



TOWN SQUARE PROGRAMMING COMMISSION MINUTES

WEDNESDAY, AUGUST 21, 2024

514 S. FIRST STREET, BRANDENSTEIN ROOM

1. Call to order at 12 noon. Brian Konz, Robin Kaufmann, Jody Purtell, Dan Bartz, Ericka Schneekloth, Dave Zimmerman. Not present: Bonnie Hertel

2. Review and approval of minutes from June 19, 2024
change to Robin's last name Kaufmann – Kaufmann motioned, Bartz second

3. Review and approval of financial reports

Requested Mark Stevens to attend next two meetings to get some further clarification on future fund charges. Bartz motioned, Schneekloth seconded

4. Citizens to be heard

John Cattish 204 Main Street present. He had concern about Jersey barriers – vehicles are driving around barriers on Water and Main – Told him we will contact Streets about widening jersey barriers to alleviate the issue.

5. Business

- a. Discuss: topic of transitioning from less city sponsored events to more private rentals - Majority in agreement to try to transition some weekends to private/public events and less city sponsored events
- b. Discuss and recommend number of concerts for 2025 Season - First year was 8 concerts, This year we have scheduled 11 concerts, Thinking on 9 total concerts next year – or 7 is a good number if September concerts are not well attended this year.
- c. Discuss: other types of entertainment we would like to provide 2025: Concerts, art classes, tree lighting, jingle bell on the rock, Thursday night markets, Food Truck Sundays with open mic, Boo Bash
And add more for winter – Jan, Feb, Mar
- d. Discuss and review: advertising options for 2025: Schneekloth recommended not advertising in the paper. Stick with Instagram, snapchat, tiktok in addition to facebook. Kaufmann reminded for facebook posts not to repeat information, switch it up every post, cross promotion with bands. Konz also recommended not spending money the paper, leveraging the bands media
- e. Review: Public Safety suggestions for Water Street Parking Concerns: Bartz said no parking on that street would be his recommendation.
- f. Discuss: Commission input for RINKA – reminder of meeting on August 28th 5:30 Library – Rock River Corridor meeting
- g. Discuss: Request for Installing Visual Communication Board TABLED

6. Event Coordinator's report



Schneekloth likes the new weekly calendars that are being shared on social. Konz likes as well. Boo Bash Update– Main St. is not going to do Pumpkin Palooza, no business trick or treating, BFTS is going to do the trick or treating and make a big event around it. Ixonia Bank will be donating \$1000 for assisting with the cost along with Dave Yelk donating \$250 to cover cost of Watertown Players.

Grants/Scholarships – received the last of the Future Fund money \$50,000 from WRMC
Needs added for Zimmerman – new benches, more picnic tables, shelter cover for bands.

7. Adjournment Zimmerman motioned, Purtell second





Play Communication Board

Talking to friends is so much fun, pictures help us talk with everyone!

bandaid	fun	ice pack	time	crawl	run	climb	push	swing	slide	yes	no
not on board	fast	fox	slow	up	down	in	out	on	off		
me	it	who	what	when	again	now	that	this	bathroom		
you/your	my	not/don't	come	do	ready	how	all done	silly	good		
listen/hear	help	eat	get	give	go	where	big	happy	more		
tell	stop	like	look/see	hurt	rest	away	little	sad	quiet		
play	turn	want	wait	there	there						

1 2 3 4 5

6 7 8 9 10

A B C D E

F G H I J

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Help with Legos for kids can be

LEGOS

FOR KIDS

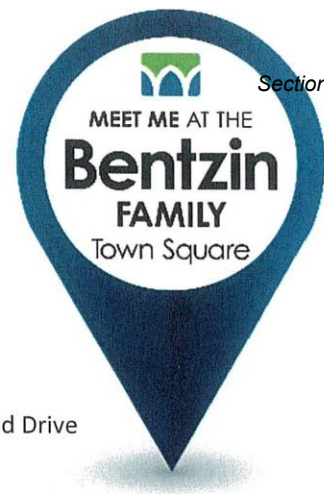
www.legos.com

COORDINATOR'S REPORT

as of August 16, 2024

2024-25 CURRENT CALENDAR OF EVENTS

THE SUMMARY BELOW IS THE TENTATIVE STATUS OF SCHEDULING



Section 6, Item A.

