

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
City Hall, 30 S. Madison St., Evansville, WI 53536
Monday, January 22nd, 2024, 6:00 p.m.
AGENDA

1. Call to Order
2. Roll Call
3. Motion to approve the agenda
4. Motion to waive the reading of the minutes of the December 18th, 2023 regular meeting and approve them as printed.
5. Citizen appearances, other than listed agenda items
6. New Business
7. Monthly Reports
 - A. Community Development Update
 - B. Chamber of Commerce Report
 - C. Tourism Commission Report
8. Discussion
 - A. 2023 Goal Recap
 - B. 2024 Goal Setting, Continued
9. Next Meeting Dates:
 - A. Regular Meeting: February 19th, 2024 at 6:00pm
10. Adjourn

-Jim Brooks, EDC Chair

City of Evansville **Economic Development Committee**
Regular Meeting
Monday, December 18th, 2023 6:00 PM
City Hall, 31 S. Madison Street, Evansville, WI 53536

MINUTES

1. Call to Order.

2. Roll Call:

	<u>Present/Absent</u>	<u>Others Present</u>
Chair James Brooks	P	Com. Dev. Director Colette Spranger
Ben Ladick, Vice Chair	A	Shawn Dunphy, Evansville Chamber of Commerce
Jon Alling	P	
Sue Berg	P	
Brandon Rutz	P	
Pat Carr	A	
Gabe Schrader	A	

3. Motion to Approve Agenda, by Berg, seconded by Rutz. Passed unanimously.

4. Motion to waive the reading of the minutes of the November 20th, 2023 by Berg, seconded by Rutz. Note to correct and add a recap of the Rock County Ready Index as presented by James Otterstein. *Passed unanimously.*

5. Civility Reminder. Brooks reminded the committee of the City’s commitments to civil discourse.

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

7. New Business.

8. Monthly Reports

A. Community Development Update. Spranger spoke about new building inspection services and issues with certification for new inspectors through DSPS. Brooks commented that it may be something to bring to the attention of local government representatives. A recent plan commission meeting included an annexation petition that found some controversy among area residents due to the potential for development of multiple family units. Other items likely to come up during 2024 are a boundary agreement between the Town of Union and the City.

B. Chamber Update. Many ribbon cuttings and Chamber events, including the first Business after 5 since the pandemic. Membership renewals are underway. The Community Guide is being updated and will include updated information about the Ice Age Trail, new murals, and the new Aquatic Center. There is some discussion about expanding the scope of Olde Fashioned Christmas, which went over very well this year. Some chance meetings resulted in an aside conversation about creating a committee or group to positively reinforce downtown beautification. Discussion of a dedicated clean-

up day to encourage participation with high schoolers or similar was suggested. Brooks mentioned that Ida Conway, a former mayor from the 1970s, was instrumental in revitalization of Evansville's downtown.

- C. Tourism Update.** December's meeting included a discussion and recommendation to Common Council to waive all but \$25 of the street closure permit for Tourism funded events. Circus mural project on Madison Street is on pause until spring. The mural of five women needs to be moved from its current location. Spranger to ask Public Works to assist in removing it. A Christmas-centered promotional video produced by Ashley Kix was made and will be distributed next season.

9. Discussion

A. 2024 Goals.

- The group present went through Goals 1 to 4.
- There was a note to reschedule have one of the EDC's meetings at Baker Manufacturing and to consider one scheduled at Blue Scope.
- From Goal 1: Retain and Expand Existing Businesses in Evansville, objectives 1 and 2 as ones for the EDC to consider for prioritization.
 1. Visiting local businesses – Ongoing commitment between Chamber of Commerce and Community Development. CDD to reach out to MadREP to talk to the larger businesses (Stoughton Trailers, Baker, Alcivia, etc)
 2. Redevelop the website as an economic marketing tool – money budgeted for this in the 2024 budget
- From Goal 2: Attract New Businesses to Evansville, objective 3 was identified as a task that could be done in conjunction with Goal 1, Objective 2.
- From Goal 3: Support the Local Workforce, Goal 1 was discussed, with desire for a representative from the school district to serve on Economic Development and some discussion regarding Craftsmen with Character.
- The idea of a job fair later in the year was brought forward, which would broadly support this goal.
- From Goal 4: Continue to maintain and improve the City's quality of life, no pressing objective was identified for EDC to tackle. Most of these objectives are done by city staff or other committees.

