

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.