

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 3rd 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 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:

	Present/Absent	Others Present
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 Barnes, seconded by Berg, 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.

5. Civility Reminder

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

A. 2020 Rock County Economic Development Challenges and Successes. Otterstein shared a document with overview information and informed the committee in greater details of efforts in Rock County, including:

- Unemployment rate is going to continue to bounce around, although the local rates have not been released for November, it'll be close to where they are right now. Annual averages are roughly 7.9, 6.9, and 8.4 respectively for a county, state and federal the feds won't change that much.
- Total number of establishments throughout the county regardless of industry and regardless of size continue to increase at about 3,600 businesses today. The beginning of 2021 will start to reveal what impact COVID had.
- Wages continue to increase, at roughly \$1,000/week today, keep in context 2008 to 2007 timeframe right before the recession where things are down. This shows another continue increase, but 2021 will tell more.
- Gross domestic product showed a spike in 2013 and little bit of a drop in 14 but then every year that has increased to about 6.9 million today.
- Sales and Use tax is currently at 14.4 million, with national averages of 14.3% is typically retail sales solely online, assumption is that is the same locally.

- Tourism expenditures is expected to decrease significantly from 2019s \$263.6 Million to 2010 levels if not lower due to an inability to gather socially at the same critical mass that has happened in the past.
- Property Valued continue to increase, currently at \$13.1 Billion
- Residential Building Permit activity continues to rise each and every year, if you look at the activity all the way back to 2000 to 2007 on average during the course of those years saw 570 single family permits each year. Currently they sit at 322 this year.
- Residential Price Points are going up each year since 2012 with an ASP of \$203,124 today. Some concerns are expressed over the price point in lumber prices is really creating a pain for a new homebuyer. Some contractors have cancelled orders based on doubling of lumber costs, because of the costs adding anywhere from \$25-\$40,000 to the final purchase price of a house
- Foreclosure and bankruptcies continue to decrease, but with a freeze on them it is unknown what 2020 looks like.
- Development Pipeline is strong, but slowing to half of usual for 2020 compared to typical. Different industry sectors are seeing a shift, with demand for transportation.

Otterstein asked for any questions and said this information will be finalized in his Q4 report. Slaback shared she spoke with Stoughton Trailers and they're going to be starting in January they're looking for a bunch of jobs to be filled as they reopen. Brooks asked if there is likely to be a quick recovery of unemployment numbers and what occupancy rates are in the industrial parks south of Janesville. Otterstein said recovery will depend on stimulus impacts. Some business owners are having trouble filling positions due to the unemployment enhancements and additions. There is very little vacancy in industrial parks, they are not seeing a rise in vacancies, despite high unemployment. One to Three spec projects are expected in Beloit and Janesville. Brooks reminded Evansville has space available to accommodate industrial users. Otterstein understands and said it is difficult to convince folks were the deeper pockets to get out of their comfort zone of the 39/90 Corridor.

7. Monthly Report

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

Recent and ongoing community development activities:

- Continue working with two site selectors and one existing business on location searches. Both site selectors are looking at redevelopment of existing properties for an expected retail user. The relocating business has shared a new lot has been purchased, but zoning challenges may present themselves.
- Plan Commission had a public hearing on changes to zoning code to allow accessory dwelling units and limit garage frontages. The commission will continue to discuss the ordinance in the coming weeks.
- Historic Preservation selected completed project from the last three years and asked the public to vote for their favorite. 24 E Main, 45 N First, and the Leonard Leota Park Fireplace all received "Preservation Hero" Awards.
- Met with Park Board Members to discuss to discuss priorities a RFP for West Side Park, pool, and splash pad.
- Reviewing detailed AV proposal for Council Chambers

- Working with iWorq to set-up online permitting software, initial implementation for 2020 is pushed back, the technology specialist we are working with has been out of the office due to COVID-19
- Review and approval for Settler's Grove is on hold as concerns over zoning ordinance revisions are discussed.
- Working to schedule a RLF meeting before year end for loan forgiveness
- Working with two business that received building improvement grant awards, but may not have the work finished this year to extend deadlines,

Building Permit Updates:

- 2020 Total to date (Jan through December 15th): 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 to date (Jan through December): 366 permits and \$ 79,549.5 in collected permit fees (Includes Library building improvements and construction)

B. Chamber of Commerce Report – Slaback shared updates including the annual meeting last week. Membership renewals went out last week and response is expected to be good, but ultimately the board will have to see as we get a little bit further into the year, they're not due until the end of December and typically they will still have some coming in January. Chamber is also doing a virtual story via Facebook and YouTube, buddy the elf with the school district is tomorrow. A recent brainstorming session the board made a decision to set goals and evaluate on a quarterly basis, instead of yearly so they can be quicker to adapt to the business community as things change. Membership renewals are offering automatic monthly payments this year to help with those that might not be able to do a big lump sum.