10. Next Meeting Dates:

- A. Regular Meeting: ~~Monday, January 15th 2023~~ Verbal consensus to reschedule to the 22nd in order for members to participate in MLK Jr. Day activities.

- 11. Motion to Adjourn by Berg, seconded by Rutz. Passed unanimously.** Meeting adjourned at 7:15pm.

City of Evansville
Evansville Tourism Commission
January 2024 Summary Submitted by Sue Berg

The Evansville Tourism Commission does not meet in January. The Commission meets every other month: February, April, June, August, October and December.

Highlights to share:

Mural #1 (the portraits of 5 women leaders of Evansville) was successfully removed from the original location in December thanks to Dale and Scott from Municipal Works. The portraits were placed in temporary storage thanks to support from Shannon Law Office. The long boards supporting the portraits are in temporary storage thanks to Nancy Nelson. The murals will be mounted in a new location later this spring.

Create Wisconsin and Wisconsin Main Street are sponsoring a free webinar, "Maximizing Murals." Nancy Nelson has registered to attend.

Upcoming events with tourism potential:

1. Chamber 8 Pin Bowling Tournament Feb. 9
2. Chocolate Extravaganza Feb. 10
3. Creekside Super Bowl Grab and Go Snacks Feb. 11
4. Vintage Shop Hop March 1-2
5. FFA Farm Toy Show March 3
6. Shrek the Musical April 19-21
7. Cruise Night May 2
8. Art Crawl May 10
9. Memorial Day Recognition May 27

Next meeting dates are February 8, 2024, and April 11, 2024

Agenda Item 8A

From.the.November.8688.Minutes

2023 EDC Goals

The group discussed and finalized the City's goals for economic development in 2023.

They were:

- Visiting Local Businesses
- Redeveloping the Economic Development part of the City's website
- redeveloping the Building Improvement Grant and Revolving Loan Fund programs
- developing a master plan for the Highway 14 corridor area
- providing opportunities for incubating new businesses in Evansville.

These will provide the focus for the group's work for 2023.

1. Did we meet our goals?
2. What changed?
3. How does this inform our work for 2024?

Agenda Item 8B

Recap from 12/18/23 meeting:

The group present went through Goals 1 to 4.

There was a note to reschedule have one of the EDC's meetings at Baker Manufacturing and to consider one scheduled at Blue Scope.

From Goal 1: Retain and Expand Existing Businesses in Evansville, objectives 1 and 2 as ones for the EDC to consider for prioritization.

1. Visiting local businesses – Ongoing commitment between Chamber of Commerce and Community Development. CDD to reach out to MadREP to talk to the larger businesses (Stoughton Trailers, Baker, Alcivia, etc)
2. Redevelop the website as an economic marketing tool – money budgeted for this in the 2024 budget

From Goal 2: Attract New Businesses to Evansville, objective 3 was identified as a task that could be done in conjunction with Goal 1, Objective 2.

From Goal 3: Support the Local Workforce, Goal 1 was discussed, with desire for a representative from the school district to serve on Economic Development and some discussion regarding Craftsmen with Character.

The idea of a job fair later in the year was brought forward, which would broadly support this goal.

From Goal 4: Continue to maintain and improve the City's quality of life, no pressing objective was identified for EDC to tackle. Most of these objectives are done by city staff or other committees.

