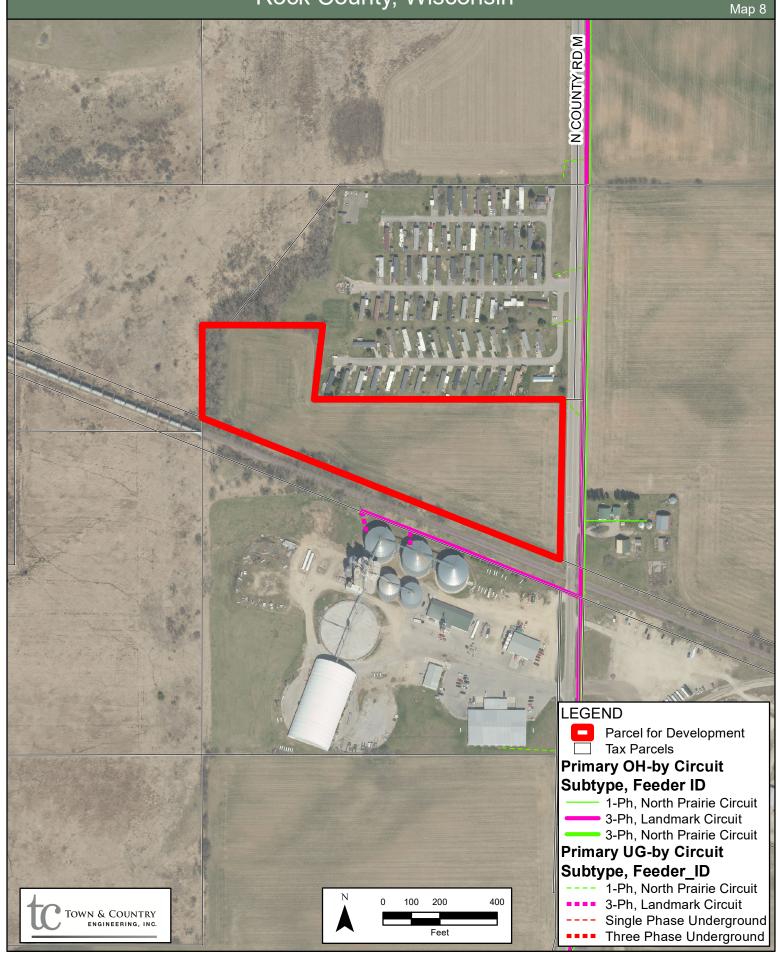
Future Land Use: City of Evansville Rock County, Wisconsin



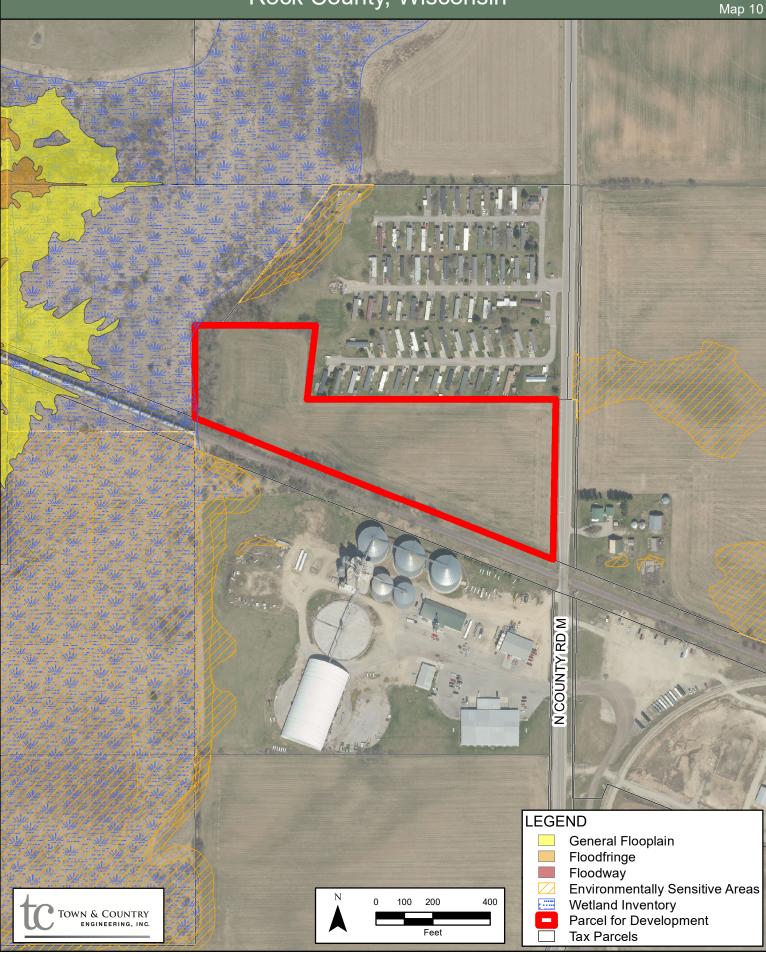
Utilities & Easements: City of Evansville Rock County, Wisconsin



