

City of Evansville
Economic Development Committee
Monday, January 18, 2016, 6:00 PM
City Hall, 31 S. Madison St. Evansville, WI

MINUTES

1. **Call to Order** - 6:03pm
2. **Roll Call** - Members present: Gene Lewis, Brandon Rutz, Sue Berg, Sarah Bauer, Gene Bass, James Otterstein, Derrick Allen and Jim Brooks. Others Present: Community Development Director Jason Sergeant, Mayor Sandy Decker. Members absent: Christina Slaback
3. **Motion to Approve Agenda** – Berg/Bass, passed unanimously
4. **Motion to waive the reading of the minutes of the December 21, 2015 regular meeting and approve them as printed** – Berg/Bass, passed unanimously
5. **Citizen Appearances, other than listed agenda items** – none
6. **Monthly Reports**
 - a. **City Report on Economic Development Activities** – Sergeant presented his staff report, including:
 - Ñ January 4th Plan Commission approved and recommended to Common Council the first Two-family twin lot land division. This land division is a great example of a Smart Growth. A majority of Common Council approved the land division on January 12th.
 - Ñ Plan Commission also discussed amending the sidewalk ordinance to require sidewalks on both sides of all NEW streets and discussed prioritization of adding missing sidewalks on existing streets that are identified as collectors and primary locals in the Transportation Plan Map.
 - Ñ Plan Commission also discussed temporary signage and a possible ordinance update is being drafted that would clarify and simplify the rules of temporary signage.
 - Ñ Smart Growth Plan was distributed to Common Council and Plan Commission. It is available online as well.
 - Ñ Temporary and permanent Ice Age Trail Routes are being identified and submitted to the National Park Service for certification.
 - Ñ City staff has begun drafting an RFP to update the City’s website. The RFP will be posted in January
 - Ñ January 5th, Revolving Loan Fund Review Board met to discuss a modified RLF request for \$9,000 to purchase a walk-in cooler and bulk food order. The board recommended approval to Common Council. The loan was approved, with conditions, January 12th by Council.
 - Ñ Brief discussion with WATCO regarding the rail line north of Evansville. Ongoing discussions continue about WSOR operating the line, users remain the major hurdle.
 - Ñ Windmill Ridge is closer to submitting a final plat request. They city has been working with the developers to achieve the transportation goals of the Smart Growth Plan.

- Ñ January 13th, participated as a judge at the I&E's Wacky Invention Contest. It was fun to see the creativity of the contestants.
- Ñ Met with Discover MediaWorks to discuss economic development marketing video.
- Ñ Next Entrepreneurship Subcommittee meeting is JANUARY 27th.
- Ñ February 1st Plan Commission Meeting will continue to discuss temporary signage and sidewalks.
- Ñ February 9th Common Council will hold a public hearing for updates to the Historic Preservation ordinance.

- b. Chamber of Commerce Report – No Report**
- c. Tourism Subcommittee Report –** Berg updated on tourism activities, including 150th planning and upcoming events. She noted Channel 15 was in Evansville recently speaking with business owners and will be doing a follow-up in February. Tourism's next meeting is February 2nd
- d. Entrepreneurship sub-committee update –** Rutz noted an upcoming meeting on the 27th and recent discussions regarding a community survey that will be done.

7. New Business

- a. Discussion and possible motion to make interim changes to RLF Procedures and Policies Manual –** Committee discussed changes to the policy manual as noted and set a goal to review changes at the next meeting, and council adoption in March.
 - Ñ Discuss Section 1
 - Ñ Discuss Section 8
 - Ñ Discuss Section 9 and pages 23-25
 - Ñ Discuss other applicable changes in other Sections
- b. Smart Growth checklist discussion for 2016 –**Sergeant noted the objectives and goals of the SGP and highlighted some identified priorities currently under way, including website and RLF updates. Committee discussion concluded future agendas should note if an agenda item relates to the SGP.
- c. Discussion of DiscoverMedia economic development marketing video process. -** Sergeant reviewed recent creative meeting that focused on the process for the video. The audience is expected to be regional with a focus on small to mid-size businesses.

8. Meeting Reminder: Next regular meeting February 22, 2016, 6:00 pm

- 9. Motion to Adjourn.** Berg/Rutz, passed unanimously. 7:32 pm.