Aug 16: Share the Love Series (Fri 5-8)

Aug 17: Ask Your Mother (Sat 7-9)

UPDATE! Aug 18: Art at the Square-kids craft (Sun 1-3) – moved to Sept

Aug 19: Food Truck Mondays (Mon 4-7)

UPDATE! Aug 22: Thursday Night Markets (Thur 4-7) Added Pop In & Paint booth; Versiti Blood Drive

Aug 23: Share the Love Movie (Fri 6-9)

Aug 24: Bootjack Road Band (Sat 7-9)

Aug 25: Koine Concert (Sun 3-7)

UPDATE! Aug 25: Family Fun Day (Sun 11-1) Changed to Battle of the Badges at Riverside Park

Aug 26: Pop-Up Lunch Express (Mon 11-2)

Aug 26: Food Truck Mondays (Mon 4-7)

NEW! Aug 27: YMCA Body Balance (Tues 9-10)

Aug 31: Fiesta @ the Square (Sat 10-7)

Sept 7: Last Bees (Sat 7-9)

Sept 9: Food Truck Mondays (Mon 4-7)

Sept 14: Back Bay Band (Sat 7-9)

Sept 16: Food Truck Mondays (Mon 4-7)

NEW! Sept 18: Urban Poling (Wed 10:30am)

Sept 22: Art at the Square (Sun 1-3)

Sept 23: Pop-Up Lunch Express (Mon 11-2)

Sept 23: Food Truck Mondays (Mon 4-7)

UPDATE! Sept 26: Thursday Night Markets (Thur 4-7) added Wilders Plant Class 5:30

NEW! Sept 29: Calvary Full Orchestra

Sept 30: Food Truck Mondays (Mon 4-7)

Oct 7: Food Truck Mondays (Mon 4-7)

Oct 14: Food Truck Mondays (Mon 4-7)

NEW! Oct 19: Hope Church Event

Oct 21: Food Truck Mondays (Mon 4-7)

UPDATE! Oct 26: Boo Bash (Sat 11-3)

Nov 16: Tree Lighting (Fri 5:30-7)

Dec 7: Jingle Bell on the Rock (TBD)

NEW! Sept 6: Boogie & and Yo Yoz (Sat 6-9)

Weekly Calendars you Requested

Section 6, Item A.



NEW Grants & Sponsorships Update

Ixon Bank donated \$1000 – Boo Bash Main Sponsor
Received the last \$50,000 payment from WRMC

Needs

Moveable Picnic tables and benches
Umbrellas for chairs by river
10x10 Custom tent
Custom Sign with Splash Pad Hours and Rules

Maintenance Updates at the Square

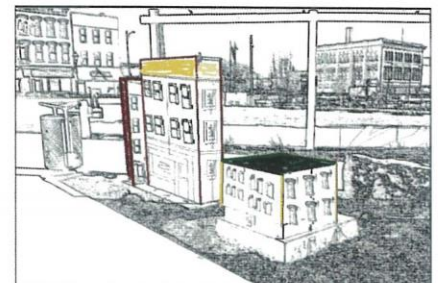
- Water test update: Inquired again on water levels 8/13/24 **See current bill in packet**
- Restrooms: The PD has been locking up after each concert they are present for. The Library has been auto locking at a time sent by us for non-city sponsored events. This seems to be working. Still working on MOU finalization.
- Community Table update from Kristine

Artwork Submissions

This had to take a back seat due to events. Does anyone want to help with leading this project?

From Steven: My first concern is whether the boxes are the City's or if they belong to a utility that has an easement. If the boxes are the City's and your committee overseeing the square wants to move forward. I would suggest having them draft a proposal or example before permitting them to actually paint the boxes. The City or at least a committee should be approving the design instead of letting a third party paint whatever they want to. They should also let you know what materials they intend to utilize on the boxes, or you should dictate what types of materials they can use to ensure that they do not cause any damage to the box and that the work will last without becoming a blight.

Our committee, along with the Mayor will be the voting committee on design.



Past Events Update

Section 6, Item A.

Thursday Night Markets (4-7): Aug 22, Sept 26

- Looking for 2 more nightly \$300 sponsors.
- Would still like some unique artisans.
- Adding new vendors and activities to each date. Adding a terrarium class was very successful.