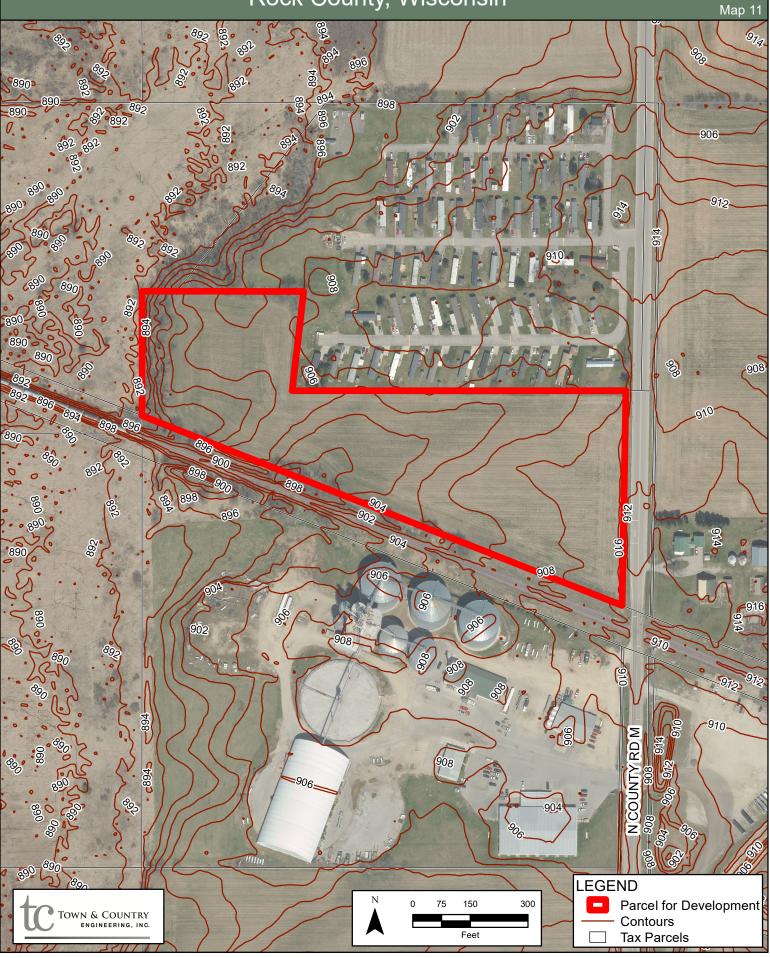
Gas, Electric, and Fiber Optics: City of Evansville Rock County, Wisconsin



