



## COMMON COUNCIL MEETING AGENDA

TUESDAY, FEBRUARY 06, 2024 AT 7:00 PM

**MUNICIPAL BUILDING COUNCIL CHAMBERS – 106 JONES STREET, WATERTOWN, WI 53094**

*For the public: Members of the media and the public may attend **by calling:** (571) 317-3122*

***Access Code:** 153-925-469 or <https://www.gotomeet.me/EMcFarland>*

*All public participants' phones will be muted during the meeting except during the public comment period. This meeting will be streamed live on YouTube at: <https://www.youtube.com/c/WatertownTV>*

**1. CALL TO ORDER**

**2. ROLL CALL**

**3. PLEDGE OF ALLEGIANCE**

**4. MINUTES OF COUNCIL MEETING HELD**

[A.](#) Meeting minutes from January 16, 2024

**5. COMMENTS AND SUGGESTIONS FROM CITIZENS PRESENT**

*Members of the public who wish to address the Council must register their request in writing before the meeting begins. Each individual who requests to address the Council will be permitted up to three minutes for their comments.*

**6. REPORTS**

[A.](#) Parks, Recreation & Forestry Commission Meeting Minutes from December 18, 2023

[B.](#) Senior Center Advisory Board Minutes from October 17, 2023

[C.](#) Plan Commission minutes from December 11, 2023

[D.](#) Plan Commission minutes from January 8, 2024

[E.](#) Tourism minutes from January 11, 2024

[F.](#) RDA Minutes from January 17, 2024

[G.](#) Site Plan Review minutes from January 22, 2024

[H.](#) Public Works minutes from January 23, 2024

[I.](#) Downtown Main St. Task Force Minutes from January 24, 2024

**7. COMMUNICATION & RECOMMENDATIONS**

A. Jefferson County Drug Task Force Presentation

**8. NEW BUSINESS**

[A.](#) Review and take action: Committee Appointments

B. Convene into closed session per Wis. Stat. Sec. 19.85(1)(g) to confer with legal counsel for the governmental body who is rendering oral or written advice concerning strategy to be adopted by the body with respect to litigation in which it is or is likely to become involved (P. Byers v. City, J. Shaffer v. City and D. Veierstahler v. City)

C. Reconvene into open session

**9. ACCOUNTS PAYABLE**

**10. MISCELLANEOUS BUSINESS**

[A.](#) Payroll Summary - December 27, 2023 through January 9, 2023 and January 10, 2023 through January 23, 2024

## 11. ORDINANCES

- A. Ord. 24-02 - Amend Section 500-9 A. Parking Prohibited in Specified Places of the City of Watertown General Ordinances (Sponsor: Ald. Davis From: Public Safety and Welfare, 2nd reading)
- B. Ord. 24-03 - Repeal and Recreate Section 428-7 Special Events and Create Section 428-9 City Sponsored Parades of the City of Watertown General Ordinances (Sponsor: Ald. Davis From: Public Safety & Welfare Committee, 2nd reading)
- C. Ord. 24-04 - Amend the 2019 City of Watertown Comprehensive Plan to change the future land use category for 1110 S. Tenth Street and 1111 S. Tenth Street and to change the text in Figure 7.7 (Sponsor: Mayor McFarland From: Plan Commission with Positive Recommendation, 2nd reading)
- D. Ord. 24-05 - Amend Chapter 550: Zoning Code, through the addition of language to sections § 550-53D(1)(b) (Sponsor: Mayor McFarland From: Plan Commission with Positive Recommendation, 2nd reading)
- E. Ord. 24-06 - Amend Section 76-6 Accounts Payable, Section 114-7 D Rules of Procedure, Rule 4 (10), and Section 114-7 I Rule 9 Accounts Payable of the City of Watertown General Ordinances (Sponsor: Mayor McFarland From: Finance Committee, 1st reading)
- F. Ord. 24-07 - Ordinance to Create Section 428-10 Sale of fermented malt beverages in public parks of the City of Watertown General Ordinance (Sponsor Ald. Lampe From: Parks, Recreation and Forestry Commission, 1st Reading)
- G. Ord. 24-08 - Amend Section 398-20 Concession in the parks (Sponsor Ald. Lampe From: Parks, Recreation and Forestry Commission, 1st Reading)
- H. Ord. 24-09 - Adopt Amendments to the 2019 City of Watertown Comprehensive Plan for 1310 Allwardt Street (Sponsor Mayor McFarland From: Plan Commission with a positive recommendation, 1st Reading)

## 12. RESOLUTIONS

- A. Exh. 9577 - Resolution to Approve Updated Purchasing Policy (Sponsor: Mayor McFarland From: Finance Committee)
- B. Exh. 9578 - Authorize release of escrowed funds for Grandview Heights Addition No. 7 Subdivision (Sponsor: Mayor McFarland From: Plan Commission)
- C. Exh. 9579 - Authorize release of escrowed funds for Hepp Heights Phase III Subdivision (Sponsor: Mayor McFarland From: Plan Commission)
- D. Exh. 9580 - Resolution to Enter into the Agreement for 2024-2026 Tourism Promotion Services between the Watertown Tourism Commission, the City of Watertown and the Watertown Area Chamber of Commerce (Sponsor: Mayor McFarland From: Finance Committee)

## 13. COMMENTS AND SUGGESTIONS FROM CITIZENS PRESENT

*Each individual who requests to address the Council will be permitted up to three minutes for their comments and must fill out the sign in sheet provided.*

## 14. ADJOURNMENT

*Persons requiring other reasonable accommodations of the above meeting may contact the office of the City Clerk by email [mdunneisen@watertownwi.gov](mailto:mdunneisen@watertownwi.gov), or by phone 920-262-4006.*

*"Any invocation that may be offered before the official start of the Council meeting shall be the voluntary offering of a private citizen, to and for the benefit of the Council. The views or beliefs expressed by the invocation speaker have not been previously reviewed or approved by the Council, and the Council does not endorse the religious beliefs or views of this, or any other speaker."*

**Common Council Minutes  
January 16, 2024**

Section 4, Item A.

Mayor McFarland called the regular meeting of the City of Watertown Common Council to order at 7:00 p.m. on Tuesday January 16, 2024. This meeting was open for attendance in the council chambers as well as virtually.

