

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, April 15, 2019, 6:00 PM
City Hall (Third Floor), 31 South Madison St. Evansville, WI

MINUTES

1. **Call to Order** Meeting called to order at 6:04pm by Ladick

2. **Roll Call:**

	Present/Absent	Others Present
Ben Ladick	P	Community Development Director Jason Sergeant
Erika Stuart	P	Gary Becker
Gene Lewis	A	Chamber Executive Director Christina Slaback
Jason Knott	A	
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 March 18, 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:
- Continue work on Park and Outdoor Recreation Plan
 - Met with City Engineer and Municipal Services Directory to discuss 2nd Street, Maple Street Parking Lot, and Allen Creek Trail
 - Met with ECSD Staff to discuss extension of 3rd Street
 - Attended Chamber Board Meeting, coordinated updates to available properties
 - Met with Bray Architects to discuss Middle School expansion and impact on historic district at Liberty Street
 - All Second Story Stairs have been inspected, assembling notices for 60 day compliance.
 - Continuing to develop a concept for an informal monthly sit-down meeting with CDD and business owners.
 - Finalizing Connect Communities application.
 - Attended Wisconsin Association of Historic Preservation Commission event for training commissioners of HPC.
 - Common Council approved a MOU for a 47 acre parcel outside the city identifying future development requirements.

B. Chamber of Commerce Report. Committee discussed recent events and attendance levels.

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

- The Tourism Commission met April 2, 2019.
- The two-year Discover Wisconsin contract has concluded. The winner of the Evansville prize package was a California resident with Wisconsin connections.
- The Commission endorsed using the Municipal Services award for advertising in the popular Wisconsin magazine, “On Wisconsin.” Sue Berg will contact them for space availability.
- This year’s social media advertising campaign will promote Evansville by featuring restaurants. The strategy will time the campaign with the community’s major events (Art Crawl, Fourth of July Festival, Garage Sale Days, etc.).
- A new event will be developed and tested this year, under the leadership of Tourism Commission member Brooke Johnsen. The event is specifically targeting a demographic that typically is willing to travel to various sites to experience and play Pokemon Go. Initial financial investment will be minimal, less than \$200, to create an Evansville Pokemon Go Day. Brooke will research and recommend a date for the event to occur this summer.
- Upcoming events:
 - 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
 - July 25: History Program: Vietnam Era II
 - August TBA: Evansville Night Out
 - August 1: Cruise Night
 - August 1-3: Citywide Garage Sales
 - August 25: History in the Park: Vietnam Era
 - The next regular meeting is June 4.

7. New Business

A. Gold Shovel Certification Kickoff. Becker explained the general steps for gold shovel and informed the committee the process is relatively quick, but requires information from the community that may take time to gather. Sergeant asked if the preference would be to rezone the property to I-2 before certification. General consensus was to proceed with rezoning first.

8. Next Meeting Dates: May 20th, 2019 at 6:00pm. Committee discussed many may not be able to attend that date. Sergeant will check in a week in advance and cancel meeting if necessary.

9. Motion to adjourn by Ladick, seconded by Berg. Approved unanimously.