Floodplain & Wetland: City of Evansville Rock County, Wisconsin



Topographic Features: City of Evansville Rock County, Wisconsin





Community Development Department



www.ci.evansville.wi.gov 31 S Madison St PO Box 529 Evansville, WI 53536 (608) 882-2266

May 12, 2021

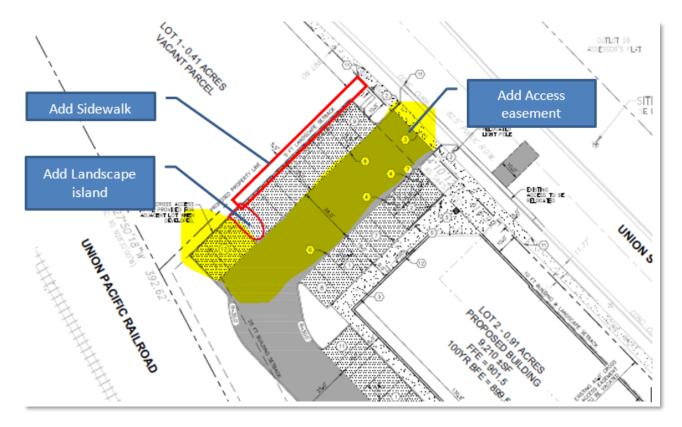
Joe Mayer Kimley-Horn 4201 Winfield Road Warrenville, IL 60555

RE: Application SP-2021-03 for Site Plan approval of New Construction parcel 6-27-870 (255 Union)

Hi Joe,

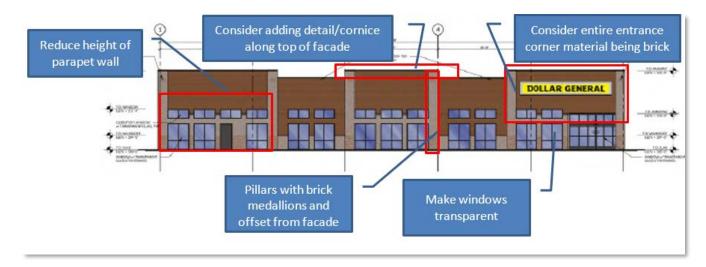
Your application has been preliminarily reviewed by the Plan Commission. Thank you for the revised drawings, plan commission was excited to see the progress. The following items were requested revisions to the Site Plan:

• Addition of low landscape walls along parking; removal or more detail regarding ground sign; bicycle parking; public bench adjacent to entrance; a sidewalk along north edge of parking spaces; addition of a landscape island; and include a cross-access easement at north end of parking lot. See illustration below:



The following items were requested revisions to the elevations:

• Make some windows transparent near entrance; lower the parapet wall on south end of building; add more brick at corner entrance; replace CMU medallions with brick medallions; add detail band along top of parapet; and extruding the brick pillars so they aren't flat upon the primary façade. See illustration below:



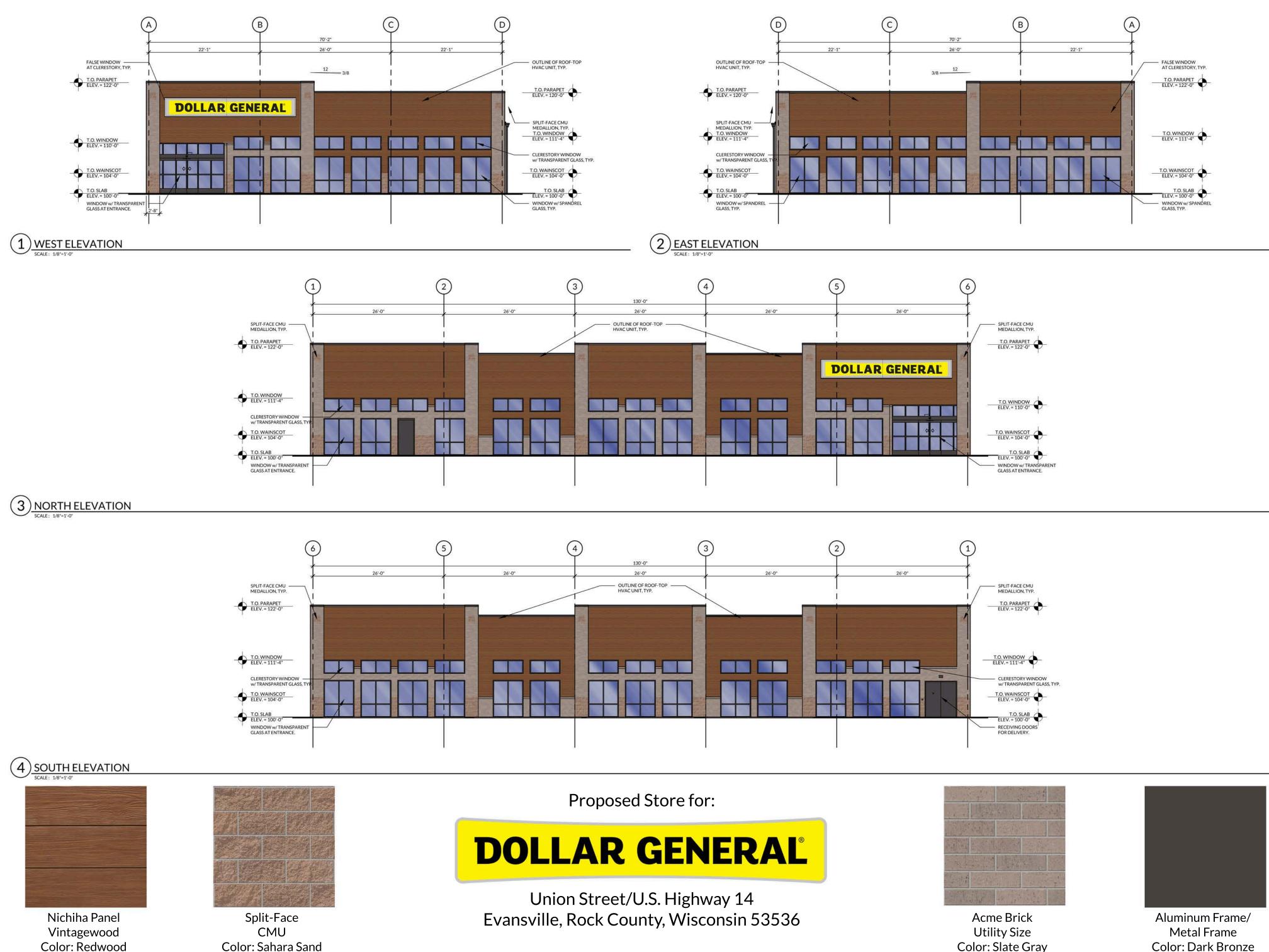
Please submit a revised site plan application (including landscaping and lighting plans) as well as a land division application before May 21, 2021. Your application is scheduled for review at the next meeting:

City of Evansville Plan Commission Regular Meeting Tuesday, June 1, 2021, 6:00 p.m. To participate via video, go to this website: https://meet.google.com/fes-vcir-rfv Or dial: (US) +1 608-764-9643 PIN: 352 918 263#

If you have any questions regarding this letter, please contact Jason Sergeant, Acting Community Development Director at: jason.sergeant@ci.evansville.wi.gov or (608)-882-2285.

