

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

31 S Madison, Evansville, WI 53536

Monday, November 21, 2022, 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 October 17, 2022 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.** 2023 EDC Goals
 - B.** Closed session: Upon proper motion and vote, the Economic Development Committee will go into closed session pursuant to section 19.85 (1) (e) of the Wisconsin statutes because the body will be conducting other specified public business involving public property that involves competitive or bargaining reasons. The committee will not reconvene in open session.
- 9.** Next Meeting Dates: December 19, 2022 at 6:00 pm; January 16, 2023 at 6:00pm
- 10.** Motion to Adjourn

-Jim 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, October 17, 2022 6:00 PM**

MINUTES

1. Call to Order. Brooks called meeting to order at 6:07pm

2. Roll Call:

	Present/Absent	Others Present
Chair James Brooks	P	Com. Dev. Director Colette Spranger
Ben Ladick, Vice Chair	A	Bill Lathrop, Evansville Today
Jon Alling	P	
Abbey Barnes	P	
Sue Berg	P	
Brandon Rutz	P	
Vacant		

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

4. Motion to waive the reading of the minutes of the September 19, 2022 meeting and approve them as printed by Rutz, seconded by Barnes, 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 Update. Spranger gave the report. Dollar General is now open for business. There are a few remaining items left for the construction crew to finish; the City has a performance bond for that remaining work, which includes fixing the sidewalk so that water does not pool and potentially freeze on it. Plan Commission approved a condition use permit for Slice Golf, which will bring foot traffic to downtown. Sienna Crest, an assisted living facility, received zoning approval on the west side of the city in anticipation of a new memory care and assisted living facility. There have been inquiries from potential buyers regarding the Kelly House. Another café is anticipated at 137 E Main. There is no potential buyer yet for the Grove Market, though there has been interest.

B. Chamber of Commerce Report. No report.

C. Tourism Commission Report. Berg gave the report. The first mural has been installed and another is underway, slated for the western wall of 1 E Main and to feature Evansville’s circus past.

8. Discussion.

- A. Supporting the Chamber of Commerce.** Rutz and Barnes gave an update regarding how the Chamber is operating while it is without a director. Jill Paugel and Barnes attended a discussion with City and WEDC staff regarding the Main Street and Connect Communities programs, which could help the Chamber as it envisions a new direction for its future operation. The main shift for the organization is to be fewer fundraisers and more member benefit producing programming. The Chamber is open to collaborating with this program, as it could provide resources for such programming and networking.
- B. 2023 Meeting Location Schedule.** Discussion regarding possible locations to host on-location committee meetings at area businesses, either on a quarterly or every-other-month basis. Possible location include Palace Meets, Baker Manufacturing, Stoughton Trailers, Blue Scope, Evansville Manor, local car dealerships, and the school district.

9. Next Meeting Dates: Monday, November 21, 2022 at 6:00pm.

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

City of Evansville
Evansville Tourism Commission
November 2022 Summary Submitted by Sue Berg

The Evansville Tourism Commission does not meet in November.

Tourism Commission member Nancy Nelson has submitted her resignation from the commission, effective January 1, 2023. She has agreed to continue involvement with the development of the second mural.

Jenny Wiedel, meeting and event planner at Creekside Place, has agreed to join the Tourism Commission. The first meeting she will attend will be February 2023, which is the commission's first meeting of the year.

Sue Berg, on behalf of the Tourism Commission, is also seeking additional members.

The circus design for the second mural was presented and reviewed at the October meeting of the Historic Preservation Commission, and it was received without concerns. No concerns were expressed by Colette Spranger on behalf of the Sign Committee, either. The artist, Annie Larson, has already secured a donation of paint for the mural. The intent is to have the second mural completed by May 12, 2023, in time for Art Crawl.

Sue Berg has arranged with contractor Mariah Calley to collect dates and information for the annual Rock County Tourism Guide. Sue is working on the remainder of the guide updates.