X. Economic Development Goals and Objectives

These economic development goals and objectives serve as a way to put the vision statement into action, through a series of to dos. Below are Goals and objectives for the Economic Development Chapter:

Economic Development Goal 1: Retain and Expand Existing Businesses in Evansville		
Supporting Objectives	Measurable Benchmark or Outcome	Priority
1. Visit existing local businesses to understand opportunities and challenges they face.	<ul style="list-style-type: none"> Ongoing, regular site visits by City staff and Chamber 	Top
2. Redevelop and use the City of Evansville website as an economic marketing tool.	<ul style="list-style-type: none"> Increase page hits Update information quarterly 	High
3. Coordinate with other local rural communities and local, county and state organizations to expand regional economic development opportunities.	<ul style="list-style-type: none"> Implement Sustainable Energy chapter of plan along with Edgerton/Milton 	High
4. Redevelop Building Improvement Grant (BIG) and Revolving Loan Fund (RLF) programs	<ul style="list-style-type: none"> Goal of implementation by end of 2023 	High
5. Implement user-facing online permitting and payment system.	<ul style="list-style-type: none"> Underway; goal of implementation by end of 2022 	High
6. Continue to monitor ordinances to streamline approval process.	<ul style="list-style-type: none"> Ongoing City Staff commitment 	Medium

Economic Development Goal 2: Attract New Businesses to Evansville		
Supporting Objectives	Measurable Benchmark or Outcome	Priority
1. Strategically offer TIF incentives to businesses that would otherwise have difficulty obtaining alternative funding sources.	<ul style="list-style-type: none"> Create an internal strategy for existing districts Identify potential incentives 	Top
2. Identify existing underutilized commercial and industrial spaces in order to expand tax base without demand for major infrastructure.	<ul style="list-style-type: none"> Identify, engage with, and provide incentives for building owners 	Top
3. Improve offerings for business assistance.	<ul style="list-style-type: none"> Develop a welcome packet/guide aimed toward businesses, with information about zoning approvals, permitting process, and site development. May be developed along with City website overhaul coordinate among City staff, committees, and other stakeholders how to manage bandwidth to be responsive to incoming requests. 	High

Economic Development Goal 2: Attract New Businesses to Evansville

Supporting Objectives	Measurable Benchmark or Outcome	Priority
4. Attract new businesses through advertising and regional marketing programs. (e.g. LOIS, Gold Shovel Site Verification, brochures)	<ul style="list-style-type: none"> • Use available properties list to feed to larger networks • Utilize Gold Shovel Site Verification and other similar outreach programs 	High
5. Determine suitable land sites for new and redeveloped commercial and industrial space for new businesses.	<ul style="list-style-type: none"> • Maintain available properties list and update website monthly 	High
6. Prepare tailored pitches and incentive packages for the desired industries identified in this chapter.	<ul style="list-style-type: none"> • Identify local workforce skillsets that may be attractive to new industries • Identify and reach out to retail/service businesses whose services are currently lacking in Evansville. • Develop appropriate marketing materials 	Medium

Economic Development Goal 3: Support the local workforce

Supporting Objectives	Measurable Benchmark or Outcome	Priority
1. Seek opportunities to partner with trade schools, the middle school, high school, businesses and organizations to ensure workers have the skills needed to succeed.	<ul style="list-style-type: none"> • Continue to foster a relationship with the Evansville Community School District. 	Top
2. Investigate alternate commuting options for those traveling to/from Madison or Janesville, esp. in collaboration with other entities (e.g. WisDOT)	<ul style="list-style-type: none"> • Engage with regional partners when funding or programming becomes available 	Medium
3. Increase the supply of affordable housing options for existing and incoming residents.	<ul style="list-style-type: none"> • See Housing Chapter for related goals and objectives. <u>Specific section?</u> 	Medium

