

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, November 18, 2018, 6:00 PM**  
**City Hall (Third Floor), 31 South Madison St. Evansville, WI**

**MINUTES**

**1. Call to Order** Meeting called to order at 6:01pm by Chair

**2. Roll Call:**

|              | <b>Present/Absent</b> | <b>Others Present</b>                               |
|--------------|-----------------------|---|
| Ben Ladick   | P                     | Community Development Director Jason Sergeant       |
| Erika Stuart | P                     | Christina Slaback, Executive Dir. of Evansville COC |
| Gene Lewis   | A                     | James Otterstein, Rock Co. Economic Dev. Dir.       |
| Jason Knott  | A                     |   |
| Abbey Barnes | P                     |   |
| 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 October 15, 2018 meeting and approve them as printed by Ladick, seconded by Stuart, approved unanimously.**

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

**6. Monthly Report**

**A. City Report on Economic Development Activities.** Sergeant shared updates, including:

- National Park Service has made an internal decision to certify trail corridor through the county by February. Community Development Director is working with the IATA to select a route through Evansville.
- Attended WI Local History Conference, learned a state law change will make approving some materials more difficult (EG Vinyl windows and siding)
- Plan Commission approved a Two Family Twin Lot land division and a hotel. Hotel will be downtown at 8 S Madison, no opening timeline yet.
- Centennial foundation finishing this month
- Grove market finishing construction opening this month
- 51 enforcement letters sent out, 21 have complied, 4 citations in municipal court, 1 raze notice
- Informational letters going to all commercial property owners for sign and zoning violations.
- Engineering for Allen creek trail is underway.
- Discussions with developer for new building at 155 e main
- Energy Independence Team discussed the City's Wind Turbine

- Met with Janis Ringhand, encouraged CDI grants to remain in place, as well as tax credits for historic projects.
- Ace Hardware is looking to expand outdoor display areas
- 11 unit apt building underway on Brown School Road

**B. Chamber of Commerce Report** –Slaback shared her report, including membership updates and upcoming events. Ribbon Cutting December 4 for new owners of Cedar Hollow.

**C. Tourism Commission Report:** The Tourism Commission did not meet but just finished an update to the walking tour brochures. Berg encouraged any revisions to the existing brochures should be brought to her for incorporation in next printing. Next meeting date is December 4.

## 7. New Business

**A. Discussion Regarding Gold Shovel Certification of City Owned 12 Acres.** Sergeant shared MadREP's outline of tasks for gold shovel certification. Committee discussed the desire to move forward with certification and some pros and cons of the process. The certification would give independent verification of the site's ability to be built on. Also, it would show willingness by the city to see development occur.

**B. Review of Smart Growth Plan and Goals.** Sergeant distributed current goals and plans. Committee agreed to review a more focused list at the next meeting.

## 8. Old Business

**A. Updates and Discussion on Available Properties Web Content.** Sergeant shared the Rock County web map.

**9. Education and News.** Sergeant distributed the new walking guides. Otterstein shared the Rock Ready Index and Internship program information. He encouraged Evansville to create a similar data sheet

**10. Meeting Reminder:** Next regular meeting November 19<sup>th</sup>, 2018, 6:00 pm

**11. Closed Session:** *Motion to convene in closed session pursuant to section 19.85 (1) (e) of the Wisconsin statutes to discuss a specific economic development item, which might entail discussion regarding obtaining/selling of public property and/or financing, where discussion in open session would negatively impact the city's competitive or bargaining position. Upon completion, the Economic Development Committee will not reconvene in open session. Motion by Ladick, seconded by Stuart, approved unanimously.*

**12. Meeting adjourned.**