

Mayor's Column for the July 17, 2013 Edition of the Evansville Review

“THERE IS NOTHING TO DO IN EVANSVILLE”

I have heard this complaint through the years, and not just from our local youth. I am amazed at the variety of activities continuously available to Evansville citizens. Volunteers are always at work planning future events. Our local organizations do, however, struggle with the perennial question of how best to promote events, fundraisers, and activities.

Here is a partial list of upcoming events in the next several weeks. There are any number of camps, Saturday farmers markets, leagues, lessons, and meetings that are in addition to what is listed. There are also opportunities to golf, swim, bowl, fish, and picnic.

July 18—Drop-In Band, Creekside Place, 102 Maple Street, 6:30 p.m. Free. Bring your instrument and enthusiasm.

July 18—Evansville Jays Home Talent Baseball “Dog Night,” Lake Leota Park, 7:30 p.m.

July 19-20—150th Anniversary of the Railroad in Evansville, Creekside Place, 102 Maple Street, (Friday, 6-8:30 p.m., Saturday, 9:30 a.m-4:00 p.m.).

July 19-20—Evansville Community Theatre presentations of “Seussical the Musical,” Evansville Performing Arts Center at Evansville High School, 640 South Fifth Street, (Friday, 7 p.m. and Saturday, 2 p.m. and 7 p.m.).

July 24—Rock County Transportation Coordination Meeting, AWARE Office, 209 South First Street, 5:30-7 p.m. Citizens are encouraged to attend to discuss unmet transportation needs in Evansville.

July 24—Eagle Scout Project Fundraiser for Improving the Rostrum at Maple Hill Cemetery, Night Owl (portion of food proceeds to project), 19 East Main Street, 5-9 p.m.

July 25—Book to Movie Night: The Natural by Bernard Malamud. Movie at 6:00 p.m. with discussion by City Librarian Megan Kloeckner following the movie. Creekside Place, 102 Maple Street. Free.

July 26—Italian Dinner catered by Knutes, Creekside Place, 102 Maple Street. 6:00 p.m. Reservations at 882-0407.

July 27—Evansville “day” at Rock County Fair, Janesville. (Fair runs from July 23-28.)

August 2-3—City-wide garage sales.

August 3—Friends of Eager Free Public Library Gently Used Book Sale, 39 West Main Street, 9:30 a.m.-1:00 p.m.

August 3—Chamber of Commerce raffle, Pete’s Inn, 14 North Madison Street.

August 8—Theodore Robinson Society Annual Meeting and Program, Creekside Place, 102 Maple Street, social hour at 6:00 p.m. Speaker Jan Norsetter, winner of this year’s Theodore Robinson Plein Air Competition, at 7:00 p.m.

August 13—Teen Murder Mystery Night, Eager Free Public Library, 39 West Main Street, 6:45-8:45 p.m. Free. Advanced sign-up required.

August 14—Evansville Inventors and Entrepreneurs Club, Creekside Place, 102 Maple Street, 6:30 p.m. Speaker is Chris Meyer, Director of Sector 67, an innovative Madison incubator/mentoring space. Free and open to the public.

August 15—Evansville Night Out, sponsored by BASE, Evansville Police, Fire, and EMS, Lake Leota Park, 6-8 p.m. Free. Includes bike rodeo, bounce house, free food, and demonstrations by the Wisconsin State Patrol and Madison Police Mounted Patrol. Free pool party, 8-10 p.m.

August 21—Drawing for Fun (age 15+), Creekside Place, 102 Maple Street, 3:00 p.m. Advanced registration required at 882-0407.

August 30—Family Bingo Night, Creekside Place, 102 Maple Street, 6:30-8:00 p.m.

September 11—Evansville Community Partnership “Just Desserts” volunteer recognition, Creekside Place, 102 Maple Street, evening.

The City of Evansville Economic Development Committee Subcommittee on Tourism has enabled us to make a quantum leap in marketing community activities to citizens and visitors. Room tax dollars have recently purchased time on channel3000.com for our Fourth of July celebration, printing of Evansville visitor brochures and Evansville barn quilt brochures, and Discover Wisconsin marketing, including literature distribution at Wisconsin trade shows and online community promotion on their website.

The Tourism Subcommittee spearheaded distribution of 1000 pieces of literature at the June Rock County Dairy Breakfast. Evansville will again have a table, staffed by our local volunteers, at State Fair on August 2 as part of Discover Wisconsin Day. We will also participate at the Rock County Fair on July 27. Our literature is distributed at various Rock County historical sites and at the Beloit and Janesville visitor centers.

Evansville events are frequently included in the Wisconsin Department of Tourism calendar and the Discover Wisconsin weekly television calendar and online calendar. The Evansville calendar website is evansville-wisconsin.com. Efforts continue to encourage more local organizations to add activities to the calendar.

Community activities are also listed on the City of Evansville, Chamber of Commerce, Creekside Place, and Evansville Community School District calendars. Our local newspaper, the Evansville Review, carries many stories, including photos, of our local events and activities.

Kopecky's Piggly Wiggly generously allows grocery bag inserts for community activities. Greenwoods Bank promotes activities on their electronic sign. Local businesses display posters of upcoming events and many distribute literature to residents and visitors. During the school year, flyers are often sent home with students. Local organizations are increasingly utilizing Facebook and Twitter for marketing.

Hopefully, we are reaching you through one of these various means. We are continually looking for ways to increase message saturation. We will happily entertain new ideas and suggestions.

CITY ANNOUNCEMENTS

Creekside Place, 102 Maple Street, is a community cooling center. Eager Free Public Library is another place to stay cool in times of intense heat. Please check on the safety of your friends, family, and neighbors, particularly the elderly, during heat waves.

CITY CONGRATULATIONS

Evansville congratulates Bob and Anna Olsen as they celebrate their 70th wedding anniversary and Bob's 90th birthday. Bob is a former Evansville mayor.

CITY THANKS

More than 600 participants supported the Evansville Soccer Club and the Deb Olsen Scholarship Fund at the annual 4th of July Run Walk on a beautiful holiday morning. Thank you for your support!

Our city thanks the Evansville Fire Department, Southern Wisconsin Emergency Preparedness Team (SWEPT), and a number of individual volunteers for assisting with traffic control during the parade.

There are dozens and dozens of volunteers that contributed to a successful 4th of July celebration in Evansville. Thank you all! I had an enjoyable conversation with a retired Janesville couple that was in Lake Leota Park for the first time, following a visit with a parent residing at the Manor. They loved the music, park environment, and the FFA Alumni food. The Manor resident raved to them about the parade that went by her front door! And they hadn't even experienced the fireworks!!

Evansville citizens thank the board and volunteers of the Evansville Education Foundation for hosting the recent Garden Fair in support of our schools. Your efforts will benefit our youth and their educations.

Our local businesses generously sponsor and underwrite many of our community activities. I encourage you to thank them and make an effort to support them by buying local. I kept personal track this week: I patronized ten local businesses, attended the Evansville Farmers Market, and participated in two ribbon-cuttings. Please make buying local a priority; it benefits all of us!

Our community thanks the 68 donors that participated in the Evansville Community Blood Drive on July 11, exceeding the Red Cross goal for the event.