Main upcoming events with tourism potential:

1. Olde Fashioned Christmas November 18-19
2. Love Light Tree December 2
3. Evansville Craft Fair December 3

Next meeting dates are December 8 and February 9.

X. Economic Development Goals and Objectives

These economic development goals and objectives serve as a way to put the vision statement into action, through a series of to dos. Below are Goals and objectives for the Economic Development Chapter:

Economic Development Goal 1: Retain and Expand Existing Businesses in Evansville		
Supporting Objectives	Measurable Benchmark or Outcome	Priority
1. Visit existing local businesses to understand opportunities and challenges they face.	<ul style="list-style-type: none"> Ongoing, regular site visits by City staff and Chamber 	Top
2. Redevelop and use the City of Evansville website as an economic marketing tool.	<ul style="list-style-type: none"> Increase page hits Update information quarterly 	High
3. Coordinate with other local rural communities and local, county and state organizations to expand regional economic development opportunities.	<ul style="list-style-type: none"> Implement Sustainable Energy chapter of plan along with Edgerton/Milton 	High
4. Redevelop Building Improvement Grant (BIG) and Revolving Loan Fund (RLF) programs	<ul style="list-style-type: none"> Goal of implementation by end of 2023 	High
5. Implement user-facing online permitting and payment system.	<ul style="list-style-type: none"> Underway; goal of implementation by end of 2022 	High
6. Continue to monitor ordinances to streamline approval process.	<ul style="list-style-type: none"> Ongoing City Staff commitment 	Medium

Economic Development Goal 2: Attract New Businesses to Evansville		
Supporting Objectives	Measurable Benchmark or Outcome	Priority
1. Strategically offer TIF incentives to businesses that would otherwise have difficulty obtaining alternative funding sources.	<ul style="list-style-type: none"> Create an internal strategy for existing districts Identify potential incentives 	Top
2. Identify existing underutilized commercial and industrial spaces in order to expand tax base without demand for major infrastructure.	<ul style="list-style-type: none"> Identify, engage with, and provide incentives for building owners 	Top
3. Improve offerings for business assistance.	<ul style="list-style-type: none"> Develop a welcome packet/guide aimed toward businesses, with information about zoning approvals, permitting process, and site development. May be developed along with City website overhaul coordinate among City staff, committees, and other stakeholders how to manage bandwidth to be responsive to incoming requests. 	High

Economic Development Goal 2: Attract New Businesses to Evansville

Supporting Objectives	Measurable Benchmark or Outcome	Priority
4. Attract new businesses through advertising and regional marketing programs. (e.g. LOIS, Gold Shovel Site Verification, brochures)	<ul style="list-style-type: none"> Use available properties list to feed to larger networks Utilize Gold Shovel Site Verification and other similar outreach programs 	High
5. Determine suitable land sites for new and redeveloped commercial and industrial space for new businesses.	<ul style="list-style-type: none"> Maintain available properties list and update website monthly 	High
6. Prepare tailored pitches and incentive packages for the desired industries identified in this chapter.	<ul style="list-style-type: none"> Identify local workforce skillsets that may be attractive to new industries Identify and reach out to retail/service businesses whose services are currently lacking in Evansville. Develop appropriate marketing materials 	Medium

Economic Development Goal 3: Support the local workforce

Supporting Objectives	Measurable Benchmark or Outcome	Priority
1. Seek opportunities to partner with trade schools, the middle school, high school, businesses and organizations to ensure workers have the skills needed to succeed.	<ul style="list-style-type: none"> Continue to foster a relationship with the Evansville Community School District. 	Top
2. Investigate alternate commuting options for those traveling to/from Madison or Janesville, esp. in collaboration with other entities (e.g. WisDOT)	<ul style="list-style-type: none"> Engage with regional partners when funding or programming becomes available 	Medium
3. Increase the supply of affordable housing options for existing and incoming residents.	<ul style="list-style-type: none"> See Housing Chapter for related goals and objectives. <u>Specific section?</u> 	Medium

