

## NOTICE

A meeting of the City of Evansville Economic Development Committee will be held on the date and at the time and location stated below. Meetings are typically held the 3<sup>rd</sup> Monday of each month. Notice is given that members of the City Council might be in attendance. Requests for persons with disabilities who need assistance to participate in this meeting should be made by calling City Hall: (608)-882-2266 with as much advance notice as possible.

City of Evansville **Economic Development Committee**  
Regular Meeting  
Monday, May 18, 2020, 6:00 p.m.

***Due to State and Federal mandated social distancing in response to COVID-19, this meeting is being held virtually to ensure the safety of commission members and members of the public. To participate via video, go to this website: <https://meet.google.com/kwi-pdcb-xnj>. To participate via phone, call this number: 1 347-754-4157 and enter PIN: 382 008 665# when prompted.***

## AGENDA

1. Call to Order
2. Roll Call
3. Election of Committee Chair
4. Motion to approve agenda
5. Motion to waive the reading of the minutes of the April 20, 2020 regular meeting and approve them as printed.
6. Citizen appearances, other than listed agenda items
7. Monthly Reports
  - A. Chamber of Commerce Report
  - B. Tourism Commission Report
8. New Business
  - A. Community Development Update
  - B. COVID-19 Discussion: What are goals for success?
  - C. Motion to approve Loan Forgiveness Application
  - D. Discussion and possible motion to authorize or recommend additional actions regarding COVID-19 assistance and/or the Economic Development Revolving Loan Fund.
9. Other Business
10. Next Meeting Dates: June 15<sup>th</sup>, 2020 at 6:00pm



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 20, 2020, 6:00 PM**  
*Meeting held virtually*

**MINUTES**

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

**2. Roll Call:**

	<b>Present/Absent</b>	<b>Others Present</b>
Ben Ladick	A	Community Development Director Jason Sergeant
Erika Stuart	A	Chamber of Commerce Exec. Dir. Christina Slaback
Gene Lewis	P	Rock Co. Economic Dev. Dir. James Otterstein
Jason Knott	P	
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 March 16, 2020 meeting and approve them as printed by Berg, seconded by Lewis, approved unanimously.**

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

**6. Monthly Report**

**B. Chamber of Commerce Report** – Slaback Share her report, including efforts being made by chamber to keep business connected during shut downs.

**C. Tourism Commission Report:** Berg shared the report, noting some events have been cancelled and uncertainty over upcoming events.

**7. New Business**

**A. Discussion and Update on COVID-19 EDRLF.** Sergeant shared action taken by Council, including possible forgiveness of express loans

**B. Discussion and Possible motion to authorize ore recommend additional actions.** Committee discussed some minor changes to the proposal. Sergeant will be putting together a forgiveness application to clarify. **Berg made a motion to approve actions outlined, modifying loans to be up to \$2,000 and clarifying requirement to have applies for state, federal, or county assistance as one component of potential forgiveness. Secoded by Rutz, approved unanimously.**

**8. Other Business.** Otterstein shared the upcoming debut of Rock County Loan Program for impacted businesses. Committee discussed how to promote the program.

**9. Next Meeting Dates: May 18, 2020 at 6:00pm**

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



# Community Development Updates

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May 18, 2020 Jason Sergeant, Community Development Director

## Recent and ongoing community development activities:

- Worked with City Hall staff and web developer to create a new sign-up form and email system for e-notifying agendas, etc. to residents
- Progress has stalled on work with existing business on a site search for a new location
- Continue to work with a site selectors on possible business locations, slow progress
- Continue to work with an existing developer on a site search for new business
- City Calendar has been revamped on website
- EDRLF info on Website
- Training continues with Part-time Secretary to improve intake time on incoming permits.
- Comprehensive Plan Amendment did not get approved at last Plan Commission meeting.
- Working with a current home-based business on a new industrial location, zoning restrictions are presenting a challenge.

## Upcoming Plan Commission Reviews:

- Conditional Use Permit Review to build a new garage in the historic District at 129 W Church
- Conditional Use Permit Review to operate a coffee shop and café at 510 S Madison

## Building Permit Updates:

- 2020 Total to date (Jan through May 14th): 107 permits and \$24,000 in collected permit fees
- Spring 2019 totals (Jan through May): 107 Permits and \$18,000 in collected permit fees

## 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

### 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>	



## City of Evansville

Community Development Department

www.ci.evansville.wi.gov  
 31 S Madison St  
 PO Box 529  
 Evansville, WI 53536  
 (608) 882-2266

### Economic Development Revolving Loan Fund – Express Loan Forgiveness Application

This application form is intended to request forgiveness of any loan issued under the Express Loan process authorized by the Evansville Common Council on April 14<sup>th</sup>, 2020. Please answer all questions and attach any requested documentation. Applications for forgiveness are due no later than September 1, 2020. The EDRLF Review Board, Economic Development Committee and Common Council will have final authority to approve loan forgiveness. (At a minimum, forgiveness applications must demonstrate that the business was deemed non-essential and affected by the Governor’s declarations and orders relating to COVID-19; Must have applied for Federal, State, County or other assistance programs related to COVID-19, must have a physical location that was open to the public on a commercially zoned lot within Evansville’s City Limits, and be submitted no later than September 1, 2020.)

*Please note at this time, the following are not eligible for forgiveness: non-profit or community organizations, restaurants, manufacturers, home-based businesses, and any business with greater than 10 employees.*

- 1.) **Loan Number:** RLF-2020-\_\_\_\_\_
- 2.) **Approved Loan Amount:** \$ \_\_\_\_\_
- 3.) **Business Name:** \_\_\_\_\_
- 4.) **Applicant Name:** \_\_\_\_\_
  - a. **Email Address:** \_\_\_\_\_ **and Phone Number:** \_\_\_\_\_
  - b. **Mailing Address:** \_\_\_\_\_
- 5.) **Is your business a retail or retail services business? (EG, retail store, hair salon, etc.)?**  
 \_\_\_\_\_
- 6.) **Was your business deemed non-essential and required to close completely during the Governor’s “Safer at Home” Order?** \_\_\_\_\_
- 7.) **What other Federal, State, or County assistance have you applied for?**  
 \_\_\_\_\_
  - a. **What was the result of these applications?** \_\_\_\_\_

8.) Does your business have a physical location? Y/N.

a. If so, address: \_\_\_\_\_

b. Business Hours: \_\_\_\_\_

9.) How were the funds used (attach invoices or receipts)?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\*\*\*\*\*Portions Below Completed by Staff\*\*\*\*\*

Date Received: \_\_\_\_\_ Staff Review Date: \_\_\_\_\_

Staff Recommended Forgiveness Amount: \_\_\_\_\_, Notes: \_\_\_\_\_

EDRLF Recommendation: \_\_\_\_\_

EDC Recommendation: \_\_\_\_\_

Council Action: \_\_\_\_\_

Loan forgiveness in the amount of \$ \_\_\_\_\_ approved by Common Council on: \_\_\_\_\_

\_\_\_\_\_  
Signature of Mayor, William C. Hurtley

\_\_\_\_\_  
Name and Signature of Applicant(s)