Sincerely,

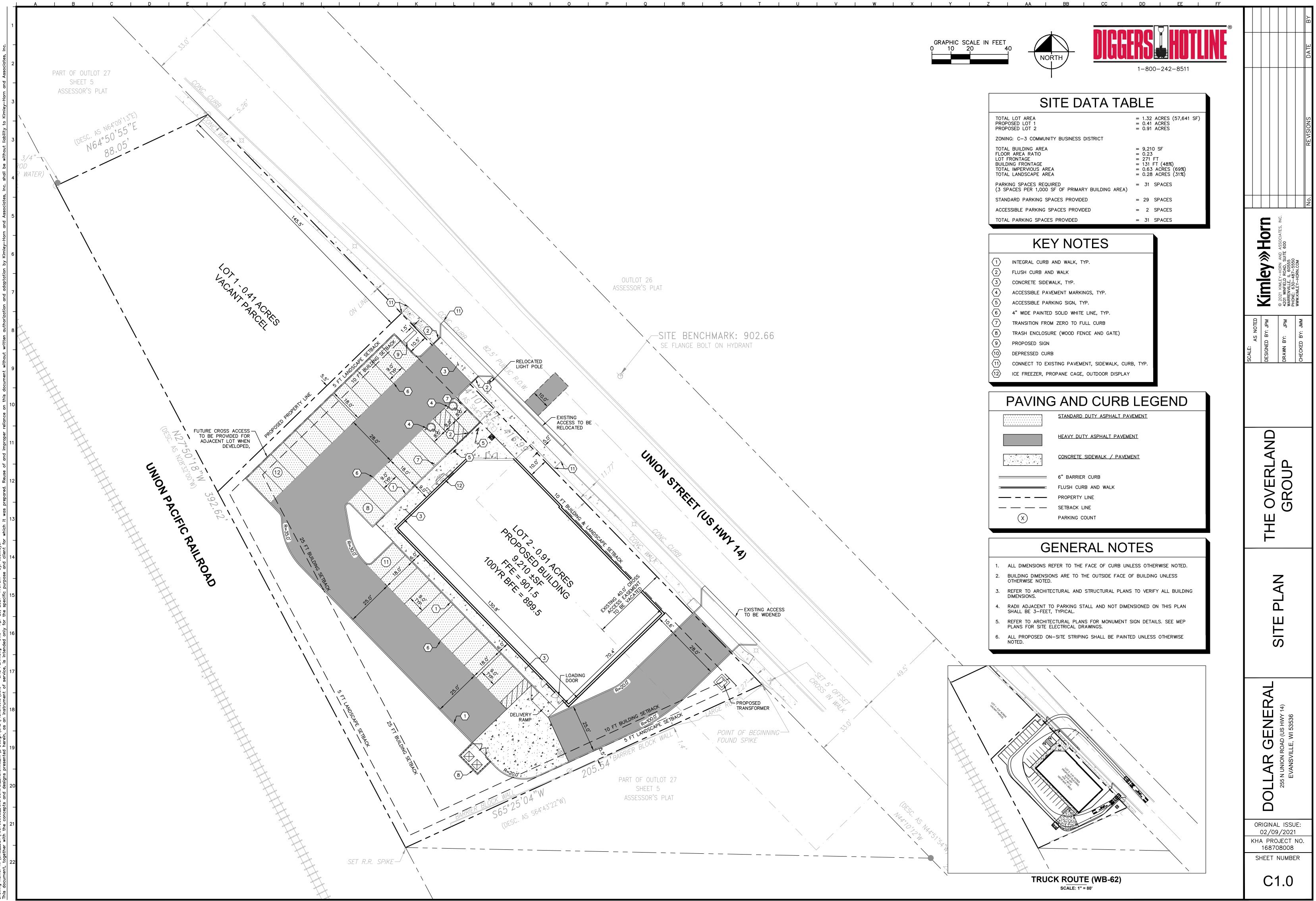
Jason Sergeant City Administrator/ Acting Community Development Director



SP-2021-03 April 2021- Revised Elevations

Color: Slate Gray

Color: Dark Bronze



I name: K:\CHS_LDEV\168708008_DollarGeneral_Evansville_W\2 Design\CAD\PlanSheets\C3.0 - SITE PLAN.dwg C1.0 Apr 29, 2021 7:07am by: Joe.Mayer