

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, July 16, 2018, 6:00 PM
City Hall (Third Floor), 31 South Madison St. Evansville, WI

MINUTES

1. Call to Order Meeting called to order at 6:02pm by Chair

2. Roll Call:

| | Present/Absent | Others Present |
|--------------|-----------------------|---|
| Ben Ladick | P | Community Development Director Jason Sergeant |
| Erika Stuart | A | Chamber Executive Director Christina Slaback |
| Gene Lewis | P | |
| Jason Knott | A | |
| Abbey Barnes | P | |
| Sue Berg | P | |
| Brandon Rutz | P | |

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

4. Motion to waive the reading of the minutes and approve them as printed by Berg, seconded by Lewis, approved unanimously.

5. Citizen Appearances, other than listed agenda items – None

6. Monthly Report

A. City Report on Economic Development Activities. Sergeant reviewed the report, including:

- Attended ECP and Tourism Meeting, discussed possibility of adding ECP as ex-officio members of Tourism
- Common Council approved new Tourism Commission Membership structure consisting of 6 members and an ex-officio representative from ECP and Creekside Place.
- Foundation work is being reengineered for the Centennial Building
- Continued Meet and Greets with Chamber
- Chamber of Commerce recommended possible locations for car charging stations
- New commercial building proposed for 65 Union Street
- Workforce Luncheon Thursday May 24th was a major success. EDC hosted the event at Creekside Place.
- Attended Ribbon Cutting for USPS
- Municipal Services approved waiving connection fees for new development on Brown School Road as discussed at last EDC Meeting
- Attended Chamber Board Meeting, website redesign is underway.

- Met with owners of 24 E Main, future home of the Grove Market LLC, to discuss stormwater concerns
- Plan Commission and Common Council approved a Land Division for Brown School Road
- Ribbon Cutting for Wild Poppy

B. Chamber of Commerce Report – Slaback reviewed the report, including: Membership Renewals Sent/Reminders E-mailed/Phone Calls/Chairman’s Club,

- Membership Comparison
 - Stats: 116 Members (13 New, 22 Chairman’s Club, 5 Non-renewals, 6 Closed)
 - 208 Contacts in Nonmember Database
- Member Meetings: First Community Bank
- Meet & Greets: Brown School Rd.,
- Economic Development
 - Available Properties Database Updates - PDF’s
 - Economic Development Committee Meeting
 - Ribbon Cuttings: Wild Poppy
 - Groundbreaking Scheduled: Stonewood Community
 - Potential Ribbon Cuttings: Farnsworth Ceramics, Farmers Insurance, Casey’s General Store, Hurtley Ranch, Shannon Law Office, USPS, The Night Owl, C&T Cars and A&R Auto Repair
 - Potential Groundbreakings: Brown School Rd.
 - Micro-incubator Discussion
- Community Activities
 - WE3
- Chamber Projects
 - Weekly E-News/Business Watch
 - Website - Confirmed with CC-Assist, began training videos for Member Management System
 - Copy Machine Installation
 - VFW Raffle
 - LNO Mtgs: Location, Date, Pricing
 - Golf Outing: Mtgs, Eventbrite, Registration Sheets, Sponsors
- Facebook
 - Evansville Chamber Page 1,168 Likes EVL Business Group 206 Total Members
 - Evansville Events Page 1,319 Likes Evansville Pop Up Market 783 Likes
 - Ladies Night Out Page 601 Likes Shop Local Evansville 91 Likes
 - Citywide Rummage Sale Page 868 Likes Olde Fashioned Christmas 400 Likes

A. Tourism Commission Report. Berg reviewed the report: The Tourism Commission does not meet in July. A contractor has begun working on the updates needed for the next printing of the Historic Walking Tour handbook. The Tourism Commission currently is 6-member group comprised of the following representation:

- A member of the hotel/lodging industry in Evansville
- An alderperson serving on the Economic Development Committee
- A member of the Economic Development Committee with public relations experience

- A member of the leadership of the Evansville Chamber of Commerce & Tourism
- A member of a local retail business impacted by tourism
- A member of the community with public relations experience.

The community representative role is currently open, and recruitment is underway. There is also a request to consider expanding the Commission to an odd number of participants.

Upcoming tourism-related events:

July 24-29: Rock County 4-H Fair
 Aug. 2: Cruise Night
 Aug. 3-4: Garage Sale Days
 Aug. 3-4: Library Book Sale Days
 Aug. 4: Chamber Cash Raffle Fundraiser
 Sept. 6: Cruise Night
 Sept. 9: History in the Park
 Sept. 14: Ladies Night Out

The next meeting dates are August 7 and October 2.

- i. **Discussion of Membership Structure.** Committee discussed the possibility of expanding the membership of tourism. Berg noted a record number of volunteers are interested in the committee and she would like to include more members. The current 6 member limit also creates a challenge for a tied vote on issues, so an odd number would be preferred. Sergeant suggested changing the resolution to say “at least six members,” allowing flexibility for more appointments. Agreement was reached to change the language to allow between 6 and 9 members.

7. New Business

- A. **Discussion and Updates on Bauer Lot and Brown School Road.** Sergeant updated fill is almost done going onto lot. Brown School Plaza II had incentives approved.

8. Old Business

- A. **Discussion on 15% limit of light industrial in commercial districts.** Sergeant reviewed a draft of ordinance revisions. *Motion to recommend the changes to Plan Commission by Berg, seconded by Rutz, approved unanimously*
- B. **Updates and Discussion on Available Properties Web Content.** PDFs have been posted on the City’s website

9. Education and News. Retail article discussed.

10. Meeting Reminder: Next regular meeting July 16th, 2018, 6:00 pm

11. *Motion to Adjourn* by Barnes, seconded by Rutz, passed unanimously.