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

- The Evansville Tourism Commission met December 10.
- Recent activity:
 - The Commission sent a request to Municipal Services, via Jason Sergeant, to manage the care / watering of the downtown flower baskets.
 - The social media campaign was postponed due to COVID-19 restrictions affecting gatherings and the hospitality industry.
 - Research continues into the possibility of developing outdoor murals in Evansville.
- Events:
 - Feb. 6 Chocolate Extravaganza
 - Feb. 27 Chili Cook-Off
 - May 7 Cruise Night
 - May 7 Art Crawl
 - Next meeting date for the Evansville Tourism Commission is February 11.

Brooks shared he had an inquiry to start booking bands for Fourth of July.

8. New Business

A. Discussion and Updates on City/Chamber COVID-19 Activities. Brooks shared the last RLF was forgiven. Sergeant shared the scheduling of a loan forgiveness meeting is

coming up. Slaback inquired if the county heard about WEDC grant awards. Otterstein shared the awards might be going out in January and those who haven't received any in the past were first priority. Otterstein said the state had 46,000 applicants and over 500 rock county companies received funding from the grants earlier this year. Sergeant shared that he researched alcohol licensing and the fees for the reserve license are set by the state. The City Clerk was unaware of any changes that could be made, as the city is consistent with state law.

9. Other Business. Brooks noted Energy Independence team met and would like to renew efforts at sustainability and carbon neutral goals.

10. Next Meeting Dates: March 15th. 2021 at 6:00pm

11. Motion to Adjourn by Berg, 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.

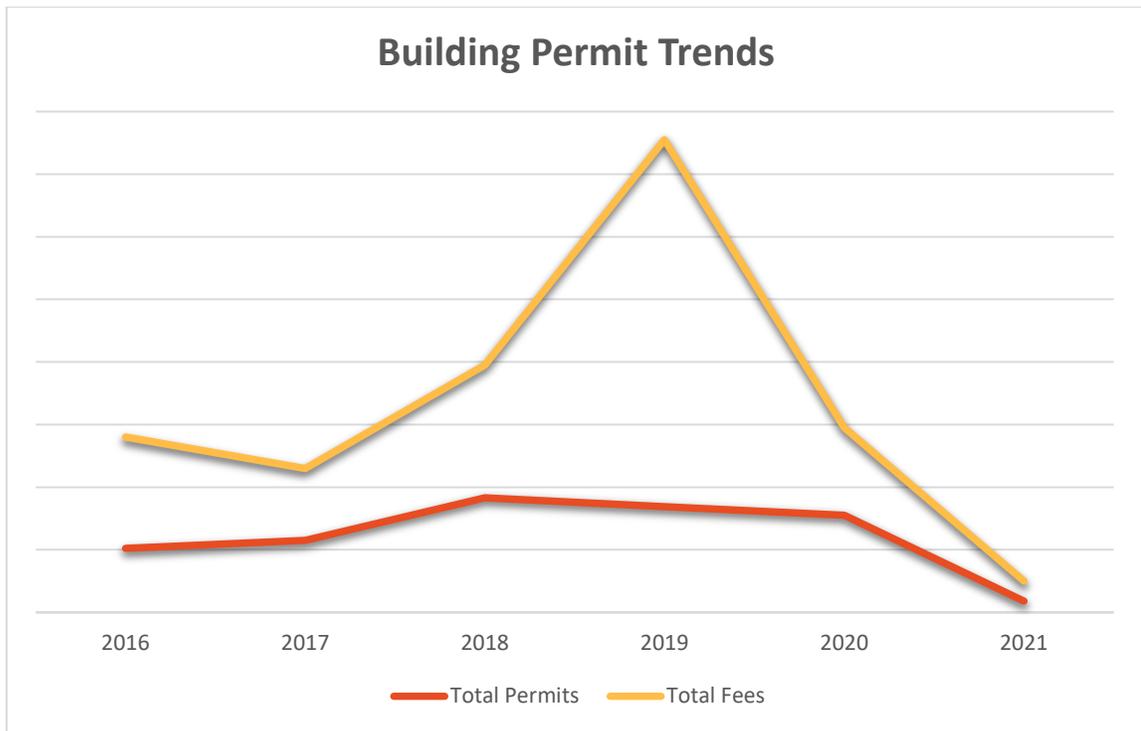
Other Updates:

- **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 22nd, 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	Professional Services	Gold Shovel	\$4,500	-	
		Engineering			
		Recruitment Services			
10-56820-300	Economic Development Expenses	Avail. Prop. Database - \$3,000	\$5,900	-	
		Website Improvements - \$2,000			
		Other - \$1,000			
10-56820-305	Membership Dues	Connect Communities- \$200	\$3,000	\$2,500	
		Chamber of Commerce - \$250			
		Other - \$2500			
10-56820-400	Plan Implementation	Smart and Other Plan Goals	\$1,000	-	
10-56820-410	Economic Development Marketing	Chamber of Commerce Community Guide - \$1,000	\$1,000	-	
		Local Business Marketing			
10-56820-420	Print Materials	Signage, Profile Sheets, etc.	\$1,000	-	
10-56820-720	BIG	Building Improvement Grants	\$3,000	-	
		Total	\$19,400	\$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

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.