**ROLL CALL**

Roll call indicated the following Alderpersons present: Ald. Davis, Lampe, Board, Bartz, Blanke (virtual), Smith, Wetzel and Moldenhauer. Absent was Ald. Schmid. City staff present were City Attorney Steven T. Chesebro, Fire Chief, Deputy Fire Chief Rauterberg, Police Chief David Brower, Finance Director Mark Stevens, Streets Superintendent Stacy Winkelman (virtual), Zoning Administrator Brian Zirbes (virtual), Parks Director Kristine Butteris (virtual), Health Officer Carol Quest (virtual), Library Director Peg Checkai (virtual) and City Clerk Megan Dunneisen.

**PLEDGE OF ALLEGIANCE**

The Council recited the Pledge of Allegiance to the American Flag.

**MINUTES OF PRECEDING MEETING**

Mayor McFarland inquired if there were additions or corrections to minutes of the Common Council meeting held Tuesday January 2, 2024. There being none, minutes were accepted as presented.

**COMMENTS & SUGGESTIONS FROM CITIZENS PRESENT**

No comments were received.

**PUBLIC HEARING**

Mayor McFarland opened the public hearing to amend the City of Watertown's Comprehensive plan at 7:02pm. Comments received from Mike Hoppenrath and Tom Schultz opposing the rezone of the 1310 Alwart property to multifamily. There being no further comment Mayor McFarland closed the public hearing at 7:05pm.

**REPORTS**

*(Complete minutes are open for public inspection in the Finance Department.)*

The following reports were received and filed: Board of Health minutes from November 14, 2023, Park, Recreation, and Forestry minutes from November 20, 2023, Finance Committee minutes from December 11, 2023, Police and Fire Commission minutes from December 11, 2023, Finance Committee minutes from December 19, 2023, Redevelopment Authority minutes from December 20, 2023, Public Works minutes from January 9, 2024, Public Safety minutes from January 10, 2024.

**COMMUNICATIONS & RECOMMENDATIONS**

Mark Zvitkovits with SEH gave an update on the fire station design. Maas Brothers provided input on the current timeline and Finance Director, Mark Stevens, gave information on costs.

The City's 2023 construction information was provided. The Watertown Fire Department Monthly Report for December 2023 was presented with Asst. Fire Chief Rauterberg providing highlights. Mayor McFarland gave recognition to Lieutenant Matt Pieper with the Fire Department for twenty years.

**NEW BUSINESS**

Attorney Chesebro gave a status update on where the Town of Emmet Boundary Agreement amendments are currently at in the timeline along with Zoning Administrator, Brian Zirbes, providing information on the city growth area and the amendment to remove a portion of the area due to the cost of providing infrastructure to the area.

**ACCOUNTS PAYABLE**

*(Complete listing of accounts payable is open for public inspection the Finance Department.)*

The Finance Director, Mark Stevens, presented that a list of payables will be provided to the City Council at the 2<sup>nd</sup> monthly meeting, a process that will be included in the upcoming accounts payable ordinance amendment.

**MISCELLANEOUS BUSINESS**

Payroll Summary - December 13, 2023, through December 26, 2023, and Cash Investments December 31, 2023, were presented.

**ORDINANCES**

Ord. 24-01 - Amend Chapter 76, Article II, Section 76-13 of the City of Watertown General Ordinances - Increase room tax (Sponsor: Mayor McFarland From: Finance Committee, 2<sup>nd</sup> reading). Ald. Lampe moved for adoption of ordinance 24-01 on its 2<sup>nd</sup> reading, seconded by Ald. Board and carried by roll call vote: Yes-8; No-0; Abstain-0.

Ord. 24-02 - Amend Section 500-9 A. Parking Prohibited in Specified Places of the City of Watertown General Ordinances (Sponsor: Ald. Davis From: Public Safety and Welfare, 1<sup>st</sup> reading). Ald. Davis moved for adoption of ordinance 24-02 on its reading 1<sup>st</sup>, seconded by Ald. Board and carried by roll call vote: Yes-8; No-0; Abstain-0.

Ord. 24-03 - Repeal and Recreate Section 428-7 Special Events of the City of Watertown General Ordinances (Sponsor: Ald. Davis From: Public Safety & Welfare Committee, 1<sup>st</sup> reading). Ald. Davis moved for adoption of ordinance 24-03 on its reading 1<sup>st</sup>, seconded by Ald. Bartz and carried by roll call vote: Yes-7; No-1(Lampe); Abstain-0.

Ord. 24-04 - Amend the 2019 City of Watertown Comprehensive Plan to change the future land use category for 1110 S. Tenth Street and 1111 S. Tenth Street and to change the text in Figure 7.7 (Sponsor: Mayor McFarland From: Plan Commission with Positive Recommendation, 1<sup>st</sup> reading). Ald. Moldenhauer moved for adoption of ordinance 24-04 on its reading 1<sup>st</sup>, seconded by Ald. Bartz and carried by roll call vote: Yes-7; No-0; Abstain-1(Smith).

Ord. 24-05 - Amend Chapter 550: Zoning Code, through the addition of language to sections § 550-53D(1)(b) (Sponsor: Mayor McFarland From: Plan Commission with Positive Recommendation, 1<sup>st</sup> reading). Ald. Blanke moved for adoption of ordinance 24-05 on its 1<sup>st</sup> reading, seconded by Ald. Moldenhauer and carried by roll call vote: Yes-7; No-0; Abstain-1(Smith).

**RESOLUTIONS**

*Resolutions below are listed in order of the agenda but may not be the order by which they were taken up at the Council meeting.*

Exh. 9576 - Resolution to Approve County Library Services (Sponsor: Ald. Wetzel From: Library Board). Ald. Wetzel moved to adopt resolution 9576, seconded by Ald. Smith and carried by roll call vote: Yes-8; No-0; Abstain-0.

**COMMENTS AND SUGGESTIONS FROM CITIZENS PRESENT**

No comments were received.

**ADJOURNMENT**

There being no further business to come before the Council at this time, Ald. Moldenhauer moved to adjourn, seconded by Ald. Bartz, and carried by voice vote at 8:07p.m.