**Economic Development Goal 4:
Continue to maintain and improve the City's quality of life**

Supporting Objectives	Measurable Benchmark or Outcome	Priority
1. Improve parking and wayfinding signage to direct traffic towards existing amenities.	<ul style="list-style-type: none"> • Interim outcome: mark and sign municipal sidewalk routes • Long term outcome: rebranding campaign to update signage system (Potential tourism budget item for Fall 2023) 	Top
2. Continue to support and collaborate with the Evansville Tourism Commission.	<ul style="list-style-type: none"> • Ongoing marketing and event planning. • Explore how tourism and Evansville's historic character can provide opportunities or compliment potential entrepreneurs. 	High
3. Continue support for historic preservation in Evansville's four historic districts.	<ul style="list-style-type: none"> • Develop grant program for businesses within the City's historic districts 	High
4. Implement the adopted Park and Outdoor Recreation Plan 2020-2025.	<ul style="list-style-type: none"> • Park Board implements action items from Plan. 	Medium
5. Maintain building inspection and property maintenance guidelines.	<ul style="list-style-type: none"> • Continue to provide active enforcement of code violations • City to organize response of violations between Public Works, Police, and Community Development • Develop plain language information regarding common violations 	Medium
6. Maintain and promote multimodal transportation infrastructure to accommodate both business and residential use	<ul style="list-style-type: none"> • Install multiuse path along Water Street • Safe railroad crossings • Mark route and become an official designated Ice Age Trail Community • See Transportation Chapter for additional goals and objectives 	Medium

**Economic Development Goal 5:
Create a supportive environment for entrepreneurship**

Supporting Objectives	Measurable Benchmark or Outcome	Priority
1. Provide opportunities for incubating new businesses in Evansville	<ul style="list-style-type: none"> • Identify common barriers and support needs of start-up businesses • Partner with Janesville Innovation Center to identify potential businesses looking for space to expand • Consider establishing a physical space for businesses to temporarily run 	Top
2. Work with Chamber of Commerce to promote networking opportunities and outreach.	<ul style="list-style-type: none"> • Continue promotion of After 5 networking events • Partner regularly with Chamber on Lunch and Learn events • Develop business-to-business mentoring opportunities 	High
3. Identify infrastructure challenges experienced by entrepreneurs. (e.g. broadband, wireless service)	<ul style="list-style-type: none"> • Identify, track, and maintain database of level of service and fees with existing telecommunication providers 	High
4. Coordinate with educational and community institutions to provide continuing educational opportunities.	<ul style="list-style-type: none"> • Ongoing; in partnership with Chamber, ECSD, and other stakeholders 	Medium
5. Continue to support home-based occupations, marketing expanding ordinance language if needed.	<ul style="list-style-type: none"> • Ongoing City Staff commitment 	Medium

Economic Development Goal 6: Emphasize improvements within City's economic development corridors		
Supporting Objectives	Measurable Benchmark or Outcome	Priority
1. Market and promote 11 acre City-owned site along Union Pacific Railway	<ul style="list-style-type: none"> Sell site to appropriate user Increase interest in developable rail sites near Evansville Re-open rail corridor between Evansville and Oregon 	Top
2. Rehabilitate and redevelop City-owned 155 E. Main site	<ul style="list-style-type: none"> Remediate site with a WI DNR Brownfield Grant Develop a master plan for site Sell to appropriate user 	High
3. North Union Street/Highway 14 Corridor	<ul style="list-style-type: none"> Continue to implement suggestions in the Allen Creek and North Union Street Redevelopment Master Plan 	Medium
4. East Side -- Highway 14 Corridor	<ul style="list-style-type: none"> Develop Master Plan 	High
5. West Side – County C Corridor	<ul style="list-style-type: none"> Develop Master Plan Investigate new opportunities for neighborhood commercial development 	Medium
6. Water Street	<ul style="list-style-type: none"> Improve infrastructure along street, including sidewalks or multiuse path, curbing, and in improved stormwater conveyance 	Medium