	Market vendors	Food Trucks (conc fees not included here)	Entertainment Fees	booth fees	Sponsor	Attendance	Profit
June	30 present (4 exempt from payments) 1ct No shows-not pd	3	\$105	\$650	\$300 + \$225	250	\$1,045
July	31 (7 exempt from payments) 4ct No shows (2 pd; 2 did not)	3 showed (1 had brea	\$300	\$650	\$225	400	\$575
August							
September							

Concerts

NEW Dueling Pianos June 29, 2024		Conscious Pilot June 15, 2024	
Costs NEW Dueling Pianos \$4,200 Green Room Refreshments/Water \$45 Total \$4,245		Costs Conscious Pilot \$2,500 Green Room Refreshments \$87 Total \$2,587	
Revenue Sam \$250 Total \$250	Does not include: labor, concessions in parks or everyday costs such as water, theater, etc.	Revenue Tavern League \$250 Beltz Grant (using remainder of \$10.00) \$211 Total \$461	Does not include: labor, concessions in parks or everyday costs such as water, theater, etc.
Attendance 450		Attendance 200	
Bar Revenue \$1,400		Bar Revenue requested 2x for stats	
Bar Tips		Bar Tips	
NET (\$3,995)		NET (\$2,126)	
Mallrats June 21, 2024		Panchromatic Steel July 13, 2024	
Costs Mallrats \$5,000 Green Room Refreshments \$45 FB Boost \$10 Total \$5,055		Costs PanChromatic Steel \$2,000 Green Room Refreshments/Water \$25 Total \$2,025	Concert Ended at 8pm due to weather
Revenue Rotary \$250 Total \$250	Does not include: labor, concessions in parks or everyday costs such as water, theater, etc.	Revenue Rotary \$250 Total \$250	Does not include: labor, concessions in parks or everyday costs such as water, theater, etc.
Attendance 0		Attendance 300	
Bar Revenue \$0		Bar Revenue \$300	only because they did not have to do insurance
Bar Tips \$0		Bar Tips	People were not buying alcohol at this event
NET (\$4,805)		NET (\$1,775)	

33 RPM July 19, 2024

Costs	
33 RPM	\$4,000
Green Room Refreshments/Wa	\$47
Total	\$4,047

Revenue	
Rotary	\$250
Total	\$250

Does not include: labor, concessions
in parks or everyday costs such as
water, theeder, etc.

Attendance	500
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Bar Revenue (profit)	\$594
Bar Tips	

NET (\$3,797)

Rotary net income for this event is \$1,712.58

Expenses – Total = \$1074.87

Park & Rec Fee - \$250

Trailer - \$225

Coolers \$6.33

Cost of beer sold - \$593.54

Food Trucks Stats 2024 Thru July

Date	Vendor	Event	Location	Served		Response
15-May	Quacky Jacks		SC	100		Happy
15-May	Fuelify		SC			not happy due to Quacky Jacks selling same drinks
18-May	Big Daddy Dawgs	Birthday Bash	BFTS			not happy
18-May	Sugar Spun	Birthday Bash	BFTS			not happy
18-May	C&J BBQ	Birthday Bash	BFTS			
18-May	Score	Birthday Bash	BFTS			
18-May	Pizza Ranch	Birthday Bash	BFTS			
6-Jun	Fuelify	Schools Out	BFTS			
6-Jun	Quacky Jacks	Schools Out	BFTS	112		happy
8-Jun	Iron Pig	Boy Band	BFTS	80	\$20 avg sale	Better than expected-mac & cheese was fav
8-Jun	Score	Boy Band	BFTS	sold out		
8-Jun	Big Daddy Dawgs	Boy Band	BFTS			
10-Jun	Quacky Jacks	FTM	BFTS	220	sold out	happy
10-Jun	Marias Taco Truck	FTM	BFTS			
12-Jun	Little Sister Cookie		SC	45	234 cookies	happy
14-Jun	Tracia Treat Trike		SC/BFTS	20	1-hour	happy once we moved to BFTS
15-Jun	Shiver Shack	Conscious Pilot	BFTS			
15-Jun	C&J BBQ	Conscious Pilot	BFTS			
15-Jun	Marias Taco Truck	Conscious Pilot	BFTS			
15-Jun	Score	Conscious Pilot	BFTS			
18-Jun	Quacky Jacks	FTM	BFTS	90	sold out	Happy
18-Jun	Jandy's Base Camp	FTM	BFTS			