Respectfully Submitted,

Megan Dunneisen, City Clerk

*DISCLAIMER: These minutes are uncorrected; any corrections will be noted in the proceedings at which these minutes are approved. Complete minutes are open for public inspection in the Clerk's Office. Video recording available at Watertown TV's YouTube page: <https://www.youtube.com/c/WatertownTV>*



## PARKS, RECREATION & FORESTRY COMMISSION

### MINUTES

Monday, December 18, 2023

#### 1. Call to order

The Watertown Parks, Recreation & Forestry Commission met in person on December 18<sup>th</sup>, 2023. The meeting was called to order by Brian Konz. Members present were: Julie Chapman, Ald. Jonathan Lampe, Brian Konz, Brad Clark, Emily Lessner and Jennifer Clayton. Not present was: Kyle Krueger. Also present were: Kristine Butteris, Jeff Doyle, Ali Nicholson, and Stephanie Juhl.

#### 2. Review and approval of minutes:

Alderman Jonathan Lampe motioned to approve of November 20, 2023 Parks Recreation and Forestry minutes as written. Julie Chapman seconded. Motion carried.

#### 3. Review and approval of financial reports

Jennifer Clayton motioned to approve the November financial reports. Julie Chapman seconded. Motion carried.

#### 4. Citizens to be heard

There were none.

#### 5. Business

##### A. Review and discuss signage/banner use in parks.

Member of public, Melissa Lampe, present to speak in favor of allowing banner signage at certain parks (BFTS). Melissa Lampe discussed wanting to give priority to Watertown Parks, Recreation and Forestry. Jeff Doyle discussed wanting to have specific/uniform sizes (with gromets and wind cuts) and areas to place in a park (Town Square specifically discussed). Brian Konz discussed taking next steps and asking about policy. Brian Konz discussed tabling until January to allow for parks, recreation and forestry department to decide on locations.

##### B. Review and approve 2024 PT wage increases.

Ali Nicholson discussed that the 2024 budget was approved by the Common Council at their November meeting. Following this meeting, Ali Nicholson looked at increasing wages for as many aquatics positions as possible to make wages competitive to other organizations in the area. Private instructor, Instructor Trainer and pool maintenance positions did not change. Increase for Pool managers is \$1.75. Head guards, Lifeguards and WSI swim instructors is \$1.00. Non-WSI swim instructor is \$.65. Lead concessions, slide attendants and cashiers (front desk and concessions) is \$.50. These numbers would be capped after 4 years for 2024 however Kristine Butteris and Ali Nicholson would like to look at making a 'cost of living' increase to lifeguard staff for future budget years. Julie Chapman motioned approve the 2024 PT wage increases. Kyle Krueger seconded. Motion carried.

##### C. Review and approve revised department vision and mission statement

Kristine Butteris opened discussion of changing the Vision and mission statements of the department to align with where the department would like to move toward. The original mission statement for the department was quite generic and full time staff did not feel attached to the mission statement. Over the last few months, members of the department met to discuss altering these statements to allow for future innovation.

Julie Chapman motioned to approve the revised vision and mission statement. Clark seconded. Motion carried.

Section 6, Item A.

## 6. Director's Report:

### A. Project updates:

#### i. **Parks Updates - Washington Park - Memorial for Bud Fowler**

Not a lot of updates. Looking forward to next year and getting the bid out again for the Riverside restrooms. An email was sent out to engineering recently. Brian Konz discussed wanting to be kept apprised of when it is sent out to bid.

#### I. **Senior & Community Center Updates**

None were given at this time.

### B. Update on programming:

#### i. **Recreation programming**

This item was unintentionally skipped.

#### ii. **Town Square Programming**

Show report of how many were present. Wanting to have information regarding events and sponsors for next year. 3 hour safety meeting follow up for changes. Street closure discussion timeline was given as to prior to street closure and leading into reopening the street after jingle on the rock. Update that included a road study (to start in January) and council is divided. Also working on ordinances.

#### iii. **Senior and enrichment programming**

Senior center holiday party on Thursday need volunteers. 11am-1pm. Entertainment is "Tony Rocker." Looking for people to work events.

#### iv. **Aquatics programming**

Final week of lessons is this week. Lifeguarding class is full later this month.

## 7. Adjournment – Next meeting date January 15, 2024

Brad Clark motioned to adjourn the meeting. Jennifer Clayton seconded. Motion carried.

**Watertown Senior Center  
Advisory Board Minutes  
October 17, 2023**

**1. Call to Order**

The Senior Center Advisory Board met in person on October 17, 2023, at 9:00 am. The meeting was called to order by director Andrea Draeger. Present: Beth Beckett, Betty Jimenez, and Cathie Wallen. Not present was Kimberly Henze, Kathleen Gillingham, Teddi Flahive, and Justin Munzel. Also present was Andrea Draeger.

**2. Review and Approve the August Minutes**

Beth Beckett motioned to approve the minutes from August 15, 2023. Betty Jimenez seconded. Motion carried.

**3. Review and Approve the Monthly Financial Report**

None are available at this time.

**4. Citizens to be Heard**

None.

**5. Business**

**a. Review and possible action for purchase of patio accessories and supplies**

A bench, accessible picnic table, sun shade, and new trash receptacle were discussed. Sponsorship, memorial, and donations opportunities should be considered before funds from the fundraising account are utilized. Teddi Flahive motioned to approve the purchase of patio accessories and supplies. Beth Beckett seconded. Motion carried.

**6. Chairperson's Committee Report**

**a. Update Fundraising Committee on Current Efforts**

The rummage sale raised over \$1,900. Upcoming fundraising activities will include the soup sale as well as reviewing grant opportunities.

**b. Update Membership Committee on Current Memberships and Renewals**

We have seen many new members at the center since the beginning of the year. A new member packet is being developed and will be available soon.

**c. Update Community Services Committee on Projects/Efforts**

Most recently we have collected can tabs and shoes for a local church. Discussion occurred around continuing food and school supply drives.

**d. Update Program Committee on Program Attendance & New Programs**

New programs and activities are always welcome (considering pickleball, disc golf, etc.)

