

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, June 15, 2020, 6:00 PM
Meeting held virtually

MINUTES

1. Call to Order Brooks called meeting to order at 6:00pm

2. Roll Call:

	Present/Absent	Others Present
Chair James Brooks	P	Community Development Director Jason Sergeant
Ben Ladick	P	Chamber of Commerce Exec. Dir. Christina Slaback
Gene Lewis	A	Rock Co. Economic Dev. Dir. James Otterstein
Jason Knott	P	Municipal Services Director Chad Renly
Abbey Barnes	A	
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 May 18, 2020 meeting and approve them as printed by Berg, seconded by Rutz, approved unanimously.

5. Citizen Appearances, other than listed agenda items.

A. TADI Safety Study relating to Main St. Renly presented a summary of a report commissioned by the Municipal Services Department. The report was commissioned as a result of trying to achieve funding for several projects and complaints about the Main and Madison intersection. A former colleague of Renly now works with TADI. He approached Renly and discussed looking at several intersections, with the benefit that anything found to be deficient and met certain aspects could get funding for a project to correct the problems. Additionally Renly identified some disagreements over the city doing enough at the Main and Madison intersection. Main Street parking is currently 45 degrees angled on both sides. Maple Street presents a view challenge for turning with cars approaching. The lanes are also narrow and require vehicles to slow down to pass each other. Pedestrian safety is also a concern because some pedestrians have had close calls. The options are to change to parallel parking on one side or 30 degree parking on one side. 30 degree parking would result in better rear view camera back up, as opposed to 45 degree parking. Renly would recommend parallel parking on one side. This would result in a loss of 13 parking spots. Parallel parking would be on the northwest quadrant and southeast quadrant. These locations are pocked because parking demand is lowest in these areas. Renly showed a change that was seen as not enough, including painting the intersection with higher visibility cross walks. Advanced paint markings are also being looked at. Rutz asked if this would result in having not enough parking spaces on one

side. Renly said this is hard to study unless someone is out there watching. He thinks overall parking is looking better. Brooks said that's why MSC kicked this to EDC because of the loss of parking spaces and they wanted EDC to see it and comment before we go forward. The Mayor has been vocal about preferring parallel parking and the study came back with the recommendation. Rutz commented that farmers come down Main Street and the extra room would be nice. Brooks added that bump outs are also in the report. Berg asked Slaback what kind of feedback the retail business have had. Slaback said she is seeing this the first time and hasn't shared it. She added the two hour parking should be enforced and signage added as well as directing to public lots. Sergeant said the drop in spaces is significant and shared a common complaint is a lack of parking. However, there is plenty of parking in the nearby areas. Sergeant said this implementation should be coupled with

If we reduce the angle parking, cars will travel faster and cause more of a safety risk to pedestrians. The bump outs will be important at each crosswalks. They will be utilized often because parking is reduced on one side. IF the report only implements the paint recommendations, and nothing else, the safety goals haven't been achieved. Sergeant asked if bump outs could be done at Main and Madison and if that was looked at. Renly said they could go in, but would affect turning radius of vans. A bump out could be put in place where the cross hatching is, but the bump outs are more important at mid street crossings. Sergeant also asked why parallel parking wasn't recommended on the south side to be consistent with the whole street. Sergeant expressed concern that only painting at main and Madison and no other implementation would be done. Brooks asked what the cost of bump outs is, Renly guessed \$10,000 to \$15,000 for all of them. Brooks added this has to have a presentation to the chamber and is not intended to be a surprise.

Knott joined

Slaback would like to see a virtual presentation to business owners. She also asked if any changes need to be made regarding COVID-19 regarding more 30 minute spaces. Also temporary variances might be looked at for pedestrians and dining on main street. Brooks said paint only items are being done now and this plan will be rolled out over time. Slaback commented that the businesses would like to see safer crossings for pedestrians. Brooks asked what should happen next. Rutz said he agrees with Sergeant and something should be done to address the concern that parking is being removed. He would be curious to see what the businesses think. Otterstein added that changing parking only made people drive faster in downtown Janesville. He said there is a misconception on what the results are said to be on paper, vs reality. If businesses aren't on board, the project will not be done easily. Employees parking in front of businesses is also a problem. Rutz would want to see business opinions and would have a hard time standing behind the proposal and saying yes to it without a community forum. Brooks said a survey was brought up at MSC and was dismissed over concerns that it would cause upset feedback. Sergeant said id a survey isn't done before hand, upset feedback will come after the fact. Enforcement of 15 minute and 2 hour parking is needed. Also, the limited spaces for ADA, 15 and 30 minute were identified over a decade ago and now needs have changed. HE said that the parking changes need to include a package of getting feedback for businesses, changes to 15 and 30 minute spaces, painting other spaces and signing public lots has to be one large package. All of those fixes are more likely to get businesses on board. Brooks said some of those changes would need approval by public safety. Sergeant added that he has crossed the intersection many times

and automotive speed causes the most problems. Brooks asked for anymore comments. Renly will work with Christina on a presentation to business owners. Rutz asked what the next steps are and if a public forum will happen. Brooks said we need to get the support for it without getting a big uproar. Slaback asked if there was a timeline. Brooks said it was flexible.

