

## 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, March 15, 2021, 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: [meet.google.com/kwi-pdcb-xnj](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. Motion to approve agenda
4. Motion to waive the reading of the minutes of the February 15, 2021 regular meeting and approve them as printed.
5. Civility Reminder
6. Citizen appearances, other than listed agenda items
  - A. Welcome and Recognition
7. Monthly Reports
  - A. Community Development Update
  - B. Chamber of Commerce Report
  - C. Tourism Commission Report
8. New Business
  - A. Discussion and Updates on City/Chamber COVID-19 Activities. (placeholder)
    - i. Update on Loan Forgiveness
9. Other Business
10. Next Virtual Meeting Dates: *April 19, 2021 at 6:00 pm and May 17, 2021 at 6:00pm*
11. Motion to Adjourn

*-James Brooks, EDC Chair*



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

**MINUTES**

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

**2. Roll Call:**

	<b>Present/Absent</b>	<b>Others Present</b>
Chair James Brooks	P	Community Development Director Jason Sergeant
Ben Ladick	A	Chamber of Commerce Exec. Dir. Christina Slaback
Vacant	-	
Jason Knott	P	
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 December 21, 2020 meeting and approve them as printed by Rutz, seconded by Berg, approved unanimously.** Brooks noted a meeting was not held last month due to a lack of quorum.

**5. Civility Reminder**

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

**7. Monthly Report**

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

Recent and ongoing community development activities:

- Mayor and Community Development Director met with new MadREP President and Staff to discuss upcoming partnerships this year.
- Business Survey and introductory emails are being drafted for distribution to major manufactures in Evansville, including Baker, Bluescope Buildings North America, and Stoughton Trailers.
- Nearly full-time effort is being spent working with iWorq to set-up online permitting software. Staff has sent all existing applications for review. iWorq has drafted fields and forms that staff continues to review and correct.
- Continue working with two site selectors and two existing business on location searches:

- Existing Business, Das Hand Haus, was unable to purchase a new lot, and has an unknown future.
- Another Existing business has re-started discussions to find a new lot for expansion.
- One Site selector has focused on two parcels, each requiring re-development or significant challenges.
- Other Site selector is expected to submit formal plans to redevelop an existing parcel with a new retail user.
- An additional business outside the city, TC Countertops, has an offer to purchase the former Auto Auction Site and has worked with plan commission to get approval for redeveloping the site adding landscaping and sidewalks.
- Working with existing business on a new sign permit
- Working with an existing business on window replacements
- Working with an existing business on a land division to reduce mortgage obligations.
- Mayor and Community Development Director met with interested builders and developers to discuss concerns over proposed zoning ordinance revisions to limit lot coverage, allow porches in front setbacks, and limit percentage of garage frontages.
- Plan Commission and Common Council passed the ordinance unanimously with minor revisions. CDD is working with Building Inspector to implement changes into full text of code.
  - Maximum lot coverage of impervious surface 45-50% depending on zoning district.
  - Accessory structures (sheds) had rear yard setback reduced from 15 feet to 5 feet and, in some cases, can have a maximum size more than 150 SF.
  - Maximum Driveway width of 20 feet at sidewalk in R-1 and R-2.
  - Accessory Dwelling Units (ADUs) are now allowed in Historic Districts.
  - R-2 Zoned lots can now have detached dwelling units.
  - Starting in 2022, garages cannot be more than 55% of the linear frontage of a home, cannot protrude from main façade by more than 12 feet, and front yards cannot have more than 45-50% hardscape.
- A correction, the Historic Preservation selected 24 E Main, 45 N First, and the Leonard Leota Park Duckhouse as “Preservation Heroes.”
- Draft of RFP for West Side Park, pool, and splash pad was approved by council contingent on implementing any changes approved by Park Board. Staff revised the RFP and is sending the revised draft to PRB for final approval Tuesday.
- Extensive discussion with Tierney has continued in review of AV proposal for Council Chambers. CDD had a meeting with interested council members and stakeholders to discuss the room in great detail, with the intention of setting expectations for implementation. Council approved including recording hardware, but not implement tracking cameras and active switching displays. CDD notified Tierney to move forward with ordering, and hopes to get final confirmation soon. Thanks to all that have given input on this process.
- Review and approval for Settler’s Grove is on hold still, but expected to move forward again soon and focus on discussions around water systems and costs for Porter Road improvements.
- Council approved forgiveness of only outstanding RLF.

