

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, September 16, 2019, 6:00 PM**  
**City Hall (Third Floor), 31 South Madison St. Evansville, WI**

**MINUTES**

1. **Call to Order** Meeting called to order at 6:39pm by Stuart as acting Chair

2. **Roll Call:**

	<u>Present/Absent</u>	<u>Others Present</u>
Ben Ladick	P	Community Development Director Jason Sergeant
Erika Stuart	P	Christina Slaback, Executive Dir. of Evansville COC
Gene Lewis	P	James Otterstein, Rock Co. Economic Dev. Dir.
Jason Knott	P	Jeremy Kruk, Crushin It LLC
Abbey Barnes	A	
Sue Berg	P	
Brandon Rutz	P	

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

4. **Motion to waive the reading of the minutes of the November 19, 2018 meeting and approve them as printed** by Berg, seconded by Rutz, approved unanimously.

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

6. **New Business**

A. **Closed session:** Upon proper motion and vote, the Revolving Loan Fund Review Board will go into closed session pursuant to section 19.85 (1) (f) of the Wisconsin statutes because the body will be considering financial or personal histories of a specific person or specific persons. The committee will reconvene in open session and will take no action in the closed session. **Motion as stated** by Stuart, seconded by Berg. Approved unanimously on a roll call vote.

B. **Motion to recommend approval of Jeremy Kruk's (Crushin It LLC) Revolving Loan Fund application and agreement to the Common Council with conditions outlined by the ED RLF Board** by Berg, seconded by Rutz. Approved unanimously.

C. **Discussion and Possible Motion to Approve 2020 Budget and Goals.** Sergeant shared the following goals:

- 2020 Economic Development Committee Goals and Action Items
- Goals
  - A. Increase Marketing and Communications Efforts
  - B. Identify Preferred Uses for City Owned Parcels
  - C. Enhance City's Economic Development Website

## D. Leverage Strategic Partnerships

- Action Items
  - Complete Gold Shovel certification for city 12 acre site w/ development timeline. (B)
  - Identify preferred uses for city owned and gold shovel certifiable and TIF sites. (B)
  - Build-out website to contain “business resource database.” (A)
  - Educational discussion on Incentives and regional partners (A)
  - Study Parking availability in business districts (A)
  - Identify audiences for new communications and marketing efforts (A)
  - Better Understand workforce living in Evansville. (D)
  - Partnerships with schools (D)
- Committee Supported City-wide Efforts
  - Assist Chamber with updates to available properties database (D)
  - Support Plan Commission updates to zoning ordinance to reflect SGP
  - Encourage Educational topics for business owners throughout year:
  - Wages and recruitment of workforce
  - Cross promotion, Customer service and Business hours

Berg shared tourism's budget of 24,800 with a focus on advertising. Sergeant also shared the following 2020 Economic Development budget:

Account Numbers	Account Titles	Account Details	2020 Budget	2019 Budget
10-56820-210	Professional Services	Gold Shovel - \$3,000	4500	4500
		Engineering - \$1,500		
10-56820-300	Economic Development Expenses	Avail. Prop. Database - \$3,000	6000	6000
		Website Improvements - \$2,000		
		Other - \$1,000		
10-56820-305	Membership Dues	Connect Communities- \$200	500	500
		Chamber of Commerce - \$250		
		Other - \$50		
10-56820-400	Plan Implementation	Smart and Other Plan Goals	2000	2000
10-56820-410	Economic Development Marketing	Chamber of Commerce Community Guide	1000	1000
10-56820-420	Print Materials	Signage, Profile Sheets, etc.	1000	1000
10-56820-720	BIG	Building Improvement Grants	2400	2400
		<b>Total</b>	<b>17400</b>	

***Motion to approve 2020 Budget and Goals by Ladick, seconded by Knott. Approved unanimously.***

## 2. Monthly Report

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

- Maple Street Parking Lot complete, Thanks to formecology for creating a landscape plan for Maple Street Parking Lot
- Met with City Engineer to discuss the future of digital mapping for city information
- Attended August Rock County Ice Age Trail Meeting, no updates on trail planning.
- Plan Commission Approved a duplex on Windsor drive in place of a home that was destroyed by fire
- Attending a small cell wireless training presentation Thursday
  
- Landmark Services Coop broke ground on new 60,000 SF dry fertilizer storage facility at an estimated cost of 11 million. Extensive hours went into the site plan review and approval process. Final stormwater plan review is underway by City Engineer.
- After a few months of negotiation, an agreement has been reached for an easement to put the trail along Allen creek, this is an important pedestrian connection for downtown events that involve Creekside Place
- Centennial Building is in the final weeks and expected to be complete this year
- Common Council will review a loan request for a downtown business
- Stair enforcement continues with nearly half of the violations corrected or permitted for construction.

### B. Chamber of Commerce Report –Slaback shared her report, including membership updates and upcoming events.

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

The Tourism Commission did not have a quorum at its meeting August 8. The Tourism Commission does not meet in September.

Contracted photography produced some excellent photographs to promote dining experiences in Evansville. Specifically, Romano's, Mama Rita's and The Grove Market have new photos. The Night Owl graciously extended the use of one of its better photos for tourism use, too.

Recent and upcoming events:

August 1: Cruise Night

August 1-3: Citywide Garage Sales

August 3: Pokémon Go Day

August 15: Evansville Night Out

August 25: History in the Park: Vietnam Era

September 5: Cruise Night

September 13: Ladies Night Out

September 27-Oct. 5: CANCELLED -- Theodore Robinson Plein Air Painting Competition

## 3. Next Meeting Dates: October 21, 2019 at 6:00pm

## 4. Motion to adjourn by Rutz, seconded by Ladick. Approved unanimously.