

## 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.

City of Evansville **Economic Development Committee**  
Regular Meeting  
3<sup>rd</sup> floor City Hall, 31 S. Madison Street, Evansville, WI 53536  
Monday, April 17, 2023, 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 February 20, 2023 regular meeting and approve them as printed.
5. Motion to waive the reading of the minutes of the March 20, 2023 regular meeting and approve them as printed.
6. Civility Reminder
7. Citizen appearances, other than listed agenda items
8. Monthly Reports
  - A. Community Development Update
  - B. Chamber of Commerce Report
  - C. Tourism Commission Report
9. Discussion
  - A. Business Summit Work Session
    - 1) Date
    - 2) Location
    - 3) Theme, Itinerary, Outcomes
10. Next Meeting Date: May 15<sup>th</sup>, 2023 at 6:00pm. (*Pending Host Location: Blue Scope Buildings NA*)
11. Motion to Adjourn

*-Jim Brooks, EDC Chair*

City of Evansville **Economic Development Committee**  
**Regular Meeting**  
**Monday, February 20, 2023 6:00 PM**

**MINUTES**

**1. Call to Order.** Brooks called meeting to order at 6:04pm

**2. Roll Call:**

|                        | <b>Present/Absent</b> | <b>Others Present</b>                              |
|------------------------|-----------------------|--|
| Chair James Brooks     | P                     | Com. Dev. Director Colette Spranger                |
| Ben Ladick, Vice Chair | P                     | Bill Lathrop, Evansville Today                     |
| Jon Alling             | P                     | Shawn Dunphy, Evansville Chamber of Commerce       |
| Sue Berg               | P                     | James Otterstein, Rock County Economic Development |
| Brandon Rutz           | A                     | Linda Gard, ECSD                                   |
| Pat Carr               | A                     |  |
| Gabe Schrader          | P                     |  |

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

**4. Motion to waive the reading of the minutes of the January 16, 2023 meeting and approve them as printed by Ladick, seconded by Schrader, approved unanimously.**

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

**6. Citizen Appearances, other than listed agenda items.**

**A. Linda Gard, Career Coordinator at Evansville High School, Ms. Gard** visited the group at the behest of Bill Lathrop, who shadowed her for a day. Her role is to find opportunities for students who were interested in career paths outside a college-bound path. Lathrop is trying to find other businesses to participate. Shawn Dunphy has talked with her as well. James Otterstein noted that some districts operate such programs differently than others and that it takes time to really focus on key relationships with the business community.

**7. Monthly Report**

**A. Community Development Report.** Spranger gave the report, filling in on recent Plan Commission applications, grants and yearly reporting. Business visits are being conducted again and the Building Improvement Grant and Board of Zoning Appeals committees met after several year hiatuses.

- B. Chamber of Commerce Report.** Chamber of Commerce Executive Director Shawn Dunphy spoke briefly of her first few days on the job. The Chamber of Commerce has a physical location in the Grange Building, renting out space with Ringhand's Beer Mustard.
- C. Tourism Commission Report.** Berg gave the report. Creekside Place is going in a new direction with its event space, offering community meal, outdoor music, and the regular car shows as "Maple Street Events." The Committee put an ad in the magazine "Our Wisconsin". Brief discussion on how there is an overall lack of good connection with the school district regarding events that could be regarded as tourism events, such as capitalizing on tournaments and other events that draw in people from outside Evansville.
- D. Rock County Development Alliance Report** – James Otterstein provided further detail regarding the quarterly dashboard he puts out regarding economic activity throughout the region. Consumer confidence is up, as indicated by increased sales activity. Brooks inquired what percentage of sales were e-commerce. Otterstein estimated about 1/3 of the sales were attributed to online sales. Otterstein noted that the company featured in the Project Profile – GEA Mechanical Equipment, In, took 2 years to convince to settle in Janesville. Employers are also suffering from fatigue in hiring – jobs are there, but the energy to fill them is cooling off.

## **8. Discussion.**

- A. Building Improvement Grant – Standing Member.** Spranger expressed desire for a standing member of the EDC to act as a go-to to be on the committee to review Building Improvement Grants. Brooks interjected that the point of the phrasing in the grant language not to specify a person was to allow for flexibility in who could participate. Spranger replied that having a person available midday would be preferable in order to cut down on night meetings. Brooks, Alling, and Carr all showed interest in serving in this capacity.
- B. MadREP/Livability.com Media Opportunity.** Spranger shared that she had been contacted by a consultant hired by MadREP to seek out Evansville's interest at having an advertisement in its yearly regional guidebook. Discussion throughout the group about what kind of content should be included came to a conclusion that, at this time, the City lacked a cohesive story that could be succinctly told in the small amount of space provided in the magazine. Group agreed that this opportunity should be considered at a later date, when time and budget allowed and after a narrative could be developed.
- C. Ad Hoc Committee to organize Business Summit.** Brainstorming for the summit took place. Spranger noted that there are tools that the committee has that it didn't in 2008 – MadREP and greater WEDC support. Brooks added that a better relationship with the Chamber was also an asset. 2008's affair took up six hours on a Saturday and featured a speaker from the Tomah Entrepreneur's Club. It was held at the Performing Arts Center and brought in about 100 people. There were focus groups before the actual summit to identify what topics should be covered by the summit. All this effort resulted in the 2008 Economic Development Plan, which was later absorbed into the Economic Development Chapter of the Comprehensive Plan. Group consensus appeared to be that this time around should be focused more on networking and reconnecting.

