



TOWN SQUARE PROGRAMMING COMMISSION AGENDA MINUTES

WEDNESDAY, MARCH 06, 2024 AT 4:15 PM

WATERTOWN CHAMBER OF COMMERCE - 519 E. MAIN STREET WATERTOWN, WI 53094

Virtual Meeting Info: <https://meet.goto.com/WatertownParkRec>

1. Call to order at 4:19pm

Who was in attendance – Konz, Zimmerman, Bartz, Kauffmann, Hertel, Lampe, Juhl, Butteris)

2. Review and approval of minutes

A. Town Square minutes from February 7, 2024: approved by Lampe, seconded by Bartz

3. Review and approval of financial reports: Tabled until April Meeting

4. Citizens to be heard

Each individual who requests to address the Council will be permitted up to three minutes for their comments.

No one present

5. Business

A. Review and Discuss: Ordinance Updates: 398-20; 428-8(g)

398-20: went over the recently City Council approved verbiage to change from % to fee based.
428-8(g) will be going to PSW meeting in April. Will have an update at the May BFTS Commission Meeting

B. Review and Discuss: new procedure for Events and Permits

Discussion held on the new procedure, the 6 items that define a special event. Town Square completes a list of events for the upcoming year (10/31 list) per ordinance. Anything not on that list that is defined a Special Event will then go to PSW to be approved. All other events (non-special event) will be handled by the PR&F department. Butteris to put fee schedule for PR&F online.

C. Review and Discuss: details of Birthday Bash and help needed

Went over the schedule for the event on May 18th. Juhl will be sending out a list of times we will need assistance. Discussed alcohol sales will begin at 11am and run through the concert end at 7-7:30pm. Event details are updated on the Town Square Calendar of events on the website.

D. Discuss: Alternate Options for Revenue other than Sponsors

Discussed the need for revenue generating at the square. We have very limited options. We had been counting on the alcohol sales to help cover some of the entertainment costs and now need to find alternate options. Juhl will be trying to reach out to more businesses to try for some smaller sponsorships, since the larger ones are harder to come by. WE Energies was also mentioned for a potential sponsor.

E. Review and Discuss: Additions and upgrades to Shelters at Square

Juhl & Butteris met with White Oak Builders and Northland Rec in regards to building a similar shelter over the Fisher Barton Stage, a TRUE cover for the Upper shelter and some shade for the park in general. These have been big asks from the public. Neither company will work on the upper shelter due to the fact someone else engineered and they are unsure of the weight it can hold, etc.

F. Review and Discuss: bollards options & quotes

Juhl has been researching bollard options for Water Street as a safety alternative for closing the street during events. We are waiting for a couple more details to firm up quotes to take to

PSW in April. The current info received is the 77lb bollard will stop a 5k lb vehicle moving at 20MPH. We will need approximately 15ct and will need a way to take them in and out and a place to store them. They do offer additional sleeves for the ground for storage options. Butteris thought we could place these where the bike racks currently are when not in use. Due to the weight assistance will be required putting them in place and removing them.

G. Discuss and approve: lights on trees in square year round

It was decided that once the leaves are off the trees (holiday time) lights will be on all trees in BFTS and stay on until late winter (not just holiday time) Snowflakes will be removed asap!

H. Discuss: New Time and Location Options for Commission Meeting

We will meet in April on the 3rd at the Chamber office at 4pm and will discuss at that meeting a new time and moving the location back to the SCC. We are waiting for the new members for that to be decided.

6. Event Coordinator's report

A. Coordinators Report

Main item discussed was the offer to reduce the rates for the Thursday Night Market for TRUE farmers. We are in need of produce for these markets and the farmers have very little profit margins. This will be taken to the PR&F meeting in April.

7. Adjournment

Kaufmann motioned to adjourn and Hertel seconded.

Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at mdunneisen@watertownwi.gov, phone 920-262-4006

A quorum of any City of Watertown Council, Committee, Board, Commission, or other body, may be present at this meeting for observing and gathering of information only