- In final stage of securing a key parcel downtown in the Allen Creek area for redevelopment.
- 2021 Total to date (Feb): 23 permits and \$6,467 in collected permit fees
- 2020 Total to date (Jan through December): 310 permits and \$59,764 in collected permit fees
- 2019 totals (Jan through December): 338 Permits and \$151,861 in collected permit fees (Includes ECSD building improvements and construction)
- 2018 Total (Jan through December): 366 permits and \$ 79,549.5 in collected permit fees (Includes Library building improvements and construction)
- 2017 Total (Jan through December): 230 permits and \$ 46,451 in collected permit fees (Includes Delong Addition, Brown School Place II and Night Owl)

(Knott Arrived)

**B. Chamber of Commerce Report** – Slaback shared updates including the love local micro grants closing soon. Work continues with Tourism to evaluate marketing for hotels. A new business is working with chamber and community guide is being drafted. Admin position has been posted for remote assistance. Taxes on PPP loans is being considered in state government, chamber encouraged this money to be tax free.

**C. Tourism Commission Report:** Berg provided her report, including:

- The Evansville Tourism Commission met Thursday, Feb. 11, 2021.
- Recent activity:
- Downtown flower baskets are a perennial attraction, and for 2021, Municipal Services has agreed to manage the care and watering of the baskets during the weekdays. This is significant relief. Weekend care and watering still needs to be determined. Evansville Community Partnership manages the flower basket project.
- The interest, implementation and sustainability of developing murals in Evansville is the focus of a committee being organized by Nancy Nelson. Two potential members have been identified, and information is being collected from other communities that have implemented similar projects. Topics include concepts, artists, funding, locations and long-term management.
- Nancy Nelson reported that Cruise Nights will proceed in 2021. The first Cruise Night is May 7, which might feature a mini or local cruise.
- Jim Brooks noted that bands have been booked for the Fourth of July festival set for July 2-4.
- Cancelled events are Chili Cook-Off (February) and Art Crawl (May).
- The tourism budget has an allocation to support promotional efforts for larger events with tourist potential. The Tourism Commission identified Cruise Nights as an event with tourist potential, and that it merits funding for promotional purposes. The first event is May. Later events with tourism potential will be discussed at the April meeting.
- Next meeting date for the Evansville Tourism Commission is April 8.

**8. New Business**

**A. Discussion and Updates on City/Chamber COVID-19 Activities.** Rutz asked if Fourth of July has been looked at. Brooks shared that Fourth of July planning has begun, but scope of event is still being considered. Brooks also shared that the loan fund will be looked at for how it can best serve going forward. The regular rules currently apply.

**9. Other Business.** None

**10. Next Meeting Dates: March 15<sup>th</sup>. 2021 at 6:00pm**

**11. Motion to Adjourn by Barnes, seconded by Rutz. Passed Unanimously.**

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## James Otterstein Receives WEDA's Highest Honor for Exceptional Work in Economic Development

### James Otterstein Receives WEDA's Highest Honor for Exceptional Work in Economic Development



The Wisconsin Economic Development Association (WEDA) today presented Rock County Economic Development Manager James Otterstein with the 2021 Frederick C. Pearce Award at the organization's Governor's Conference on Economic Development. The prestigious award, given every other year, was established in 1985 to recognize individuals who have made significant contributions to the field of economic development in Wisconsin.

"It is an honor and a privilege to be recognized by WEDA. It truly is humbling to have my name associated with previous recipients of the Frederick C. Pearce Award, as those individuals were and continue to be economic development pacesetters and thought leaders," said Otterstein who was named one of the top 50 economic development officials in North America in 2018 by a national consulting firm.

