

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

MINUTES

1. Call to Order No quorum of members was present, no action taken and no call to order.

2. Roll Call:

	Present/Absent	Others Present
Ben Ladick	P	Community Development Director Jason Sergeant James Otterstein, Rock Co. Economic Dev. Dir.
Erika Stuart	A	
Gene Lewis	P	
Jason Knott	A	
Abbey Barnes	P	
Sue Berg	P	
Brandon Rutz	P	

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

4. Motion to waive the reading of the minutes of the November 19, 2018 meeting and approve them as printed by Barnes, 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 shared updates, including:

- Met with National Park Service to discuss Ice Age Trail location through city.
- Issued second loan to date to Crushin It LLC for new equipment.
- Working with Westfield Meadows developers on a re-plat of a portion of the subdivision.
- Allen Creek Trail Completed, lighting ordered.
- Attended IEDC Conference, topics included the need to focus on quality of life and the things that makes a city unique, when it comes to recruiting new businesses. Pushback is being seen around the country regarding large incentive packages to industrial and business facilities. Housing continues to be a leading problem for businesses, workers cannot find affordable housing close enough. Available workforce is also a problem resulting in the need for automation and immigration to fill job openings.
- Working with three businesses new to Evansville on locations in the downtown
- Met with Mike Mathews to discuss future of the Rock County Entrepreneurial Development Program

B. Chamber of Commerce Report –Sergeant shared Slaback’s Executive Director’s Report covering Time Period: October 24, 2019 - November 16, 2019, including:

- Membership
 - Member Phone Calls, E-mails
 - New/Existing Member Meeting:
 - Ambassador Member Contacts - Contacts & Treats for Chamber Members
 - Ambassador Spotlights:
- Economic Development
 - Ribbon Cuttings:
 1. New Americana Hemp
 - Available Properties Database Updates
- Community Activities
 - Tourism Ads
 - Merchant Trick or Treat event for 2020
 - Small Business Saturday - Community Champion
- Chamber Projects
 - Weekly E-News/Business Watch
 - Member Services Committee Meeting
 1. Chairman’s Club Member Spotlights: Hanson Electronics
 - Olde Fashioned Christmas - Sponsors, advertising, volunteers, participating businesses
 - New Years Mixer - Date and location determined
 - Pop Up Market - planning, dates, preliminary budget
 - Member Benefits discussion, application review
 - QB Conversion
 - CC-Assist updates
 - 2020 Event Dates
 - Evansville 5:05 at Greenwoods State Bank, Mixers scheduled through Mar of 2020
 - Calendar of Events updated sent to Tourism
 - Handbook revisions
 - Ambassador Huddle
 - Calendar of Events - how to promote event instructions on member news
 - New Job Listing & Calendar of Events items submitted
- Facebook
 - Evansville Chamber Page 1,427 Likes
 - EVL Business Group 227 Total Members
 - Evansville Events Page 2,030 Followers
 - Evansville Pop Up Market 893 Followers
 - Ladies Night Out Page 853 Likes
 - Olde Fashioned Christmas 457 Likes -504 interested/going to event
 - Citywide Rummage Sale Page 1,224 Likes

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

- The Tourism Commission does not meet in November.
- The updates on the Barn Quilt brochure are completed, and the brochure has been sent to a printer for final layout, proofing and printing.
- A new contractor began working with Jason Sergeant on updates to the tourism information on the city web site.

- Recent and upcoming events:
 - October 19: Oktoberfest
 - November 22-23: Old Fashioned Christmas
 - February 8: Chocolate Extravaganza
 - February 29: The Heat is On! Chili Cook-Off
 - March 6-7: Pop-Up Market
- Next meeting dates are December 12 and February 13.

7. New Business

A. Discussion and Staff update on 12 Acre Gold Shovel Certification. Sergeant updated on progress, he is awaiting maps from engineer and information from MadREP on next steps.

8. Next Meeting Dates: December 16, 2019 at 6:00pm

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