**7. Director's Report**

**a. Update on Upcoming Events**

National Senior Citizen Day was celebrated on Monday, August 21. A Halloween party will be held on Tuesday, October 31, Veteran's Day will be celebrated on Thursday, November 9, and the Holiday Party on Thursday, December 21.

**b. Update on Board Vacancy**

Teddi Flahive passed away in September. Andrea will appoint a board member to fill this vacancy until the term ends in 2025.

**c. Update on Membership Letter & Renewal**

2024 membership renewal letters were sent out last week and rates did not change from last year.

**8. Adjournment**

Next meeting is scheduled for Tuesday, December 19 at 9:00 am. Beth Beckett motioned to adjourn. Cathie Wallen seconded. Motion carried.

**PLAN COMMISSION  
MINUTES  
December 11, 2023**

Section 6, Item C.

**The Plan Commission met on the above date in the Council Chambers.**

**The following members were present:** Mayor McFarland, Alderman Blanke (4:33pm), Konz, Krueger (virtual), Lampe, Talaga, Zirbes

**Also in attendance:** Mason Becker, Jon Gehlee of Ebenezer Church

**1. Call to order (4:31pm)**

**2. Approval of Minutes**

**A. Plan Commission minutes November 13, 2023**

Motion to approve was made by Konz and seconded by Lampe, passed on unanimous voice vote.

**B. Plan Commission minutes November 27, 2023**

Motion to approve was made by Konz and seconded by Lampe, passed on a unanimous voice vote.

**3. Business**

**A. Review and Take Action: N8095 High Road – Extraterritorial Certified Survey Map (CSM)**

Review request for a CSM for N8095 High Road for the purpose of combining two lots for expansion of their cemetery.

Motion was made by Lampe and seconded by Talaga to approve the CSM with the condition to add the airport approach protection zone elevation in the notes, passed on a unanimous voice vote.

**B. Review and Discuss: Potential sale of city-owned land and a grant application**

Mason Becker was present to inform the Commission that there is interest to purchase the currently vacant buildings at 761 Milford St. This was primarily informational with the intent to gauge the interest to sell.

All materials discussed at this meeting can be found at:

<https://cms4files.revize.com/watertownwi/December%2011,%202023%20Plan%20Commission%20Meeting%20Packet.pdf>

**4. Adjournment**

Motion to adjourn was made by Lampe and seconded by Talaga and passed on a unanimous voice vote.  
(4:40pm)

Respectfully Submitted,

Alderman Brad Blanke

**PLAN COMMISSION  
MINUTES  
January 08, 2024**

**The Plan Commission met on the above date in the Council Chambers.**

**The following members were present:** Mayor McFarland, Alderman Blanke, Beyer, Konz, Krueger, Lampe, Talaga, Zirbes.

**Also in attendance:** Mike Hoppenrath, Mason Becker, Ruth Mack, Robb Bender, Stan Jones, Sue & Stan Jahn, and Joe Pappa.

**1. Call to order (4:30pm)**

**2. Approval of Minutes**

**A. Plan Commission minutes December 11, 2023**

Motion to approve was made by Krueger and seconded by Lampe, passed on unanimous voice vote.

**3. Business**

**A. Review public hearing comments and make recommendation to Council: 1111 S Tenth Street – Comprehensive Plan Amendment for a recycling facility, 1310 Allwardt Street – change the Future Land Use designation, and Comprehensive Plan Amendment to change text in Figure 7.7.**

Tom Schultz sent a letter to the Plan Commission regarding the Allwardt Street Land Use designation. Mr. Hoppenrath also spoke on this issue requesting that the public comments be heard prior to forwarding this to council. Mr. Konz pointed out that it is important to have the public hearing prior to voting on an issue.

Motion was made by Blanke and seconded by Lampe to table the change to Allwardt Street change in Future Land Use designation until after public comment is received, and approve the comprehensive plan for 1111 S. Tenth Street and Amendment to Figure 7.7, passed on a unanimous voice vote.

**B. Review public hearing comments and make recommendation to Council: 1111 S. Tenth Street – Zoning Text Amendment for a recycling facility**

Motion was made by Krueger and seconded by Lampe to forward the Zoning Text Amendment to council with a positive recommendation, passed on a unanimous voice vote.

**C. Review and Take Action: W7718 Provimi Road Extraterritorial Certified Survey Map (CSM)**

Review request for a CSM for W7718 Provimi Road. The applicant had a question about the 60' right of way and was informed that this is in city growth area. Andrew Beyer pointed out that it is advantageous to note the right of way so that this does not need to be revisited in the future.

Motion was made by Blanke and seconded by Krueger to approve the CSM with the 120' right of way dedicated to the public, passed on a unanimous voice vote.

**D. Review and Take Action:** 1301 Clark Street and 1391 Clark Street preliminary Certified Survey Map (CSM)

Review request for a CSM on Clark Street to adjust a lot line to accommodate for truck turning radius in the area.

Motion was made by Talaga and seconded by Beyer to approve the CSM, passed on a unanimous voice vote.

**E. Discussion and take possible action on Zoning Code Audit/Evaluation by Vandewalle & Associates**

Vandewalle will be reviewing several aspects of our Zoning maps and code. It has been 25 years since the city adopted our current Zoning Code. The cost to do a full audit of the zoning code is \$5,000 and there may be ARPA funds available pending review by the finance committee.

Motion was made by Krueger and seconded by Lampe to apply for ARPA funds to audit the city zoning code, passed on a unanimous voice vote.

All materials discussed at this meeting can be found at:

<https://cms4files.revize.com/watertownwi/January%208,%202024%20Plan%20Commission%20Packet.pdf>

**4. Adjournment**

Motion to adjourn was made by Lampe and seconded by Beyer and passed on a unanimous voice vote.

