

NOTICE

A meeting of the City of Evansville Economic Development Committee will be held via video and/or audio remotely on the date and time stated below. Meetings are typically held the 3rd Monday of each month. Notice is further 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 advanced notice as possible. Submit public comments in advance by email to jason.sergeant@ci.evansville.wi, by leaving in the drop box in front of City Hall at 31 S Madison Street, or by mail to PO Box 529, Evansville, WI 53536.

City of Evansville **Economic Development Committee**
Regular Meeting
Monday, October 19, 2020, 6:00 p.m.

Due to County, State and Federal social distancing recommendations in response to COVID-19, this meeting is being held virtually. Commission members, applicants, and members of the public will be required to participate via the virtual format. 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 September 21, 2020 regular meeting and approve them as printed.
5. Citizen appearances, other than listed agenda items
6. Monthly Reports
 - A. Community Development Update
 - B. Chamber of Commerce Report
 - C. Tourism Commission Report
7. New Business
 - A. Discussion and possible action to offer forgiveness to current RLF loan holders
 - B. Discussion and Updates on City/Chamber COVID-19 Activities. (placeholder)
 - C. Discussion of Committee Goals for 2021
8. Other Business
9. Next Meeting Dates: November 16, 2020 at 6:00 pm
10. 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, September 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	P	Chamber of Commerce Exec. Dir. Christina Slaback
Vacant	-	
Jason Knott	A	
Abbey Barnes	A	
Sue Berg	P	
Brandon Rutz	P	

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

4. Motion to waive the reading of the minutes of the August 17, 2020 meeting and approve them as printed by Ladick, seconded by Berg, approved unanimously.

5. Citizen Appearances, other than listed agenda items.

6. Monthly Report

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

- Karben4 event was successful with many vendors seeing hundreds of customers come through. Weather was awful, but there was still a line to get into the parking lot. At Creekside.
- CRS Floodplain Certification is wrapping up this month, lots of staff time is dedicated to this yearly, but it saves homeowners 15% in insurance premiums if they need flood insurance.
- Ribbon Cutting was held for Landmark’s fertilizer facility.
- R-1 Zoning Revisions
- 2020 Total to date (Jan through August): 247 permits and \$43,184 in collected permit fees
- 2019 totals (Jan through August): 191 Permits and \$60,389 in collected permit fees (Includes ECSD building improvements and construction)
- 2018 Total to date (Jan through August): 269 permits and \$54,088.50 in collected permit fees (Includes Library building improvements and construction)

B. Chamber of Commerce Report – Slaback shared her report:

- Membership
 - Member Phone Calls, E-mails
 - Ambassador Huddle:
 - Chairman's Club Spotlight:
- Economic Development
 - Economic Development Meeting
 - Landmark Ribbon Cutting Fertilizer plant - September 14
- Community Activities
 - BASE Training scheduling
 - School District and Business sign partnership
- Chamber Projects
 - Weekly E-News/Business Watch
 - Member Services Committee
 - Business Grant Overview
 - Community Connection Meeting - Virtual Chamber Q&A
 - Love Local Campaign
 - Decals - members and community
 - Love Local Masks
 - Cash mob - in the works
 - Copy Machine moved and set up at Creekside
 - Administrative Assistant resignation
 - Budget Committee meetings and initial budget review and projections
 - Olde Fashioned Christmas brainstorming and initial contacts
 - Ladies night out - attempted brainstorming and promotion
 - Golf Outing event review meeting
- Online & Social Media
 - Evansville Chamber Page 1,848 Followers
 - EVL Business Group 255 Total Members
 - Evansville Events Page 2,189 Followers
 - Evansville Pop Up Market 1117 Followers
 - Ladies Night Out Page
 - 1,044 Followers
 - Olde Fashioned Christmas 505 Followers
 - Citywide Rummage Sale Page 1,459 Followers
 - Annual Website Hits 73,596

C. Tourism Commission Report: The Evansville Tourism Commission last met August 13, 2020. There was no meeting held in September. Next meeting date for the Evansville Tourism Commission is October 8.

