

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, February 18, 2019, 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 Ladick

**2. Roll Call:**

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

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

**4. Motion to waive the reading of the minutes of the January 28, 2019 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 his report, including:

- Spoke with WEDC regarding 2019 CDI grant opportunities and met with possible developers of a downtown lot to discuss a letter of understanding, project not likely to move forward in 2019.
- February 4th Plan Commission meeting saw approval of a Site Plan application for a undeveloped parcel on Porter Road to disturb more than an acre of land. Additionally, recommended Common Council the demolition and redevelopment of 317 Cherry Street into a new single family home.
- Rock County Ice Age Trail Alliance held their annual meeting on February 5th in Milton. City remains hopeful open houses will be held by NPS to select trail corridor will occur this year. No updates have been received this year, likely a result of the 2018/2019 government shutdown included the NPS, so.
- February 6th Energy Independence Team meeting was well attended with a special presentation by Will Erikson from WI DNR to introduce the Green Tier Legacy Program.

- Attended High School and Middle School Design Committee meetings on February 6th. Refined site and floor plans were presented, along with exterior renderings. CDD provided feedback regarding parking areas, landscape needs
- Attended 2019 Ehler's Public Finance Seminar. Topics included municipal debt, TIF, and future housing market concerns.
- Meeting with two existing Evansville business owners looking to expand existing operations within the City.
- Meeting with another Evansville small business that wants to locate in Evansville
- Replied to one site selection inquiry
- Received three extraterritorial land division applications
- Discussed a possible re-plat in Westfield meadows of two large lots into residential and commercial lots.
- Encouraging land owners and developers of current and future phases of Capstone Ridge to discuss ways to solve challenges and keep development moving forward. City Engineer will be scheduling a second meeting with stakeholders to discuss challenges and solutions to storm water concerns.
- City Engineer is finalizing plans to reconstruct 2nd Street, Maple Street Parking Lot, and Allen Creek Trail. Landscaping and signage is being added to the Maple Street Parking Lot
- Sent 52 letters to property owners of buildings that contain a second story egress stair and more than 250 letters to property and business owners regarding general zoning, sign and property maintenance code compliance. Over the coming weeks CDD and BI will follow up with enforcement actions if necessary.
- Developing a concept for an informal monthly sit-down meeting with CDD and business owners.
- Attending Monroe County Economic Development Conference next week.

**B. Chamber of Commerce Report.** Slaback shared recent ribbon cuttings attended, including Grove Market. The Chamber has a goal of continuing to expand the reserve fund balance and is looking at reducing reliance on fundraisers by focusing on sponsors for events and membership. The assistant position in the office is open.

**C. Tourism Commission Report:** Berg shared the tourism report, including:

- It was announced that Heather Skumatz regrettfully tendered her resignation due to new conflicts.
- Mariah Calley is finishing updates to a calendar of events flyer. The flyer will be inserted into the March water and light bill. It was noted that inventory was low already for two brochures: Discover Evansville and Barn Quilts. After the events flyer is completed, the Discover Evansville brochure will be the next project.
- Evansville's prize package was featured in the January online contest hosted by Discover Wisconsin. There were 2638 entries for the prize package. The winner was going to be notified by Discover Wisconsin in February.
- The group discussed using the Municipal Services award of \$1000 for billboard advertising to promote Evansville. The group received information from Jim Brooks about costs and scheduling for the local billboard contracted by ECP. The group also reviewed social media opportunities to promote Evansville, and discussed the ongoing need for new, quality photos to promote Evansville.
- Upcoming events:

- Feb. 23: Chili Cook Off fundraiser for ECP
- March 1-2: Pop-Up Market
- March 3: FFA Farm Toy Show
- March 24: Grove Society History in the Park: Baseball
- April 12: Week of Young Child Family Fun Night
- April 14: Easter Egg Hunt
- May 2: Cruise Night
- May 10: Art Crawl
- May 27: Memorial Day Recognition & Rally in the Alley
- June 6: Cruise Night
- June 21: Strawberry Festival
- July 4-8: Fourth of July Festival
- July 4: Fun Run/Walk
- July 4: Cruise Night
- The next regular meeting is Tuesday, April 2.

## 7. New Business

- A. Update on 2019-2021 Park and Outdoor Recreation Plan.** Sergeant share a summary of the plan is expected to be adopted this spring and includes goals to expand recreation opportunities. Public input revealed the importance of connected trails and investigating a dog park.
- B. Updates Allen Creek Trail and 155 E Main.** Sergeant shared the Trail Plans and noted it is being put together as an alternate bid item. The trail would connect Creekside place to Main Street in a more direct fashion. Helpful during public events such as cruise nights and art crawl. Sergeant noted business owners have continued to express the importance of the connection in downtown.
- C. Updates on Commercial Code Enforcement.** Sergeant informed committer over 50 letters sent regarding stairs. These include some residential properties as well as commercial, including any building with stairs to a second story unit. Over 250 letters sent to businesses and property owners regarding compliance with commercial codes. This includes signage without a permit, site plan and conditional use approvals with unsatisfied conditions that might include landscaping, fencing, etc.
- D. Discussion regarding development opportunities on Evansville's West Side.** Sergeant shared future land use plan adopted in 2016 identifying a mix of uses and density near Cty C and 6<sup>th</sup> Street. A water pumping station is needed for future growth. Committee discussed importance of prioritizing density.
- E. Ehlers Municipal Finance Conference.** Sergeant shared the theme of the conference with an interesting session regarding the housing market and increased costs. Road construction has increased exponentially in the last decade, far out pacing inflation. Home builders and developers are faced with high construction costs and finding the market not accepting the needed rent or home prices to fund construction. Home builders will need to look at different patterns of neighborhood development in the near future to bring construction prices down.

## ~~8. Old Business~~

- ~~A. Updates Allen Creek Trail and 155 E Main  
(Smart Growth Economic Development Goal 3, Objective 4)~~

**9. Education and News: Green Tier Legacy Community Information.** Sergeant distributed a summary sheet.

**10. Next Meeting Dates: March 18<sup>th</sup> and April 15<sup>th</sup>, 2019 at 6:00pm**

**11. Motion to adjourn by Ladick, seconded by Stuart. Approved unanimously.**