24-Jun	18 Acres	Pop Up Lunch Express 11-2	BFTS		\$500 sales	
24-Jun	Harvest Moon Coffee	Pop Up Lunch Express 11-2	BFTS	5		did not do well--would prefer morning next time. Glad she tried it out. <i>Section 6, Item A.</i>
24-Jun	Buddha Belly Pizza	FTM	BFTS	50		Iron Pig broke down - Buddha only one
27-Jun	Buddha Belly Pizza	TNM	BFTS	55		We sold roughly 55 meals. That's about what we like to shoot for as a minimum for events we pay a fee to. So on the lower end but not bad. As the event gains popularity that'll only go up. My only suggestion is logistical. Possibly blocking off the road with more mobile means. Those concrete barriers don't allow any organizational passage. If you guys were even in charge of that
27-Jun	Tracia Treat Trike	TNM	BFTS	84	\$337	did very well
27-Jun	Quacky Jacks	TNM	BFTS	sold out		
29-Jun	Crepes	NEW Dueling Planos	BFTS	50		It sure was a perfect night for the concert and Dueling Piano's was awesome. * We served approximately 50 customers and sold 51 crepes, 10 bags of chips, two ice cream cups, and about five drinks (soda/water). * We definitely feel we did well at the event. It was our first time and we sold out. We now have a better idea for planning because we closed about half an hour early and could easily have sold 10-20 more crepes. * I think it is great how organized and involved you and Stephanie are. We had no questions and received a great amount of help. I also appreciated the police officers being there as part of the event and their willingness to help. Other than the above, we were so busy inside that we didn't have a chance to experience much of the rest of what was going on. I think the concerts are definitely a great draw for the community.
29-Jun	Big Daddy Dawgs	NEW Dueling Planos	BFTS	150		I served about 150 customers and did very well. The last couple events I had quite a few customers ask if I had any drinks and they were frustrated that I had to point them to The Score for a soda. I get that we don't want to step on other vendors toes, but it is a hassle for customers to wait in line for food and then have to spend more time waiting in another line just to get a soda or water. People come to these events to have a good time, not to wait in multiple lines. My opinion is that if any vendor wants to serve soda/water they should be able to provide that service for their customers. Any other "mocktail" or specialty drink can be had by another vendor.
8-Jul	Big Daddy Dawgs	FTM	BFTS			
8-Jul	Fuelify	FTM	BFTS			
12-Jul	Quacky Jacks	Pop Up	SC			did ok--not as good
13-Jul	Mikes lunch & brunch	PanChromatic Steel-shortened	BFTS	33		says she did not like way trailer was situated
13-Jul	Big Daddy Dawgs	PanChromatic Steel-shortened	BFTS	30		during Jefferson County Fair & concert at drafty after beer walk
14-Jul	Sugar Spun	Kids Fest	BFTS	20		
14-Jul	Shilver Shack	Kids Fest	BFTS			said they did well
15-Jul	Pizza Ranch	FTM	BFTS		\$52	
15-Jul	18 Acres	FTM	BFTS			Not good=very slow
16-Jul	Jandy's Base Camp	pop up	BFTS			
17-Jul	Sweet Talkin Treats	Pop Up w/ YMCA	BFTS	15	\$30	pretty slow-they need to promote more and thinks they have storefront is issue. May do better if part of a bigger event. Was happy to try new things
19-Jul	Shilver Shack	33 RPM	BFTS			
19-Jul	Quacky Jacks	33 RPM	BFTS			
19-Jul	Pizza Ranch	33 RPM	BFTS	72		handed out 50 coupons for buffets
19-Jul	Score	33 RPM	BFTS			
22-Jul	Little Sister Cookie	FTM & pop up all day	BFTS	50	180 cookies	not best day but not worst
22-Jul	Quacky Jacks	FTM pop up only 4-7	BFTS			