6. Monthly Report

A. Community Development Updates. Sergeant shared his report, including:

- Working with City Hall staff and web developer to create a better system for uploading and displaying agendas, minutes, and packets.
- EDRLF info on Website and sent to businesses
- Wrote several letters for WEDC grant verification
- Spent much of last month on Park and Rec Plan for 2020-2025, please provide comments, plan is viewable here:
https://ci.evansville.wi.gov/content/Life_in_Evansville/PORP%202020%20Complete%20DRAFT%202.pdf
- 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, rezone for industrial user on water street

Building Permit Updates:

- 2020 Total to date (Jan through May): 123 permits and \$25,271 in collected permit fees
- 2019 totals (Jan through May): 107 Permits and \$18,000 in collected permit fees

B. Chamber of Commerce Report – Slaback shared her report:

- Membership
 - Member Phone Calls, E-mails
 - Ambassador Huddle:
 - Chairman’s Club Spotlight:
 - 90 Day Complimentary Membership -
 - The Opti-Mystic, Expressions Salon, Infinity Martial Arts, New Strength Nutrition
 - Ambassadors: Looking for Ambassadors interested in serving as Cheerleaders for Evansville and the Chamber
- Economic Development
 - Economic Development Meeting
 - Available Properties Request for 2 new potential businesses
 - Working with 2 businesses that are opening - Hair Stylist and Retail
 - Ribbon Cuttings - Working on new ways to do ribbon cuttings
- Community Activities
 - Community Connection Virtual Meetings - Thursdays at 9am with City
 - Livestream to Evansville, WI Businesses group
 - City of Evansville Grant Promotion
 - BASE Pride Month
 - Prescription Drug Assistance Program - Waiting on Pharmacy IT Dept.

- Evansville in Top 20 Safest Cities in Wisconsin
- Chamber Projects
 - Weekly E-News/Business Watch
 - Member Services Committee Meeting
 - a. Business Scholarship in the works
 - Golf Outing - New procedures, games, etc. Sponsorships and save the dates have been sent.
 - Community Guide - Will be distributed to local businesses by 4th of July
 - Board of Directors Spotlights: Shawn Dunphy
 - High School Scholarship - Virtual Award Ceremony
 - #EvansvilleTogether Webpage updates
 - a. Open for Business Promos
 - Social Media
 - a. Open for Business Posts when Rock County reopened
 - b. Back to Business Signs
 - Love Local Campaign
 - a. T-shirts - 83 orders
 - b. Bingo - Winners announced
 - c. Photo Grid
- Facebook
 - Evansville Chamber Page 1,794 Followers
 - EVL Business Group 250 Total Members
 - Evansville Events Page 2,131 Followers
 - Evansville Pop Up Market 1092 Followers
 - Ladies Night Out Page 1,000 Followers
 - Olde Fashioned Christmas 500 Followers
 - Citywide Rummage Sale Page 1,289 Followers

C. Tourism Commission Report: Berg shared the report:

- The Evansville Tourism Commission Met June 11, 2020.
- Recent activity:
 - The commission reluctantly accepted the resignation of Brooke Johnsen who is moving out of the community. Sue Berg has approached a member of the Evansville community to join the commission.
 - The 2020 budget was reviewed. Recent information from local and state tourism bureaus estimate that room tax collections will decrease by 50% for 2020, significantly impacting 2021 budgets. The Evansville Tourism Commission identified where money from 2020 will likely be saved due to cancelled events and reduced activities.
 - The commission discussed the desire to find other ways to support local tourism businesses: lodging, retail and restaurants. Sue Berg mentioned the WEDC grant program “We’re All In” which is awarding \$2500 grants to 30,000 Wisconsin small businesses. Commission members were encouraged to apply and share the information with other businesses. Jim Brooks inquired about developing a prize incentive to encourage guests to visit and stay overnight in Evansville. Chamber gift cards were discussed, with suggestions regarding use and expiration. Concern was stated about expiration regulations, and Sue Berg will ask for clarification assistance from the Chamber and City of Evansville.

- Tourism activities that were reviewed:
 - June 19: Strawberry Festival (EEF) cancelled
 - June 26: Ice Cream Social (Library) cancelled
 - July 2: Cruise Night (pending)
 - July 2-5: Fourth of July Festival cancelled
 - July 4: Fourth of July improvised parade
 - July 4: Parade, Fun Run/Walk virtual
 - July 31-Aug. 1: Citywide Garage Sales
 - Aug.6: Evansville Night Out (BASE) cancelled
 - Aug. 30: History in the Park (Grove Society) cancelled
 - Next meeting date for the Evansville Tourism Commission is August 13.

7. New Business

A. Discussion and Updates on City/Chamber COVID-19 Activities: Sergeant and Slaback summarized recent efforts not included in their reports.

B. Discuss WPPI Community Recharge Funds. Committee discussed possible funds coming from WOPPI. Ideas included, grants, chamber or other avenues. Brooks share the funds totaled \$9,200 and other communities are using them for heating assistance or meal cards. Also giving away bulbs. It could also be used as matching funds for contributions to non-profits. Sergeant shared the funding could be used to as grants or added to RLF fund as grants. Slaback also said it could be for business utility payments. They will discuss further next month.

9. Other Business. Berg and Laddick will both be unable to attend next week. Otterstein said a shared meeting of virtual and in person has worked for the County.

10. Next Meeting Dates: July 20th, 2020 at 6:00pm

Meeting Adjourned