Respectfully Submitted,

Alderman Brad Blanke

The following Tourism Commission members were present via Zoom Meeting or in person at Watertown City Hall: Aaron David, Kristine Butteris, Cheryl Mitchell, Conrad Talaga, Amanda Kostroski and Peter Wright  
Also present; Chamber of Commerce Executive Director Bonnie Hertel, City Council Member Steven Board, Tourism Director Robin Kaufmann and Programming Event Coordinator Stephanie Juhl

1. The meeting was called to order by Aaron David at 8:00 am.
2. Review & Approve December minutes. Motion to approve made by Conrad Talaga and seconded by Aaron David. The Commission voted to approve the minutes.
3. Old Business:
  - a. Approve Financial Report: Motion to approve the November minutes was made by Peter Wright and seconded by Conrad Talaga. The Commission moved to approve the financials. Motion to approve the December financials was made by Conrad Talaga and seconded by Peter Wright. The Commission moved to approve the financials.
  - b. Marketing Plan – review and take possible action on marketing plan.
    1. 2023 Visitor Guides: The Watertown guide is being edited. The Bike Trail guide is complete. The Jefferson County Guide is on hold until further notice. No information on the Dodge County Guide.
    2. Ad opportunities – Advertising in the Outdoor Wisconsin publication found in Kwik Trip stores remains a possibility. The Tourism Director will continue to look into the matter and pursue possible partnerships.
  3. Video production – The video is complete and has been released to the public. The video is displayed on the main page of the Tourism website. Additional video and images are available for future edits.
- c. Review and take possible action on Mural Restoration projects: Due to ongoing repairs to the bridge, the Willkommen mural will not be repaired in 2024.
- d. Hotel Stay updates: Final November occupancy numbers are: National Occupancy 58.4 %, Wisconsin Occupancy 44.6%, Southern Wisconsin Occupancy 44.19% and Local Market occupancy approximately 33%. Final December occupancy numbers are not yet available. Approximate numbers are National occupancy 51.85%, Wisconsin occupancy 44.6%, Local Market range 30-35%. Christmas and New Years weekend occupancy were below 2023 numbers in spite of better weather than 2023.
4. New Business
  - a. Discuss and provide update on room tax increase. The City Council heard the first reading of the proposal for the 3% increase to the City Hotel tax during the January 9 meeting. The second reading will take place during the January 16 meeting. The increase will go into effect on April 1, 2024.
  - b. Discuss and take possible action on 2024 Tourism Commission meeting schedule. The same Thursday meeting time will continue into the future. The Tourism Director will suggest actions that can be taken by Commission members that will help advance tourism initiatives. Including but not limited to attending events, volunteering at events, liking and sharing tourism posts and attending all monthly meetings in person or via zoom.



- c. Discuss and take possible action on recommendation for Water Street Closures. The Tourism Commission will table discussion and recommendations on closures of Water Street until the City Engineer completes study of traffic patterns and other issues.
- d. Discuss Watertown Tourism 2023 Year in Review:  
Tourism Director Robin Kaufmann created a 2023 Year in Review document that highlights all of the accomplishments of Watertown Tourism. With Robin's efforts and leadership, Watertown Tourism helped plan, promote and contribute to a record number of events. Our social media presence has reached a record number of visitors and with the new website, photos and videos our reach will continue to grow in 2024.
- e. Discuss and take possible action on WIGCOT attendance.  
The event takes place March 10-12. Robin would plan on attending 1 day based on the events/workshops offered. Kristine made a motion to pay for the costs of Robin's attendance and Cheryl seconded the motion. The Tourism Commission voted to approve.
- f. Discuss and take possible action on Jig Jog 5K sponsorship. Motion to approve \$250 sponsorship level was made by Conrad and seconded by Kristine.
- g. Review Manager's report on the previous month's tasks – See attached report.
- h. Commission Member's report: 12/2 Jingle Bell on the Rock / December 9 Watertown Blue Review Dance Competition / Christmas CP Train event in Watertown on December 4<sup>th</sup>. Basketball tournament at Watertown High School the week between Christmas and New Years Day. Leadership Breakfast at Maranatha will be 2/15. Leader to Leader meetings at Maranatha will be March 7-8. 42. Dance Event on 1/27/24 resulting in hotel stays on 1/26/24. Maranatha has a music festival the same day. Candle light hike will be 1/10/24. The City Open House will be 1/20/24.

i.

Adjournment – Motion to adjourn the meeting at 9:08 am was made by Conrad Talaga and seconded by Peter Wright.

Agenda items:

A reminder from Robin to have all requests for additions to the next meeting's agenda to her by Tuesday, the week before the meeting.

The next meeting will be at 8:00 am February 8 via Zoom or you may attend in person at Watertown City Hall

NOTE: These minutes are uncorrected, and any corrections made thereto will be noted in the proceedings at which these minutes are approved.

Submitted by,  
Cheryl Mitchell, Secretary

## Manager's Report – December

Social Media Report**Facebook: 153 new followers (Post reach 177,298)****Visitwatertownwi.com: 1690 Users - 5630 views****Instagram: 1099 followers**

- Regularly posted to social media (Watertown, Jefferson County, Watertown Riverfest)
- Represented Tourism at Wake up Watertown – premiered video
- Attended Public Safety Commission meeting to share insight on upcoming event permit changes
- Met with consultant for Hotel Feasibility Study
- Began planning Watertown Riverfest 2024
- Volunteered at Watertown Holiday Parade of Homes
- Began work on Dodge County JEM Grant county collaboration
- Held Jingle Bell on the Rock event
- Continued work on Watertown Window Wonderland contest
- Launched Watertown Tourism promo video
- Visited businesses/events to take photos for future promos:
  - Jingle Bell on the Rock
  - CPKC Holiday Train
  - Watertown Window Wonderland participants
  - Wreaths Across America at Oak Hill Cemetery



## Redevelopment Authority for the City of Watertown

Turning Opportunity into Results

**Wednesday, January 17, 2024**

6:00 pm

In-PERSON/VIRTUAL MEETING

Room 0041, City Hall

### 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 (872) 240-3412

Access Code: 471-703-029

All public participants' phones will be muted during the meeting except during the public comment period where applicable.

### RDA STRATEGIC PRIORITIES

- 1) ~~100 W. Main St. block demolition, Town Square design etc., and publicizing town square project for possible funding from sources other than the City.~~
- 2) Facilitating quality development in downtown, and
- 3) Creating an approach and working to attract development projects downtown.