**Economic Development Goal 4:
Continue to maintain and improve the City's quality of life**

Supporting Objectives	Measurable Benchmark or Outcome	Priority
1. Improve parking and wayfinding signage to direct traffic towards existing amenities.	<ul style="list-style-type: none"> • Interim outcome: mark and sign municipal sidewalk routes • Long term outcome: rebranding campaign to update signage system (Potential tourism budget item for Fall 2023) 	Top
2. Continue to support and collaborate with the Evansville Tourism Commission.	<ul style="list-style-type: none"> • Ongoing marketing and event planning. • Explore how tourism and Evansville's historic character can provide opportunities or compliment potential entrepreneurs. 	High
3. Continue support for historic preservation in Evansville's four historic districts.	<ul style="list-style-type: none"> • Develop grant program for businesses within the City's historic districts 	High
4. Implement the adopted Park and Outdoor Recreation Plan 2020-2025.	<ul style="list-style-type: none"> • Park Board implements action items from Plan. 	Medium
5. Maintain building inspection and property maintenance guidelines.	<ul style="list-style-type: none"> • Continue to provide active enforcement of code violations • City to organize response of violations between Public Works, Police, and Community Development • Develop plain language information regarding common violations 	Medium
6. Maintain and promote multimodal transportation infrastructure to accommodate both business and residential use	<ul style="list-style-type: none"> • Install multiuse path along Water Street • Safe railroad crossings • Mark route and become an official designated Ice Age Trail Community • See Transportation Chapter for additional goals and objectives 	Medium

**Economic Development Goal 5:
Create a supportive environment for entrepreneurship**

Supporting Objectives	Measurable Benchmark or Outcome	Priority
1. Provide opportunities for incubating new businesses in Evansville	<ul style="list-style-type: none"> • Identify common barriers and support needs of start-up businesses • Partner with Janesville Innovation Center to identify potential businesses looking for space to expand • Consider establishing a physical space for businesses to temporarily run 	Top
2. Work with Chamber of Commerce to promote networking opportunities and outreach.	<ul style="list-style-type: none"> • Continue promotion of After 5 networking events • Partner regularly with Chamber on Lunch and Learn events • Develop business-to-business mentoring opportunities 	High
3. Identify infrastructure challenges experienced by entrepreneurs. (e.g. broadband, wireless service)	<ul style="list-style-type: none"> • Identify, track, and maintain database of level of service and fees with existing telecommunication providers 	High
4. Coordinate with educational and community institutions to provide continuing educational opportunities.	<ul style="list-style-type: none"> • Ongoing; in partnership with Chamber, ECSD, and other stakeholders 	Medium
5. Continue to support home-based occupations, marketing expanding ordinance language if needed.	<ul style="list-style-type: none"> • Ongoing City Staff commitment 	Medium

Economic Development Goal 6: Emphasize improvements within City's economic development corridors		
Supporting Objectives	Measurable Benchmark or Outcome	Priority
1. Market and promote 11 acre City-owned site along Union Pacific Railway	<ul style="list-style-type: none"> Sell site to appropriate user Increase interest in developable rail sites near Evansville Re-open rail corridor between Evansville and Oregon 	Top
2. Rehabilitate and redevelop City-owned 155 E. Main site	<ul style="list-style-type: none"> Remediate site with a WI DNR Brownfield Grant Develop a master plan for site Sell to appropriate user 	High
3. North Union Street/Highway 14 Corridor	<ul style="list-style-type: none"> Continue to implement suggestions in the Allen Creek and North Union Street Redevelopment Master Plan 	Medium
4. East Side -- Highway 14 Corridor	<ul style="list-style-type: none"> Develop Master Plan 	High
5. West Side – County C Corridor	<ul style="list-style-type: none"> Develop Master Plan Investigate new opportunities for neighborhood commercial development 	Medium
6. Water Street	<ul style="list-style-type: none"> Improve infrastructure along street, including sidewalks or multiuse path, curbing, and in improved stormwater conveyance 	Medium