## **9. Next Meeting Dates: Monday, March 20, 2023 at 6:00pm.**

City of Evansville **Economic Development Committee**  
**Regular Meeting**  
**Monday, March 20, 2023 6:00 PM**

**MINUTES**

**1. Call to Order.** Ladick called meeting to order at 6:00 pm

**2. Roll Call:**

|                        | <b>Present/Absent</b> | <b>Others Present</b>                        |
|------------------------|-----------------------|--|
| Chair James Brooks     | A                     | Com. Dev. Director Colette Spranger          |
| Ben Ladick, Vice Chair | P                     | Scott Everson, Director of C&I, ECSD         |
| Jon Alling             | A                     | Shawn Dunphy, Evansville Chamber of Commerce |
| Sue Berg               | P                     | Jason Sergeant, City Administrator           |
| Brandon Rutz           | P                     |  |
| Pat Carr               | P                     |  |
| Gabe Schrader          | P                     |  |

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

**4.** Spranger failed to write minutes in time for this month’s meeting. Will report back in April with minutes from February and March.

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

**6. Citizen Appearances, other than listed agenda items.**

**A. Scott Everson, Director of Curriculum and Instruction.** Mr. Everson was present at the invitation of Pat Carr, who works with Everson on implementing an automotive curriculum spearheaded by Ford to integrate students into the workforce prior to education. The Ford curriculum is well-regarded as it comes with very few strings attached, meaning it can be easily modified to suite the location where it is implemented. This is one of the opportunities that EHS provides to improve career readiness among its students. The average high school class is ~100 students and about 60% go on to college. The goal of these apprenticeship style opportunities is for the remaining 40% to experience the world of work. Ladick asked if there was any collaboration with Blackhawk Technical College. Everson replied that about 8 students get shuttled to Milton to participate with their tech program, which is co-ran by Blackhawk. Blackhawk is anxious to get involved with the schools.

**7. Monthly Report**

**A. Community Development Report.** Spranger gave the report, filling on new businesses in progress of opening and ongoing business.

**B. Chamber of Commerce Report.** Chamber of Commerce Executive Director Shawn Dunphy spoke about membership renewals for the Chamber, which have been trending positively. The Chamber will be hosting a Spring Mixer at the Grange Building on May 4<sup>th</sup> from 4-6pm.

**C. Tourism Commission Report.** Berg gave the report, which included a brief update about the Our Wisconsin ad the commission placed. A photographer is being contracted to provide updated shots of photos that clearly show people enjoying what Evansville has to offer. Next Tourism Commission meeting is April 13<sup>th</sup> at 6:30pm.

**8. Discussion.**

**A. Business Summit Ideas and Task Assignment.** Ongoing discussion regarding themes and organization for the 2023 Business Summit.

**9. Next Meeting Dates: Monday, April 17, 2023 at 6:00pm.**



# Community Development Updates

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April 17, 2023 Colette Spranger, Community Development Director

## Recent and ongoing community development activities:

- April Plan Commission:
  - Site Plan and Amendment to a Development Agreement reached with Phillips-Morning Investment Group regarding their Brown School Road Property
  - Conditional Use Permits issued for Main Street Fix, Hop Garden, both new downtown businesses providing beverages
  - Lot line adjustment and rezoning for Sienna Crest over on west side of town
  - May Plan Commission: lots of activity anticipated
- A pre-development services agreement has been signed!
  - This allows us to invoice the user for costs incurred on their behalf, which was described by the City attorney and Rock County economic development as “extremely rare”.
  - Industry is agribusiness and desires a location along a Class I rail line, such as Union Pacific.
  - User is still negotiating land control.

## Building Inspection/Permitting

- January 1 – April 17, 2023: 89 building permits; \$25,828 in fee revenue
- This same time last year: 72 building permits; \$22,867 in fee revenue

**City of Evansville**  
**Evansville Tourism Commission**  
**April 2023 Summary Submitted by Sue Berg**

The Evansville Tourism Commission met April 13, 2023.

Highlights of this meeting are:

The artist for the second mural plans to meet with Colette Spranger, Community Development Director, about equipment, storage and access while painting the mural.

A photographer from Madison introduced himself and his photography capabilities for the Tourism Commission to consider.

