

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 further given that enough members of the City Council may be present to constitute a “meeting” under Wisconsin statutes and this constitutes notice of any such meeting. 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
3rd Floor City Hall, 31 S Madison St, Evansville, WI 53536
Monday, August 18th, 2025, 6:00 p.m.
AGENDA

1. Call to Order
2. Roll Call
3. Chair Election
4. Motion to approve the agenda.
5. Motion to waive the reading of the minutes from the June 16th, 2025 meetings and approve as printed.
6. Civility Reminder
7. Citizen Appearances
8. New Business
 - A. Gold Tier Connect Community Status
 - B. 2025 Job Fair – Day/Time?
9. Old Business
10. Monthly Reports
 - A. Community Development Update
 - B. Chamber of Commerce Report
 - C. Tourism Commission Report
11. Discussion
12. Next Meeting Dates:
 - A. Regular Meeting: September 17th 2025
13. Adjourn

-Joe Geoffrion, Chair

City of Evansville **Economic Development Committee**
Regular Meeting
3rd Floor City Hall, 31 S Madison Street, Evansville, WI 53536
Monday, August 18th, 2025, 6:00 p.m.

MINUTES

1. Call to Order. 6:00 pm by Geoffrion.

2. Roll Call:

	Present/Absent	Others Present
Joe Geoffrion, Chair	P	James Otterstein, Nate Perry,
Kelly Shannon	P	Shawn Dunphy, Evansville Chamber of Commerce
Jon Alling	P	
Paul Liesse	P	
Brandon Rutz	A	
Pat Carr	A	
Sue Berg	P	

3. Motion to Approve Agenda as printed. Motion by Geoffrion, seconded by Alling, Suggestion to strike “Chair Election.” Accepted. Motion carried unanimously.

4. Motion to waive the reading of the minutes from June 16th, 2025 meetings and approve as printed. Motion by Geoffrion, seconded by Alling. Motion carried unanimously.

5. Civility Reminder

6. Citizen appearances, other than listed agenda items

7. New Business

A. Gold Tier Connect Community Status

Evansville has been offered some extra services for its hard work promoting the downtown and supporting businesses. The City can receive an event impact report, a profile of the local retail market, and a design study for a building. Tourism and the Chamber are also thinking about what event should be studied. To be revisited next month.

B. 2025 Job Fair – Day/Time?

Group consensus on Wednesday, October 22nd from 4 to 6pm. There will be an effort to advertise outside of Evansville.

8. Old Business.

9. Monthly Reports

A. Community Development Update. A report was left by the Community Development Director for the past month.

B. Chamber Update.

Number of ribbon cuttings for businesses. The Fall Fest will be on October 18th. This event is replacing Ladies Night Out.

C. Tourism Update.

Tourism website is live. Tourism also recommended a budget, which will be voted on next month.

D. Rock Ready Index

Otterstein shared the latest report on economic development for the County. Data indicates a strong local economy, particularly among privately held companies. Otterstein also updated on the internship and externship programs supported by the County. There has been strong support and success for this program.

10. Discussion

11. Next Meeting Dates:

- A. Regular Meeting: September 15th, 2025 at 6:00 PM.

12. Adjourn.

RE: October hiring event

From Luna, Lesley R - DWD <Lesley.Luna@dwd.wisconsin.gov>

Date Fri 9/12/2025 08:48

To Colette Spranger <c.spranger@evansvillewi.gov>

Cc Graham, Gail <g.graham@swwdb.org>

Hi Collette,

Thanks so much for letting us know. I have included Gail on this email. The date does not appear to overlap with anything we have scheduled that day. My one thought on the time is that when we have done events outside of normal work hours previously we do get a lower employer participant rate as some cannot or are unable to work outside of the typical 9-5 hours. So that might be something to consider.

If you do want to continue with the scheduled 4-6 timeframe, my Director for Job Service said we wouldn't be able to attend during the actual event, but we would be happy to assist with employer recruitment and any supportive assistance needed. We do have other partners on our business service team though who may be able to assist during the event, but we would just need to check on availability. Just let us know what you think about the time and we can go from there. Thanks so much and I hope you have an awesome Friday!

Thank you,

Lesley Luna

Department of Workforce Development - Job Service

Employment & Training Specialist - Lead

Rock County Job Center

1717 Center Ave., Suite 900 Janesville, WI 53546

(608) 901-5694

From: Colette Spranger <c.spranger@evansvillewi.gov>

Sent: Monday, September 8, 2025 4:59 PM

To: Luna, Lesley R - DWD <Lesley.Luna@dwd.wisconsin.gov>

Subject: Re: October hiring event

Importance: High

CAUTION: This email originated from outside the organization.

Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi, yes!

It looks like the the Economic Development Committee is requesting Wednesday October 22nd from 4 to 6pm. Does that work on your end? If it does, I can reserve Creekside Place. Blue Scope has recently been asking about looking for workers — we should try to get them to come and perhaps reach out to see what has and hasn't work for recruitment in the past.

Sorry for the lapse! I am still catching up from being on vacation.

Colette Spranger

Office: 608-882-2263

Cell: 608-490-0145

From: Luna, Lesley R - DWD <Lesley.Luna@dwd.wisconsin.gov>

Sent: Tuesday, August 19, 2025 14:43

To: Colette Spranger <c.spranger@evansvillewi.gov>

Subject: October hiring event

Hi Colette,

I hope you are doing well!