### AGENDA

1. Pledge of Allegiance
  2. Roll Call
    - a. Present: Becker, Bartz, Maas, Wagner, Nowatka, and Zimmermann,
    - b. Present Virtual: Lampe & Hurtgen
    - c. Absent: None
    - d. Also Present: Virtual Citizen
  3. Determination of Quorum and Call to Order at 6:02 pm
  4. Review/Approve: Minutes of Previous Meetings – December 20, 2023
    - a. Nowatka motioned to approve December 20, 2023 Minutes with the correction of misspelled Maas. Maas seconded the motion. Motion carried unanimously.
  5. Opening for public comment:
    - a. None
  6. New Business
    - a. None
  7. Old Business
    - a. Update of Downtown River Corridor RFP
      - a. Current draft review
        - i. Discussion and feedback to push back the deadline date
        - ii. Note: design standards of Ch. 550 should be referenced
        - iii. Remove one of the library photos
      - b. Housing Rehab Grant Program Update
        - a. 30 inquiries received
        - b. 3 applications turned in so far, more expected
      - c. Sponsorship/Participation Request
        - a. Bentzin Family Town Square 1<sup>st</sup> Annual Birthday Bash:
          - i. Discussed request from Steph Juhl to sponsor the entertainment.
- Zimmermann motioned to approve \$3,000 towards the sponsorship, with the understanding that the event coordinator could come back later for a further request if there is a lack of sponsorships to cover all event costs. Wagner seconded the motion. Motion carried unanimously.**

## 8. Status Reports

- a. Community Support/Communication
  - i. Social media strategy update:
    - a. Met with Lisa Famularo and discussed messaging strategy and timing.
- b. Common Council Update – Bartz/Lampe:
  - i. Bartz discussed latest with the Main St bridge, and the Special Event Permit ordinance re-write status.
  - ii. Lampe gave feedback on the revised draft of the Special Event Permit, also discussed allowing alcohol sales by City at the Bentzin Family Town Square.
- c. Executive Director Update
  - i. 111 S. Water St. Update:
    - i. RFP status update: Brief update...expecting at least three submissions.
  - ii. Revolving Loan Fund update
    - i. Application Update – Becker:
      - 1. Updated status on the two latest approved loans, will look to re-open applications on February 1st.
  - iii. Beltz Grant status update – Becker:
    - i. Photo ops for Central Block and Pine Hill Farms projects are scheduled for this Friday.
  - iv. Impact Report –
    - i. Updated draft: Board approved of latest draft, discussed releasing after the new Common Council is sworn in this April.
  - v. Items for next agenda:
    - i. Discussed possibly inviting guest speakers in the future,
    - ii. Ideas on successful riverfront redevelopment in other communities.
    - iii. Also suggested inviting Tom Coogan from the DNR as a guest speaker.
- d. Confirm next meeting time:
  - i. February 21, 2024, 6:00 PM.

## 9. Adjournment at 6:50 pm

**Zimmermann motioned to adjourn, Bartz seconded the motion. Motion carried unanimously. Meeting adjourned.**

**SITE PLAN REVIEW COMMITTEE**  
**January 22, 2024**

Section 6, Item G.

The Site Plan Review Committee met on the above date at 1:30 P.M. in the Council Chambers on the second floor of City Hall. The following members were present: Mayor Emily McFarland; Brian Zirbes of Building, Safety & Zoning; Andrew Beyer of Engineering; Maureen McBroom of Stormwater Utility; Stacy Winkelman of the Street Department; Tim Hayden of the Water/Wastewater Department; Kristine Butteris of Park & Rec; Strategic Initiatives and Development Coordinator Mason Becker; Doug Zwieg of Building, Safety & Zoning; and Anthony Rauterberg of the Fire Department. Also in attendance were Nikki Zimmerman, TJ Schlieve, and Mark Zvitkovits.

**1. Call to Order**

The meeting was called to order by Chairperson Brian Zirbes.

**2. Approval of Minutes**

**A. Review and take action: Site Plan Review Minutes Dated November 13, 2023**

Motion was made by Doug Zwieg and seconded by Anthony Rauterberg to approve the November 13, 2023 Site Plan Review minutes as submitted. Unanimously approved.

**3. Business**

**A. Review and take action: 806R Elm Street – heated storage shed**

Applicant TJ Schlieve was present to describe the proposed project. The proposal is for a new 4,992 sf heated storage building which will be the same as the current one on that site.

The following was presented by staff:

Building:	No further requirements.
Fire:	No further requirements.
Engineering:	No further requirements.
Stormwater:	Erosion control permit needed for any land disturbance over 3,000 sf. Post-construction stormwater is being worked on by a contractor. The designer and applicant will get in touch with Maureen McBroom to ensure everything is being completed as needed.
Streets and Solid Waste:	No further requirements.
Water/Wastewater:	No further requirements.
Zoning:	No further requirements.
Parks:	No further requirements.

Motion was made by Doug Zwieg and seconded by Emily McFarland to recommend approval of this proposal to Plan Commission with inclusion of the two conditions identified by Maureen McBroom.

Unanimously approved.

**B. Review and take action: 621 Bernard Street – site plan for new fire station**

Updated plans were recently submitted for the new fire station. Mark Zvitkovits of SEH was present to answer questions.

The following was presented by staff:

Building:	Final plans will have to be forwarded to the state for review.
Fire:	No comments.
Engineering:	No utility plan was submitted. Please submit one that shows items like grades, depths, materials, etc. for review. The floodway should be delineated before construction begins. There shall be no filling in the floodway. Details on stormwater basins will have be submitted.
Stormwater:	An erosion control and stormwater permit will be required. Anything being turned into the DNR with the NOI will also be required to be submitted to the City of Watertown. Verify what type of stormwater treatment will be used (i.e. infiltration or biofilters with underdrains). This will be required as soon as possible. A copy of the DNR NOI letter will also be required.
Streets and Solid Waste:	No comments.
Water/Wastewater:	Utility specs need to be shared. Suggests the water loop through the property. The sewer

line and size need to be indicated on the plans as well as what size meter. A hydrant meter could be placed on the hydrant that is being used at the site for fire purposes. Would be helpful for the Water Department for water loss logs. The additional meter will be discussed after the plans are submitted.

Section 6, Item G.

**Zoning:** Structures need to be 20' from residentially zoned property lines. The plans need to state this. A conditional use permit will be required for the exterior of the storage building and training tower. Vehicle access and circulation need further information such as the driving lanes matching code and parking stalls being the correct width. Plans with measurements and details to meet 550-107 need to be submitted. Minimal landscaping requirements are met but it's suggested to increase the landscaping a bit more. The lighting plans will be reviewed and feedback will be provided.