7. New Business

- A. **Final Discussion of 2021 Budget and Motion to Recommend to Council by Berg, seconded by Ladick. Passed Unanimously.**
- B. **Motion to Forgive Covid-19 Economic Development Loan RLF-2020-01 for \$2,000 by Rutz, seconded by Berg. Passed Unanimously.**
- C. **Discussion and Updates on City/Chamber COVID-19 Activities.**
 - i. Committee discussed and wanted to look at possibility of forgiving existing loan.

D. Discussion of Forming Ad-Hoc Committee to Address Downtown Holiday Lights.

Committee discussed a group made up of one technical staff person from City, two tourism members, a business owner and citizen member.

9. Other Business. None

10. Next Meeting Dates: October 19th. 2020 at 6:00pm

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



Community Development Updates

October 19, 2020 Jason Sargeant, Community Development Director

Recent and ongoing community development activities:

- Karben4 event was successful with many vendors seeing hundreds of customers come through. Weather was awful, but there was still a line to get into the parking lot. At Creekside.
- CRS Floodplain Certification is submitted, awaiting good news, it saves homeowners 15% in insurance premiums if they need flood insurance.
- Ribbon Cutting was held for Middle School.
- Connect Communities was renewed an excerpt from the Agreement:

As a participant in the Connect Communities Program, the Local Organization shall:

- Pay WEDC the annual participation fee of Two Hundred Dollars (\$200);
- Actively participate in the Connect Communities Program, by attending a minimum of Two (2) training opportunities offered by WEDC during the year; and
- Submit an annual performance report as required by WEDC.

WEDC shall provide the following services to the Local Organization:

- Designate staff to liaise with the Local Organization;
- Provide an on-line communication tool for participants in the Connect Communities Program; and
- Plan and implement workshops and training sessions on downtown revitalization topics based on the needs of the Connect Communities and Wisconsin Main Street program participants.

Upcoming Plan Commission Reviews:

- R-1 Zoning Revisions and Conditional Use for Daycare at 295 S Union

Building Permit Updates:

- 2020 Total to date (Jan through September): 281 permits and \$45,896 in collected permit fees
- 2019 totals (Jan through September): 257 Permits and \$66,427 in collected permit fees (Includes ECSD building improvements and construction)
- 2018 Total to date (Jan through September): 296 permits and \$ 55,372.5in collected permit fees (Includes Library building improvements and construction)

City of Evansville
Evansville Tourism Commission
October 2020 Summary Submitted by Sue Berg

The Evansville Tourism Commission met Oct. 8, 2020. There was no meeting held in September.

Recent activity:

The Tourism Commission is interested in sponsoring the development of outdoor murals. Informal feedback indicates local support among building owners and artists. Nancy Nelson will organize a group of building and business owners, artists and art coordinators to measure interest and commitment, and potential costs.

Abbey Barnes, business owner of Vintage Roost and Tourism member, agreed to be the designated representative from Tourism on a new, ad hoc city committee investigating the replacement of holiday lights.

The social media campaign for late summer was delayed. Christina Slaback will launch the campaigns this fall. The campaign will promote Evansville—including outdoor spaces--as a safe weekend getaway with hotel and guest house lodging options.

The Rock County Tourism Guide for 2021 is in development. Sue Berg is collecting information about 2021 activities.

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

2020 Economic Development Committee Goals and Action Items

Goals

- A. Increase Marketing and Communications Efforts
- B. Identify Preferred Uses for City Owned Parcels
- C. Enhance City's Economic Development Website
- D. Leverage Strategic Partnerships

Action Items

- Complete Gold Shovel certification for city 12 acre site w/ development timeline. (B)
- Identify preferred uses for city owned and gold shovel certifiable and TIF sites. (B)
- Build-out website to contain "business resource database." (A)
- Educational discussion on Incentives and regional partners (A)
- Study Parking availability in business districts (A)
- Identify audiences for new communications and marketing efforts (A)
- Better Understand workforce living in Evansville. (D)
- Partnerships with schools (D)

Committee Supported City-wide Efforts

- Assist Chamber with updates to available properties database (D)
- Support Plan Commission updates to zoning ordinance to reflect SGP
- Encourage Educational topics for business owners throughout year:
 - Wages and recruitment of workforce
 - Cross promotion, Customer service and Business hours