22-Jul	Shilver Shack	FTM & pop up all day	BFTS			
22-Jul	Big Daddy Dawgs	FTM & pop up all day	BFTS	100		all in all success--happy with pop up <i>Section 6, Item A.</i>
23-Jul	Jandy's Base Camp	Pop up	SC	6		
23-Jul	Kona Ice	Pop up	BFTS	35		knows this is a trial-did not hit their minimums
25-Jul	Big Daddy Dawgs	TNM	BFTS	125		success
25-Jul	Little Sister Cookies	TNM	BFTS	sold out		happy
25-Jul	Kona Ice	TNM	BFTS	65		very happy
29-Jul	Crawfish Junction	FTM	BFTS			not great but willing to stick it out to see if it builds
29-Jul	Mikes lunch & brunch	FTM	BFTS			broke down-did not come
29-Jul	Kona Ice	FTM	BFTS			not great but willing to stick it out to see if it builds
14-Aug	Jandy's Base Camp	Pop Up	SC		CXLD	

Non-City Sponsored Events 2024 Thru Beg August

Date	Business	Event	Amt Pd	Other Vendors	Attendance	Notes
6-Jun	Fuelify	Schools Out Hang Out	0	Fuelify - Quacky Jack's	112	Great turnout
						We had approximately 120 people between 6 to 8:30 pm. We had some people that had never been down to the square, especially some of our older members of the congregation. It is a beautiful location and I think it was a success as we will plan to do it again next year. With the bridge being out, there was little foot traffic or vehicle traffic that passed by. It will be nice when the bridge is completed and make the downtown even better. We kept the fountains on. There were families that came for that purpose. We tried to pick up everything.
14-Jun	Share the Love	Faith Lutheran		NA	120	
17-Jun	Sassy Sweets	Cookie Decorating class			cxld	low registrations
19-Jun	YMCA Popup 9:30am	1 hr	0		cxld	
19-Jun	YMCA Zumba 6pm	1 hr	0		7	no new members-rain before class-they did not advertise well
23-Jun	Art in Park	Set Apart Art			cxld	low registrations and poor weather

						<p>I thank you so much for all of your help in Section B Item A weekend's event a success! We had about 200 people in attendance based on those pre-registered and those who registered on-site.</p> <p>Our team feels it was 100% a success—our goal was for people to connect and meet each other while creating excitement about our next location. We feel like both objectives were met. The space is absolutely beautiful and conducive to big groups. The splash pad was a hit! I don't think I have anything we would change. Again, appreciate all your help to make the space welcoming with lots of places where people could hang out (picnic tables, high top tables, benches, etc.)</p>
29-Jun	Hope Church		450	Glenns Catered	200	
29-Jun	Kids Time in the Park	1 hr 7th Day Adventist	0		12	<p>We had a handful of visitors, beyond the people that came from the church. It didn't turn out quite as we had planned, but I think we had some nice connections.</p> <p>Thanks so much for letting us use the upper area until the next group needed it for set up. It was much more visible being there and cooler also in the shade. The lower area probably would not have worked so well, but we have wisdom for next time. Since I hadn't seen the area previously, it was</p>

						hard to know what to expect, but all turned out fine. <i>Section 6, Item A.</i> Thanks for working with us to provide this event!
9-Jul	YMCA Pound class 9am	1 hr	0		10	all Y members
9-Jul	YMCA Pound class 6pm	1 hr	0		16	2 non-Y members
12-Jul	Share the Love	1st Baptist Church Outreach	130		80	Felt it was a success!
17-Jul	YMCA Pop UP	Sharon's Events	0		12	Was a win!
17-Jul	Sweet Stop	Sweet Talking Treats	0		10	Not great. 9:30-1pm
19-Jul	Share the Love Movie Night	River Valley Alliance	130		140	Happy with turnout--
25-Jul	Terrarium Class	Wilders	50	during TNM	13	\$50 was shared registration fees--went great
26-Jul	Share the Love	Christian Life family church	130		50-100	
28-Jul	Sunflower Board Day	Set Apart Art	0		20	very happy
2-Aug	Share the Love Movie Night	River Valley Alliance	130		148	successful
3-Aug	WRMC	Breast Feeding Coalition	180		cxld	Cancelled - did not ask for refund as of 8/14/24
11-Aug	Community Worship Service	Immanuel Evangelical Luther Church	130		150-175	Happy-loved having restrooms from library-people did not come due to lack of parking due to bridge. Handicapped signs were never delivered to them.