**Parks & Forestry:** Concerns on availability of different variations of oaks. There are about 20 trees that need to be transplanted from the existing area. 2" trees are needed to be transplanted but there aren't enough there currently. There are many 1" – 1 ½" but not 2". Direction will be needed to see which trees will be kept. A tree protection during construction permit will be needed for those that will be kept in place during construction. The tree needs to be fenced 2' past the drip line (the canopy of the tree). There are multiple options if the 1 – 1 ½" trees. Is the plan to get nicer looking wood chips or use what Parks has? This will be discussed and placed on the final plan. Suggestion of some of the berry bushes at the Towne Square being placed at the fire station.

Motion was made by Doug Zwieg and seconded by Kristine Butteris to recommend approval of this proposal to Plan Commission with inclusion of the above comments.

Unanimously approve with Mayor McFarland abstaining.

#### 4. **Adjournment**

Motion was made by Emily McFarland and seconded by Andrew Beyer to adjourn. Unanimously approved.

Respectfully submitted,  
Nikki Zimmerman  
Recording Secretary

**NOTE: These minutes are uncorrected, and any corrections made thereto will be noted in the proceedings at which these minutes are approved.**

PUBLIC WORKS COMMISSION MEETING AGENDA  
TUESDAY, JANUARY 23, 2024

Commission members present: Ald. Bartz, Board, Smith, Wetzel, Comm'r Thompson

City employees present: Assist. City Attorney Beyer, Storm Water Utility Manager Maureen McBroom

1. CALL TO ORDER at 5:30 p.m.

2. COMMENTS AND SUGGESTIONS FROM CITIZENS PRESENT

3. REVIEW AND APPROVE MINUTES

Review and approve: Public Works minutes from January 9, 2024

Motion to approve Ald Board

2nd Comm'r thompson

Carried by unanimous voice vote

4. BUSINESS

A. Review and take possible action: City of Watertown Quarry Annual Report submittal

Motion by Ald Board to approve the annual report for submittal to the Department of Natural Resources

2nd Comm'r Thompson

Carried by unanimous voice vote

B. Review and discuss: City of Watertown Flood Control Master Plan recommendations

Andrew Beyer and Maureen McBroom shared with the commission the recommendations for flooding situations.

Ald Smith asked if there were priorities established with the presentation to which Andre Beyer replied that the presentation was in no specific order.

Ald Smith also expressed concern that no thought was given to the area around Silver Creek since much water comes from Emmet.

The process for each project requires the following:

- In depth study
- Design and permitting
- Budgeting
- Potential land acquisition
- Possible grant application
- Construction

5. ADJOURNMENT

Motion to adjourn Ald Board

2nd Ald Bartz

Motion carried by unanimous vote

Meeting adjourned at 6:26 p.m.

Respectfully submitted,

Bob Wetzel

Public Works Commission Chair

Note: These minutes are uncorrected and any corrections made thereto will be noted in the proceedings at which these minutes are approved.

**DOWNTOWN MAIN STREET RECONSTRUCTION TASK FORCE****Wednesday, January 24, 2024****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.
  - a. Attendance- Present: Beyer, McFarland, Becker, Lampe, Hoffman, Moldenhauer, Board, Trego, & Mazzone. Virtual: Ellias, Wagner, & Grinwald joined at 2:35. Absent: None.
2. Approval of prior meeting minutes
  - a. Approval of Minutes 10.25.23. **Motioned by McFarland, seconded by Lampe, carried unanimously.**
3. Opening for Public Comment-None.
  - a. Andrew Beyer announced he took the position of Director of Public Works as of today.
4. Old Business
  - a. Main St bridge closure update (Beyer/McFarland)
    - i. On Schedule. Monday worked on stabilization of the building. Finishing in March. DOT awarding bids on Mar 13 , April work should start. Finish projected in Nov/Dec. weather permitting and no issues.
    - ii. Bridge closure signs (Lampe) At least 4 signs. Place in most visible spots, Cady and Milwaukee bridges. Size and placement. Main St. Program is covering cost.
  - b. Update on date for 60% submittal meeting, related items (Ellias)
    - i. Final scope internal meeting in Feb. This is just a formality on DOT. No design implications. Still on schedule DOT sends plans to city at 60%. Andrew to get a timeline and provide feedback to Task Force at next meeting.
  - c. Business visits – Feedback from members on visits since last meeting
    - i. Mike needs his assigned addresses. Mason will follow up with him.
    - ii. Ryan Wagner is the new RDA rep to the Task Force.
    - iii. Concerns if businesses can get new water mains while the street is under construction. Need bigger diameter pipe to handle building sprinkler systems. Grant or loan programs to help? Put that on agenda for next time.
5. New Business
  - a. Next newsletter: Targeting February. Discussion on items to include?
    - i. Update on bridge, signs, timeline
    - ii. Emily- water main work to be done this month.
    - iii. Spanish language version? We need to find a vendor/person due to policy. Amber Smith to check in with Mason.
  - b. 2024 planning items discussion
    - i. Strategic plan for photo ops/vistas in Main Street District.
      1. Places downtown to take pictures that would stand out and show it's affiliated with Watertown.
      2. Selfie station incorporated into art.
      3. Internally put together ideas and bring to next meeting. Email ideas to Mason and he will make a list.
    - ii. Transportation Network Evaluation- budgeted for this year



## 1. Discussion on One-Way Streets-

- a. Requested last year and in this year's budget.
- b. RFP by engineering to see what streets to study. What do we want in the study? Outcome? Keep one way for traffic or can they be two ways? Parking affected?
- c. List of streets. Maintain 2 one way for truck routes. Change others to two ways. Concern of bringing someone on board when traffic patterns are different due to the bridge being closed.
- d. No parking spots. Can we include why there is no parking (newsletter item)
- e. Andy- suggestions toward when Main St. is closed. Traffic control pattern.
- f. Long-term goals of one-way streets is the point of the study, not while Main St. is repaired.