I wanted to check in to see if you were still planning to hold a hiring event this year in October? If so, is there a date and time for the event we can share with our business services team? Thanks for any information you can provide!

Thank you,

Lesley Luna

Department of Workforce Development - Job Service

Employment & Training Specialist - Lead

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Account Titles	FY 2022	FY 2023	FY 2024	FY 2024	FY 2025	FY 2025	FY 2026
	Actual	Actual	Actual	Budget	Current	Budget	DH Request
	12/31/2022	12/31/2023	12/31/2024	12/31/2024	8/31/2025	12/31/2025	12/31/2026
PROFESSIONAL SERVICES	4,517.25	13,084.88	6,348.49	10,000.00	2,063.68	5,000.00	4,500.00
ECONOMIC DEVELOPMENT EXP	3,085.22	607.71	1,252.23	1,500.00	610.30	1,500.00	1,500.00
MEMBERSHIP DUES	-	3,081.79	495.19	3,000.00	200.00	2,000.00	2,000.00
PLAN IMPLEMENTATION	-	1,185.75	-	1,000.00	-	1,000.00	1,000.00
ECONOMIC DEVELOPMENT MARKETING	6,120.23	467.74	1,024.13	3,000.00	-	1,000.00	1,000.00
PRINT MATERIALS	-	449.59	270.00	500.00	-	1,000.00	1,000.00
BLDG IMPROVEMENT GRANT FUND EC	-	6,000.00	8,000.00	8,000.00	-	6,000.00	6,000.00
	13,722.70	24,877.46	17,390.04	27,000.00	2,873.98	17,500.00	17,000.00

2025 Tourism Budget of \$54,190

Account Numbers		Allocation
11-56820-210	Professional services fee: photography	\$2,000 web and print
11-56820-210	Professional services fee: contractor for brochure distribution	\$840 4 times
11-56820-210	Professional services fee: contractor for online projects	\$900
11-56820-210	Professional services fee: graphic design	\$600 brochure updates
11-56820-210	Professional services fee: web site coordinator	\$500
11-56820-210	Professional services fee: web site development	\$12,250
11-56820-210	Professional services fee: website copywriter	\$1,200
11-56820-300	Community Events advertising support: Evansville Underground Music, Art Crawl, Cruise Nights, 4th of July, Ladies Night Out, Olde Fashioned Christmas	\$7,500 \$1250 each
11-56820-300	Enhancing the visitor experience (downtown flower project)	\$1,400
11-56820-300	Enhancing the visitor experience (downtown beautification project)	\$5,000 Mural multi-year project: \$6000 with \$1000 from Evansville utilities with appropriate theme
11-56820-300	Enhancing the visitor experience (signage)	\$8,000 lamp post multi-year project
11-56820-300	Creekside Place use fee	\$500
11-56820-410	Advertising: Social media fees	\$1,000
11-56820-410	Advertising: web site hosting and maintenance	\$2,400
11-56820-410	Advertising: print	\$4,000
11-56820-410	Rock County Tourism guidebook advertising	\$1,100
11-56820-410	Evansville general community marketing and advertising	\$1,000
11-56820-410	Advertising: printing brochures	\$4,000

NOTE: Anticipate mural project to be 4 year commitment

Note: Anticipate signage project to be 2 year commitment

Fund balance estimate \$24,000 for end of 2025

City of Evansville
Evansville Tourism Commission
September 2025 Summary Submitted by Sue Berg

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

Updates:

Rex Theater / Mural #3: Artist Jim Richter is still working on the finishing touches to the “T-Rex” mural, pending cooperation from the weather.

Five Ladies / Mural #1: In progress with not much more update from August. Sign Art Studio will build a framework and then hang the five portraits on the west wall of the Grange Building. Installation will occur Oct. 16-17. A grant of \$1000 from “The Women’s Fund, a component of the Community Foundation of Southern Wisconsin, was awarded to help cover the cost. Shawn Dunphy shared that a community reception is planned for 1:30-3pm Saturday, Oct. 18, to celebrate the installation and then kick off the Fall Fest starting at 3pm Oct. 18.

Creekside Place / Mural #4: Brandi VanFossen and Sue Berg met informally about the process to develop a mural. Creekside Place has a long-term plan to develop a mural.

Upcoming activities with Tourism Potential

- a. Evansville Underground Music – check calendar
<https://evansvilleundergroundmusic.org/calendar/>
- b. Concerts on Allen Creek
<https://www.facebook.com/allencreekcoffeehouse>
- c. Hop Garden music
<https://www.facebook.com/HopGardenEvansville>
- d. Creekfest Sept 20
- e. Vintage Shop Hop Oct 3-4
- f. Ice Age Trail Mammoth Hike Challenge October
- g. Fall Fest Oct 18
- h. Merchant Trick or Treat Oct 25
- i. Olde Fashioned Christmas Nov 21-22
- j. Small Business Saturday Nov 29
- k. Annual Evansville Craft Fair Dec 6
- l. Ecumenical Choir Concert Dec 7

Next meeting dates are October 9 and December 11, 2025.