Otterstein has managed Rock County's economic development efforts for over two decades, utilizing his strong leadership qualities and innovative approach to economic development to drive business growth, job creation, and a better quality of life for Rock County residents. He played a major role in guiding the county through the closure of the General Motors Janesville plant and worked closely with key partners to help diversify, reposition and revitalize the area's economy. A long-standing member of WEDA, Otterstein is a past president and board member of the association and currently chairs WEDA's legislative committee.

In his acceptance speech, Otterstein acknowledged the team aspect of economic development and thanked his partners. "Successful economic development requires a heavy dose of public and private sector alignment, so I want to thank the Rock County Board of Supervisors, County Administration, my teammates, and all of the stakeholders that support economic and workforce development activities throughout Rock County."

WEDA President & CEO Mary Perry applauded Otterstein's extensive list of career accomplishments and said his recognition is well-deserved. "WEDA is thrilled to celebrate James exceptional achievements in economic development and his career-long commitment to promoting opportunities for growth and prosperity in Rock County and across Wisconsin. He sets an outstanding example for our entire industry."

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## Corporate Members ---



# Community Development Updates

March 15, 2021 Jason Sergeant, Community Development Director

## Recent and ongoing community development activities:

- A few less development permits has mean Community Development Director had time to make progress on the Gold Shovel Site, City engineer is working on revising maps to meet standards, timeline is stretched to avoid incurring extra costs from engineer.
- Attended an introductory meeting to understand the priorities of the new MadREP President.
- Business Survey and introductory emails were sent out to major manufactures in Evansville, including Baker, Bluescope Buildings North America, and Stoughton Trailers. Two have responded to the surveys. Virtual visits are being scheduled, staff has requested MadREP visit the Economic Development Committee soon to report any actionable findings.
- Existing Business, Das Hand Haus is looking at some temporary locations to provide dog training services.
- TC Countertops is believed to have purchased the former auto auction site. Staff has been assisting with floodplain and insurance questions.
- An Existing business is continuing to look at new lots for expansion.
- A Site selector is still focused on two parcels, each requiring re-development or significant challenges.
- A preliminary site plan concept was submitted by a development group on behalf of a national retailer to redevelop a lot on N Union Street. Staff has provided extensive comment son the proposal and is awaiting a follow-up set of plans.
- An additional business outside the city, TC Countertops, has an offer to purchase the former Auto Auction Site and has worked with plan commission to get approval for redeveloping the site adding landscaping and sidewalks.
- Working with existing business on a new sign permit
- City has approved a resolution to accept out lots in Westfield Meadows
- The City acquired 170 E Church, formerly known as Nelson Paint and adjacent to the VFW Post. Special thanks to Mayor Hurtley! This lot is part of the North Allen Creek redevelopment area. Research is ongoing into

some lot line overlaps with the 155 E Main lot. An extended clean-out timeline will occur so personal property can be removed.

### **Plan Commission Updates:**

- iWorq online permitting set-up continues. Building Inspector sent a number of corrections to the building permit workflow, those are being updated and will be reviewed again in a week. Customer portal work has begun, but won't be finished until zoning permit workflow is complete.
- The 2020 Annual Report for Historic Preservation is being finalized for distribution to all historic property owners
- 20 S Madison has submitted an application to create a condominium plat on their parcel.
- Met with Grove Partners to resume negotiations for Settler's Grove. Discussions continue around water system, Porter Road construction, trails, and appropriate building forms.
- A request to Rezone 339 E Franklin was submitted, changing zoning from Ag to R2.
- A land division request has been submitted to create an additional out lot in Westfield Meadows for the bike path, as well as reduce the size of an existing out lot.

