

## 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. The meeting will also be held virtually in response to COVID-19. To participate via video, go to this website: <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. (Your microphone may be muted automatically)

City of Evansville **Economic Development Committee**  
Regular Meeting  
31 S Madison, Evansville, WI 53536  
Monday, August 16, 2021, 6:00 p.m.

## AGENDA

1. Call to Order
2. Roll Call
3. Motion to approve agenda
4. Motion to waive the reading of the minutes of the July 19, 2021 regular meeting and approve them as printed.
5. Civility Reminder
6. Citizen appearances, other than listed agenda items
7. Monthly Reports
  - A. Community Development Update
  - B. Chamber of Commerce Report
  - C. Tourism Commission Report
8. Old Business
  - A. Discussion and Updates on ARPA Revenues. (placeholder)
  - B. Update on Hiring Process and discussion of interim measures
9. Other Business
  - A. Review 2021 Budget Priorities and Goals
  - B. Begin Discussion of 2022 Committee Goals
10. Next Meeting Dates: September 20, 2021 at 6:00 pm

*-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, July 19, 2021, 6:00 PM**  
*Meeting held virtually*

**MINUTES**

**1. Call to Order** Brooks called meeting to order at 6:03pm

**2. Roll Call:**

	<b>Present/Absent</b>	<b>Others Present</b>
Chair James Brooks	P	Community Development Director Jason Sergeant
Ben Ladick	P	
Vacant	-	
Jason Knott	A	
Abbey Barnes	P	
Sue Berg	P	
Brandon Rutz	P	

**3. Motion to Approve Agenda by Ladick, seconded by Berg, approved unanimously.**

**4. Motion to waive the reading of the minutes of the June 21, 2021 meeting and approve them as printed by Ladick, seconded by Berg, approved unanimously.**

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

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

**6. Monthly Report**

**A. Community Development Updates.** Sergeant shared updates on upcoming zoning approvals and site selector activity.

**B. Chamber of Commerce Report** – Slaback shared upcoming events, including Ribbon cutting at The Body Shop.

**C. Tourism Commission Report:** Berg shared recent updates.

**7. New Business**

**A. Discussion and Updates on ARPA Revenues (placeholder)** Brief discussion on incoming funds occurred.

**B. Community Development Director Hiring Process.** Sergeant shared the second round was unsuccessful. Brooks brought up a path to increase wages temporarily and bring on some consulting assistance.

**9. Other Business.** None

**10. Next Meeting Dates: August 16, 2021 at 6:00pm**

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



# Community Development Updates

July 19, 2021 Jason Sergeant, Community Development Director

## Recent and ongoing community development activities:

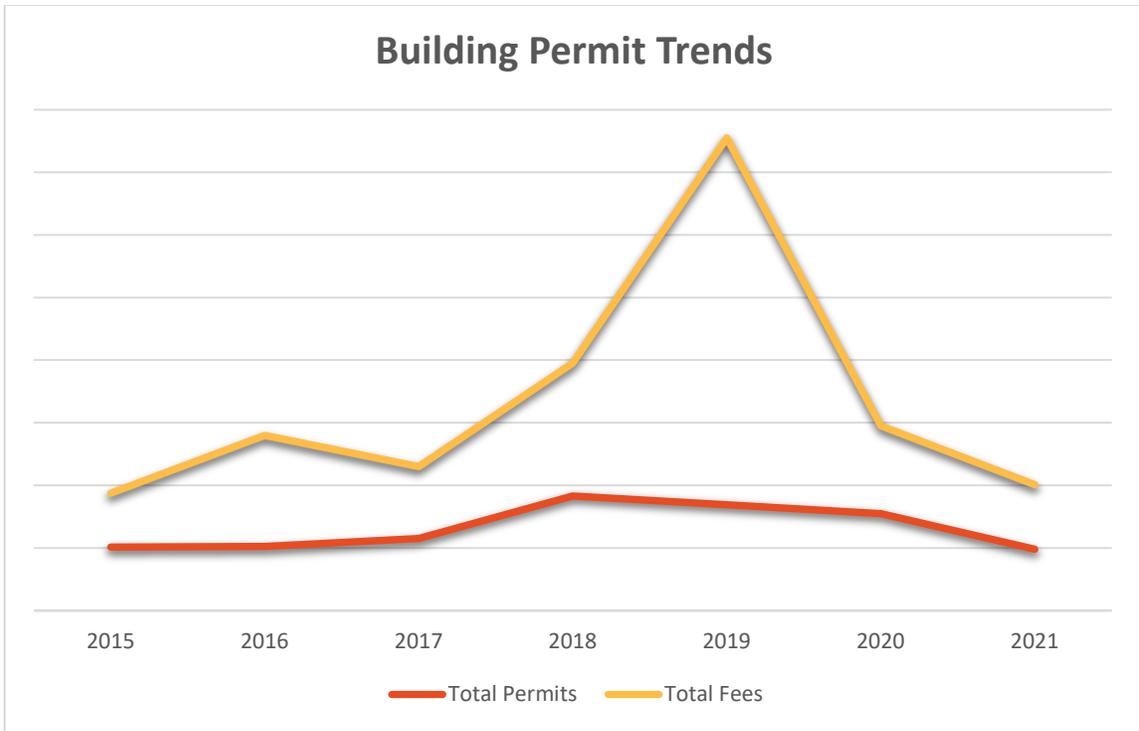
- Engaging consulting service from Brandon Rutz, with first task being to get Gold Shovel Complete.
- Site selector working on behalf of another major retailer has had more serious discussions in recent days, continuing to respond to inquiries and assist when we can.

## Plan Commission Updates:

- iWorq online permitting set-up continues. Building Permits are now being processed through this system by staff. Historic Permits are as well. next, zoning permits and customer portal completion.

## Other Updates:

- **West Side Park, Aquatic Center and Splashpad:** MSA Professional Services has begun project meetings.
- **Building Permit Updates:**
  - 2021 Total to date: 196 permits and \$40,279.15 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>	\$1,173	
		Engineering			
		Recruitment Services			
10-56820-300	<b>Economic Development Expenses</b>	Avail. Prop. Database - \$3,000	<b>\$5,900</b>	\$32	
		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>	\$2,000	
		<b>Total</b>	<b>\$19,400</b>	\$2,500	