

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 17, 2020, 6:00 PM**  
**City Hall (Third Floor), 31 South Madison St. Evansville, WI**

**MINUTES**

**1. Call to Order** Chair called meeting to order

**2. Roll Call:**

	<b>Present/Absent</b>	<b>Others Present</b>
Ben Ladick	P	Community Development Director Jason Sergeant
Erika Stuart	P	Rock Co. Economic Dev. Dir. James Otterstein
Gene Lewis	P	
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 January 20, 2020 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:

- Recent and ongoing community development activities:
  - Working with existing business on a site search for a new location
  - Working with two site selectors on possible business locations
  - Progress being made with National Park Service to discuss Ice Age Trail location through city, they have requested a revised application be submitted.
  - Working to improve calendar entries on City's website
  - Permits are taking longer than usual to review and process due to a back log from 2019
  - Interviews this week for a part time secretary to assist with permit completeness checks and hopefully reduce total permit review time.
- Upcoming Plan Commission Reviews:
  - Plan commission is researching updates to residential zoning code
  - Conditional Use and Site Plan request for a mixed use building on BSR
  - Future Land Use Amendment and rezone request on Franklin Street

**B. Chamber of Commerce Report** – None

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

- The Tourism Commission met February 13, 2020.
- Key actions:
  - Dianne Duggan was appointed and welcomed to the Evansville Tourism Commission.
  - The Tourism Commission approved a Memorandum of Understanding with the Evansville Chamber of Commerce & Tourism performing the role of social media campaign coordinator in 2020.
  - A flyer listing Evansville events will be inserted in the March Water & Light bill, as well as appear as an insert in the Oregon Observer, Stoughton Hub, Brodhead Free Press and Milton Courier (newspapers). It will also appear in the Evansville Review as an advertisement.
  - In progress is the first ad that will appear in the spring issue of Our Wisconsin magazine.
- Tourism activities coming up:
  - February 29: Chili Cook-Off
  - March 1: FFA Farm Toy Show
  - March 6-7: Pop Up Market
  - April 4: Easter Egg Hunt
  - April 24: Week of the Young Child Family Fun Night
  - May 7: Creekside Cruise Night
  - May 8: Art Crawl
  - Next meeting dates are April 9 and June 11.

## 7. New Business

**A. Update on Economic Development Loans.** Sergeant shared a letter verifying the payoff of the most recent loan.

**B. Discuss Revolving Loan Fund Process and Fees.** Sergeant informed Committee the last lone had approximately \$1,500 in accrued administrative expenses after payoff. The committee discussed adding a loan application fee. Otterstein shared that fees of 75-250 are common. Sergeant will investigate appropriate fees. Committee discussed a different program for a lower loan amount but didn't agree action is needed at this time.

**8. Other Business.** Stuart asked if committee had any thoughts regarding geese in Leonard-Leota Park. Committee discussed it could be perceived as an issue and agreed Park Board and Municipal Services should discuss the issue.

**9. Next Meeting Dates: March 16, 2020 at 6:00pm**

**10. Motion to adjourn by Barnes, seconded by Rutz. Approved unanimously**