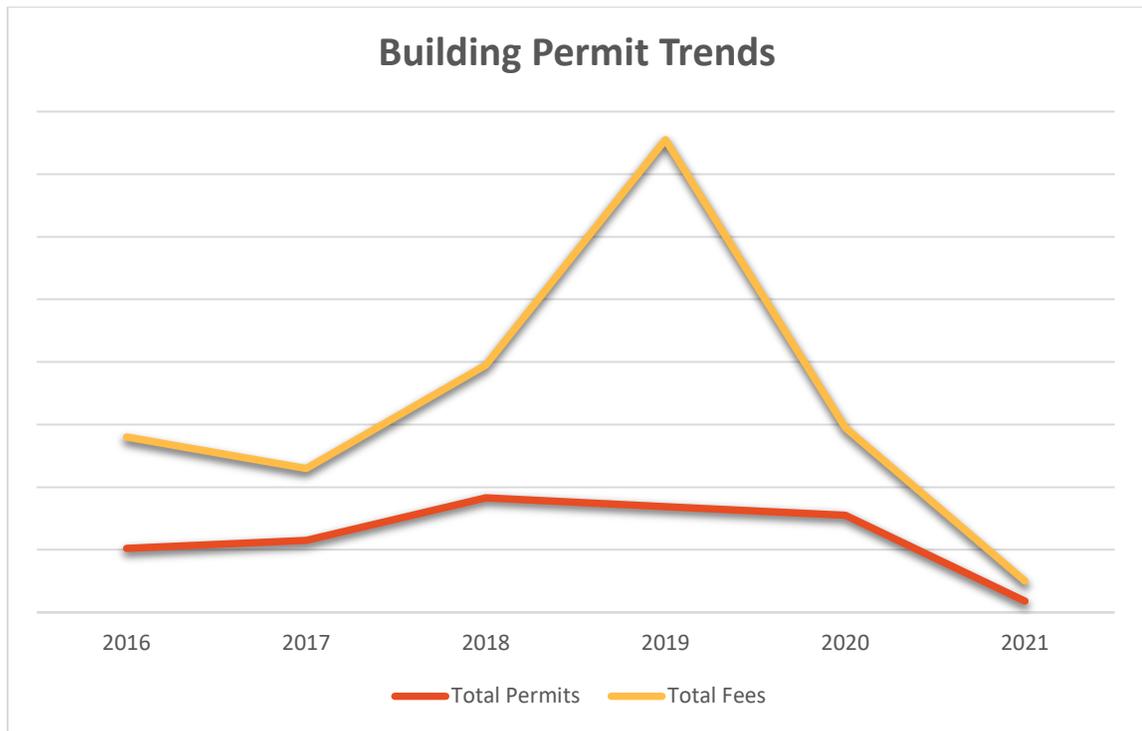
### **Other Updates:**

- **Attended American Public Power Association (APPA) seminar on public power governance.** It was learned that 1/3 of power providers are nonprofit, with half of those being public, like Evansville. Data has shown public power utilities are usually quicker to get back online and restore services after a major storm event. Some other topics covered included the importance of in-kind services (EG, use of staff time for other nonprofit work or providing discounted or free electricity to government facilities). This is a unique flexibility of a public power entities that should be carefully tracked to demonstrate value being provided. Public Power utilities are more flexible in generation sources and are governed by a local board, so more response to local needs.
- **A/V Conversion of Council Chambers:** The contract was signed with Tierney and a preliminary walk through is being done. A request was put in to reconfigure the HVAC ductwork to provide more silent operation.
- **West Side Park, Aquatic Center and Splashpad RFP:** The RFP was distributed to the American Planning Association and League of Wisconsin Municipalities Websites as well as directly sent to two firms the City has previously and successful worked with. 5 firms have expressed interest, 3

have visited the sites in person and met with Community Development Director. The RFP closes March 22<sup>nd</sup>, applicants will need to have digital submissions in by that date, and paper submissions postmarked by that date. Depending on number of applicants, a round of interviews with the interested firms may occur.