2020 Economic Development Budget

Account Numbers	Account Titles	Account Details	2020 Budget	2020 Actual	2021 Proposed
10-56820-210	Professional Services	Gold Shovel	4500	-	4500
		Engineering			
		Recruitment Services			
10-56820-300	Economic Development Expenses	Avail. Prop. Database - \$3,000	6000	57	6000
		Website Improvements - \$2,000			
		Other - \$1,000			
10-56820-305	Membership Dues	Connect Communities- \$200	500	-	3000
		Chamber of Commerce - \$250			
		Other - \$2500			
10-56820-400	Plan Implementation	Smart and Other Plan Goals	2000	-	1000
10-56820-410	Economic Development Marketing	Chamber of Commerce Community Guide - \$1,000	1000	-	5000
		Local Business Marketing			
10-56820-420	Print Materials	Signage, Profile Sheets, etc.	1000	-	1000
10-56820-720	BIG	Building Improvement Grants	2400	-	3000
		Total	17400		23500

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			
Expand economic development opportunities to “grow” and diversify the local economy and improve the City’s quality of life.			
Supporting Objectives	Champion or Partner	Potential Funding Source	Milestone Date
1. Redevelop and use the Evansville Web Page as an economic marketing tool.	City staff, EDC, Common Council	City budget	2016 and Continuously
2. Develop and make available a guide for local businesses. Include criteria for site development and information about any necessary zoning approvals.	Community Development Director	City budget	2016
3. Make a copy of this Comprehensive Plan and an executive summary of this plan available to local realtors.	EDC, Community Development Director		Continuous
4. Coordinate with other local rural communities and local, county and state organizations to expand regional economic development opportunities.	EDC, Community Development Director		Continuous
5. Attract new businesses through advertising, assisting business prospects through the City approval process, developing and distributing a written community profile, inventorying sites and buildings, and developing a marketing video.	EDC, Community Development Director	City budget	Continuous
6. Determine suitable sites for new and redeveloped commercial and industrial space for new businesses.	EDC, Community Development Director		Continuous
7. Encourage Developers of new residential subdivisions to include sites for walkable neighborhood commercial development. Investigate new opportunities for such development on the West side.	EDC, Plan Commission, Community Development Director		Continuous
8. Study the findings of the Economic Development Committee and Chamber of Commerce Collaboration Strategies and the Evansville Economic Development Plan.	EDC, Community Development Director		Continuous

9. Seek grants to identify and clean-up brownfield sites to create opportunities for redevelopment.	EDC, Community Development Director		Continuous
10. Identify other sources for low interest loans to assist businesses.	EDC, Community Development Director		Continuous
11. Provide strategic tax increment assistance to retain businesses and attract new mixed use commercial and residential development.	EDC, Community Development Director, Common Council		Continuous
12. Update ordinances to streamline approval process. Investigate temporary conditional use permits to reduce time for new businesses to open.	EDC, Community Development Director		2018
13. Coordinate with area banks to establish a participation loan fund for business improvements.	EDC, Community Development Director		Continuous
14. Implement action items from the Ady Voltedge Retail Market Analysis.	EDC, Community Development Director	City budget	Continuous

Economic Development Goal #2

Develop and maintain a physical, cultural, educational, and recreational environment in the City that is conducive to business and residential development.

Supporting Objectives	Champion/ Partner	Potential Funding Source	Milestone Date
1. Ensure proper design for entrances to and exits from commercial establishments so as to promote traffic and pedestrian safety.	EDC, Community Development Director		Continuous
2. Update performance standards as needed (e.g., signage, noise, lighting, vibration).	EDC, Community Development Director		Continuous
3. Evaluate and monitor the level of competitive offerings for Internet access and other telecommunication services needed by businesses and whether service providers are offering services to meet those needs at a price existing businesses are willing to pay.	EDC, Community Development Director		Continuous

4. Coordinate with educational and community institutions including: the Evansville Community School District, Evansville Community Theater, Eager Free Public Library, church and civic organizations to market the City's network of cultural and educational amenities.	EDC, Community Development Director		Continuous
5. Investigate opportunities to coordinate with the Wisconsin Alliance for Arts Education, Humanities Council, and other arts organizations to expand local arts opportunities.	EDC, Community Development Director		Continuous
6. Implement the adopted Park and Outdoor Recreation Plan 2013-2018.	EDC, Community Development Director	City budget	Continuous
7. Develop trail/bicycle way/sidewalk connections between downtown Evansville, city parks and to recreation facilities beyond Evansville (e.g. Ice Age National Scenic Trail, Evansville Country Club and Rock County Park Facilities).	EDC, Community Development Director	City budget	2018
8. Consider the establishment of impact fees to finance needed capital improvements.	EDC, Community Development Director		Continuous

Economic Development Goal #3

Revitalize the downtown to enhance its historic charm, mix of businesses, walkable amenities, and tourist potential.