Abbey Barnes, on behalf of the Chamber, is setting up the first social media campaign for the Tourism Commission this year. She is working with Ashley Kix (WJVL radio personality and popular content creator).

The downtown flowers are on order and Jim Brooks anticipates the flower baskets will be hung from the street lights around Memorial Day weekend. Tourism Commission is grateful to Water and Light for weekday watering.

“Our Wisconsin” magazine published the Evansville tourism ad on page 56 of the April / May 2023 issue.

Upcoming events with tourism potential:

- a. EUM – check schedule at <https://evansvilleundergroundmusic.org/calendar/>
- b. High School Musical Disney’s Beauty & The Beast April 21-23
- c. Cruise Night May 4
- d. Art Crawl May 12
- e. Memorial Day Recognition May 29
- f. Cruise Night June 1
- g. Grove Society Museum opens June 3
- h. Music on the Side June 14
- i. Library Ice Cream Social June 30
- j. July 4 Festival July 1-4
- k. July 4 Fun Run/Walk
- l. Cruise Night July 6
- m. Music on the Side July 12
- n. Cruise Night Aug. 3
- o. City Wide Garage Sales Aug. 4-5
- p. Music on the Side Aug. 9
- q. Evansville Night Out Aug. 10
- r. History in the Park Aug. 27
- s. Cruise Night Sept. 7
- t. Just Desserts Sept. 11
- u. Ladies Night Out TBD
- v. CreekFest / Baker Mfg Celebration Sept. 16

Next meeting dates are June 8 and August 10.

# 2023 Economic Development Summit

## Initial Planning

April 17, 2023

1. Work Session Meeting before May 15<sup>th</sup>
  - a. Midday?
2. Date/Time
  - a. October
  - b. Saturday
  - c. Not a Badger game day
3. Location
  - a. Big enough for 100 people
4. Theme
  - a. Last time: Industry and Entrepreneurs
  - b. Suggestions: Rebuilding Connections?
5. Desired outcomes
  - a. Networking/Community Building
  - b. 2008: yielded an Economic Develop Plan, Inventors/Entrepreneurs Club

### **Next time:**

- Pre-Summit Survey
- Drip Campaign to Draw Interest
- Invites?

### **Speakers/Topics**

- Focus Group or Survey Before
- Potential Resources:
  - MadREP – doing a regional comprehensive economic development plan
  - Rock County Economic Development
  - Elected Officials
    - i. Sen. Spreitzer and Rep. Anderson are interested in attending
    - ii. Other Invitees?
  - WEDC – has suggested Tom Still (Wisconsin Technology Council), Matt Kures (UW Extension – map/spatial data)

## Countdown to the Leadership Summit

| OBJECTIVES   | CONTENT  | MEETING DESIGN AND STRUCTURE   | SPEAKERS AND PRESENTERS   | LOGISTICS  |
|--|--|--|---|--|
| <b>4-6 months</b>  |  |  |   |  |
| Begin conversations on desired outcomes.                     |  | Appoint summit director and assemble design team.  | Identify potential outside speakers.  | Select venue and finalize dates.   |
| <b>90 days</b>   |  |  |   |  |
| Discuss potential objectives.                                | Determine required materials for pre-meeting readings and summit presentations.    | Determine topics and sequencing.   | Secure outside speakers.  | Send meeting invites. Finalize travel arrangements.                                  |
| <b>60 days</b>   |  |  |   |  |
| Solicit input on potential objectives from key stakeholders. | Hold pre-meeting webcast. Deploy pre-meeting survey.                               | Design high-level agenda.  | Determine internal presenters and discuss potential objectives. Select emcee. |  |
| <b>30 days</b>   |  |  |   |  |
| Establish final set of objectives.                           | Compile survey results. Draft pre-meeting readings and session material.           | Refine structure on the basis of survey results. Draft detailed agenda, including tools to gather input. | Review internal presentations.  | Walk through the venue and confirm details, including agenda timing.                 |
| <b>1-2 weeks</b>   |  |  |   |  |
| Include objectives in pre-meeting reading material.          | Distribute reading material to attendees. Finalize session content.                | Conduct final walk-through of detailed agenda.   | Conduct rehearsals with presenters and emcee. Confirm external speakers.      | Secure supplies and make table and breakout assignments. Test audiovisual equipment. |
| <b>During</b>  |  |  |   |  |
| Regularly remind attendees of the objectives.                | Compile input gathered through breakouts, keypad polls, etc.                       | Remind attendees of structure and agenda.  | Ensure that speakers and presenters understand their roles.                   | Coordinate ad hoc needs with venue.  |
| <b>After</b>   |  |  |   |  |
|  | Deploy post-meeting survey. Distribute summit output and other communication aids. | Follow-up on commitments. Establish forums for continued collaboration.                                  |   |  |

We are (still) here