

DOWNTOWN MAIN STREET RECONSTRUCTION TASK FORCE

Wednesday, May 24, 2023

2:30 pm IN-PERSON/VIRTUAL MEETING

Lower Level, Room 0041, City Hall, 106 Jones St, Watertown, WI

By Phone or GoToMeeting: <https://global.gotomeeting.com/join/471703029>

For the Public, Members of the media and the public may attend by calling: (US)+1 (224) 501-3412

Access Code: 619-906-421

1. Call to order at 2:34pm.
 - a. Attendance- Present: McFarland, Holloway, Becker, Lampe, Hoffman, Beyer, Moldenhauer, Beyer, Grinwald, Board, & Steph Mazzoni. Absent: Pliska, Smith & Salas. Virtual: Michelle Elias joined at 2:41. Amber Smith joined at 3:16 in-person.
2. Approval of prior meeting minutes
 - a. Approval of Minutes 4.26.23. Motioned by Board, seconded by Hoffman, carried unanimously.
3. Opening for public comment
 - a. None present
4. Old Business
 - a. Update on landscape architect status
 - i. Communications process
 1. Holloway explained the scope of work. Discussion followed.
 2. Holloway shared amenity ideas.
 3. City staff will work with Vandewalle on ideas and bring back to the group as a whole.
 - b. Review and potential action:
 - i. Design of logo
 1. Drop "Keep Downtown Thriving"
 2. Minor printing lineups fixed
 3. Motion to accept by McFarland, Seconded by Hoffman, carried unanimously with small line adjustments and fonts in branding standards.
 - ii. Magnet info discussion
 1. Logo and basic contact info sticker
 2. "Planned for 2028" should also be included
 - b. Review and potential action: Task Force visits and topics
 - i. Magnet and newsletter in hand for first visit
 - ii. Set expectations and let them know you're their person
5. New Business
 - a. Review and potential action: Task Force visits and topics
 - i. Magnet and newsletter in hand for first visit
 - ii. Set expectations and let them know you're their person
 - b. Review June newsletter draft
 - i. Add logo
 - ii. Minor edits spacing/titles/write out Street and Avenue with no number/change photo to sunnier/highlight the important dates
 - iii. Mayor McFarland potentially on Wakeup Watertown to share information
 - iv. Discussed social media posts/newspaper including agenda for meeting for business input.
 - v. Discussion on the communication coming from the city and what to let people know about as far as reconstruction.
 - c. Review lamppost add-on options
 - i. Wireless lighting control important
 - ii. GFI's to plug in lights

- iii. Conduit for cameras-Motioned by Hoffman, seconded by Moldenhauer, carried unanimously.
 - iv. Good quality brackets that match for the banners
 - v. Quote speaker for music
 - vi. Quality of glass around the light.Textured so easier to clean.
 - vii. Becker will get quotes on these items.
6. Next meeting date: June 28, 2023, 2:30 PM Mayor McFarland will run this meeting, Becker will be on vacation
 - a. Discussion of possible meetings schedule in July
 - i. Set at next meeting
7. Group photo for newsletter
 - a. Next meeting
8. Adjournment
 - a. Motion to adjourn by Moldenhauer, seconded by Grinwald, motion carried unanimously at 3:50.