**Building Permit Updates:**

- 2021 Total to date: 36 permits and \$10,854 in collected permit fees
- 2020 Totals: 310 permits and \$59,764 in collected permit fees
- 2019 totals: 338 Permits and \$151,861 in collected permit fees (Includes ECSD building improvements and construction)
- 2018 Totals: 366 permits and \$ 79,549.5 in collected permit fees (Includes Library building improvements and construction)
- 2017 Totals: 230 permits and \$ 46,451 in collected permit fees (Includes Delong Addition, Brown School Place II and Night Owl)
- 2016 Totals: 205 permits and \$ 56,440.54 in collected permit fees (Includes Delong Addition, Brown School Place II and Night Owl)



## 2021 Economic Development Committee Goals and Action Items

### Goals

- A. Increase Business Retention Efforts
- B. Increase Communications Efforts
- C. Investigate, facilitate, and offer assistance
- D. Continue to build resources for future development and business expansion.

### Action Items

- Design and implement a marketing effort for City Businesses that includes advertising and coordination of business listings on promoted website. (B)
- Complete Gold Shovel certification for city 12-acre site w/ development timeline. (D)
- Get assistance for staff BRE visits and economic development marketing efforts (A)
- Identify preferred uses and concepts for city owned sites. (D)
- Build-out website to contain "business resource database." (D)
- Educational discussion on Incentives and regional partners (C)

### 2021 Economic Development Budget

Account Numbers	Account Titles	Account Details	2021 Budget	2021 Actual	2022 Proposed
10-56820-210	<b>Professional Services</b>	Gold Shovel	<b>\$4,500</b>	-	
		Engineering			
		Recruitment Services			
10-56820-300	<b>Economic Development Expenses</b>	Avail. Prop. Database - \$3,000	<b>\$5,900</b>	-	
		Website Improvements - \$2,000			
		Other - \$1,000			
10-56820-305	<b>Membership Dues</b>	Connect Communities- \$200	<b>\$3,000</b>	\$2,500	
		Chamber of Commerce - \$250			
		Other - \$2500			
10-56820-400	<b>Plan Implementation</b>	Smart and Other Plan Goals	<b>\$1,000</b>	-	
10-56820-410	<b>Economic Development Marketing</b>	Chamber of Commerce Community Guide - \$1,000	<b>\$1,000</b>	-	
		Local Business Marketing			
10-56820-420	<b>Print Materials</b>	Signage, Profile Sheets, etc.	<b>\$1,000</b>	-	
10-56820-720	<b>BIG</b>	Building Improvement Grants	<b>\$3,000</b>	-	
		<b>Total</b>	<b>\$19,400</b>	\$2,500	

# Executive Director's Report

Time Period: Jan 20, 2020 - Feb 18, 2020

# 7B

## Membership

Member Phone Calls, E-mails

Ambassador Huddle:

Chairman's Club Spotlight:

## Economic Development

Economic Development Meeting

## Community Activities

Community Connections

Tourism FB Ads - hoteliers

## Chamber Projects

Weekly E-News/Business Watch

Member Services Committee

New Years Mixer - Jan

Bowling Tournament

Nomination Committee

Business Grant Committee applications

Community Guide

Member Renewals Reminders

Membership Promotions

Love Local Ornaments

PPP

Business Directory

Community Photos

Admin position job description

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## Online & Social Media

Evansville Chamber Page 1,932 Followers

Evansville Events Page 2,244 Followers

Ladies Night Out Page 1,087 Followers

Citywide Rummage Sale Page 1,503 Followers Annual Website Hits 98,034

EVL Business Group 266 Total Members

Evansville Pop Up Market 1114 Followers

Olde Fashioned Christmas 540 Followers



**City of Evansville**  
**Evansville Tourism Commission**  
**March 2021 Summary Submitted by Sue Berg**

The Evansville Tourism Commission does not meet in March.

Recent activity:

A social media promotional campaign has been launched to support local lodging establishments Boarders Inn & Suites, and The Grove Guest House. Another local lodging establishment has been invited to participate.

The mural exploration committee recently met to discuss research and how to proceed.

Potential upcoming events that may attract visitors are:

- May 31 Memorial Day Recognition
- June 3 Cruise Night
- June 18 Strawberry Festival
- June 25 Ice Cream Social
- July 2-4 Fourth of July festival at Lake Leota

Next meeting date for the Evansville Tourism Commission is April 8.