Supporting Objectives	Champion or Partner	Potential Funding Source	Milestone Date
1. Provide financing and marketing to assist facade improvement projects.	EDC, Community Development Director	City budget	Continuous
2. Incorporate design standards into the ordinance for the B-2 district to support the historic character of the downtown.	EDC, Community Development Director		Continuous
3. Support the historic design/character by investing in and maintaining needed lighting, signage, pedestrian amenities, plantings and other improvements identified in the streetscape plan.	EDC, Community Development Director	City budget	Continuous

4. Support development proposals that provide a mix of uses in the downtown, including residential, retail, and service establishments.	EDC, Community Development Director		Continuous
5. Implement the adopted Allen Creek and North Union Street Redevelopment Master Plan.	EDC, Community Development Director	City budget	Continuous
6. Monitor the need for parking and explore methods to improve parking availability without using up developable land.	EDC, Community Development Director		Continuous
7. Work with the business community to explore the establishment of a Business Improvement District (BID)	EDC, Community Development Director		Continuous
8. Implement strategies from the Evansville Tourism Assessment	EDC, Community Development Director, Tourism Commission	City budget	Continuous
9. Seek opportunities to increase residential densities near the downtown to increase the viability of downtown businesses.	EDC, Community Development Director		Continuous

Economic Development Goal #4

Improve communication and coordination with local businesses to support the retention and expansion of local businesses.

Supporting Objectives	Champion or Partner	Potential Funding Source	Milestone Date
1. Visit existing local businesses to understand opportunities and challenges they face.	EDC, Community Development Director		Annually
2. Guide and mentor businesses about financing opportunities and the City permitting process	EDC, Community Development Director		Continuous
3. Support a diversified economy	EDC, Community Development Director		Continuous
4. Identify leakages in the supply chain of local industries, and work to bring those leakages into the local economy.	EDC, Community Development Director		2017

5. Promote attributes of workforce and city's demographics (workforce is highly educated and younger)	EDC, Community Development Director		Continuous
Economic Development Goal #5			
Enhance environmental, economic, and social goals through sustainable economic development.			
Supporting Objectives	Champion or Partner	Potential Funding Source	Milestone Date
1. Encourage greater onsite stormwater management practices, such as green roofs, to reduce runoff.	EDC, Community Development Director		Continuous
2. Promote the consumption of local foods (through methods such as farmers markets, community gardens and community supported agriculture (CSA)).	EDC, Community Development Director		Continuous
3. Educate business on sustainable practices to ensure the long term health of the Evansville Community.	EDC, Community Development Director		Continuous
4. Identify obstacles to sustainable business practices, such as excessive minimum parking requirements.	EDC, Community Development Director		Continuous
5. Support Ecological bio-diversity through continued and expanded certifications (e.g. Green Tier Legacy, Bird City, Tree City).	EDC, Community Development Director		Continuous
6. Encourage the reuse, retrofit, or redevelopment of existing structures.	EDC, Community Development Director		Continuous
7. Pursue place-based economic development to attract businesses and workforce that are tied to the community.	EDC, Community Development Director		Continuous
8. Encourage partnership with local utilities to conserve energy and reduce energy costs	EDC, Community Development Director		Continuous

Economic Development Goal #6			
Promote Entrepreneurship			
Supporting Objectives	Champion or Partner	Potential Funding Source	Milestone Date
1. Identify opportunities to connect the local economy to entrepreneurship tools.	EDC, Community Development Director		Continuous
2. Seek opportunities to partner with trade schools, the middle school, high school, businesses and organizations to ensure entrepreneurs have the skills needed to succeed.	EDC, Community Development Director		Continuous
3. Nurture the spirit of entrepreneurship to expand the diversity of local businesses.	EDC, Community Development Director		Continuous