## iii. Underlighting of Cole (Main St.) Bridge status update

- 1. Putting conduit in, but not lighting it. Costs too much right now.
- 2. The state asked to confirm the look of the lantern on the bridge so they are the same.
  - a. Discussion on if the lanterns are hard to clean? Come apart? Textured glass? LEDs?
  - b. Base and poles need to be the same. **The straight/smooth, black shaft poles will be used.** (Confirm with Melissa this is OK). **Combination poles GFI, double flagpole and banners on pole.**
  - c. Color of lights (indirect/soft light)? Follow up and bring back to next meeting.
- 3. Put poles in the newsletter.

## 6. Determine next meeting date (March 27, 2024).

## 7. Adjournment

- a. **Motion to adjourn at 3:23pm by McFarland, seconded by Hoffman, motion carried unanimously.**

Emily McFarland

TO: MEMBERS OF THE COMMON COUNCIL

I would appreciate your consideration of the following appointments:

**Redevelopment Authority**

Karissa Hurtgen - serving first five-year term ending January 2029

Dave Zimmerman - serving second five-year term ending January 2029

Thank you for your consideration.

Sincerely,



Emily McFarland  
Mayor

# PAYROLL SUMMARIES

For the Period of: 12/27/2023 1/9/2024

Section 10, Item A.

Department	Employees		Regular Hours	Overtime Hours	Overtime Costs this Pay Period	Y-T-D Overtime Costs	Overtime Budget	Total Payroll
	FT	PT						
Police	53	2	4,180.00	205.25	9,704.64	23,246.62	114,000.00	152,146.77
Fire	30	1	3,125.50	75.00	2,732.98	7,002.87	150,000.00	81,935.21
Municipal Court	1	1	100.00	-	-	-	-	3,102.48
Mayor	1	-	80.00	-	-	-	-	3,425.85
Bldg. Inspection	3	3	277.00	-	-	-	1,000.00	9,485.65
Attorney	2	1	221.20	-	-	-	-	7,707.36
Finance	5	-	400.00	13.05	537.26	650.97	1,500.00	13,698.87
Watertown TV	2	1	175.00	-	-	-	-	4,501.90
Administration	3	1	280.00	-	-	-	-	9,349.77
Engineering	6	2	498.00	-	-	-	-	11,522.39
Health	9	2	760.25	-	-	-	10,500.00	25,391.88
Library	8	15	1,037.50	-	-	27.14	-	24,080.61
Municipal Building	1	-	80.00	-	-	100.53	1,000.00	1,859.20
Solid Waste	7	-	560.00	13.50	502.45	535.87	3,000.00	14,024.86
Street	23	1	1,913.25	34.25		1,422.49	39,200.00	59,533.81
Park	9	-	720.00	16.50	603.84	841.83	18,000.00	18,797.84
Forestry	2	-	120.00	-	-	-	-	3,581.16
Park/Rec Admin	6	1	516.00	-	-	-	400.00	15,093.33
Recreation and Pools	-	25	191.75	-	-	-	500.00	2,814.01
Wastewater	10	-	800.00	17.75	848.60	1,811.56	18,000.00	24,543.01
Water Dept.	10	-	800.00	11.25	531.10	1,156.98	23,500.00	26,455.50
Crossing Guards	-	10	56.00	-	-	-	-	630.00
Police Auxiliary	-	7	11.00	-	-	-	-	174.11
Alderspersons (2nd PR)	-	-	-	-	-	-	-	-
<b>TOTALS</b>	<b>191 FT</b>	<b>73 PT</b>	<b>16,902.45</b>	<b>386.55</b>	<b>15,460.87</b>	<b>36,796.86</b>	<b>380,600.00</b>	<b>513,855.57</b>

# PAYROLL SUMMARIES

For the Period of: 1/10/2024 1/23/2024

Section 10, Item A.

Department	Employees FT PT	Regular Hours	Overtime Hours	Overtime Costs this Pay Period	Y-T-D Overtime Costs	Overtime Budget	Total Payroll
Police	52 2	4,250.77	160.00	7,834.85	23,246.62	114,000.00	150,924.81
Fire	28 1	3,119.00	191.25	6,933.12	7,002.87	150,000.00	84,832.70
Municipal Court	1 1	100.00	-	-	-	-	3,102.48
Mayor	1 -	80.00	-	-	-	-	3,425.85
Bldg. Inspection	3 3	274.00	-	-	-	1,000.00	9,393.35
Attorney	2 1	220.00	-	-	-	-	7,682.21
Finance	5 -	400.00	-	-	650.97	1,500.00	13,161.60
Watertown TV	2 3	199.58	-	-	-	-	4,809.15
Administration	3 1	280.00	-	-	-	-	9,390.18
Engineering	6 2	472.00	-	-	-	-	9,065.68
Health	8 2	722.38	-	-	-	10,500.00	24,315.80
Library	8 16	1,096.25	0.25	8.72	27.14	-	24,968.68
Municipal Building	1 -	80.00	2.75	95.87	100.53	1,000.00	1,955.07
Solid Waste	7 -	560.00	1.75	71.45	535.87	3,000.00	13,593.85
Street	23 1	1,932.64	155.00	-	1,422.49	39,200.00	64,968.25
Park	8 -	643.26	11.00	412.93	841.83	18,000.00	17,115.81
Forestry	1 -	80.00	-	-	-	-	2,538.72
Park/Rec Admin	6 1	516.00	-	-	-	400.00	14,936.01
Recreation and Pools	- 30	198.50	-	-	-	500.00	3,013.29
Wastewater	11 -	880.00	34.25	1,379.69	1,811.56	18,000.00	26,721.69
Water Dept.	11 -	880.00	9.50	345.72	1,156.98	23,500.00	27,986.52
Crossing Guards	- 10	116.00	-	-	-	-	1,305.00
Police Auxiliary	- 5	32.00	-	-	-	-	507.57
Alderspersons (2nd PR)	- 9	9.00	-	-	-	-	4,666.68
<b>TOTALS</b>	<b>187 FT 88 PT</b>	<b>17,141.38</b>	<b>565.75</b>	<b>17,082.35</b>	<b>36,796.86</b>	<b>380,600.00</b>	<b>524,380.95</b>

**ORDINANCE TO  
AMEND SECTION 500-9 A. PARKING PROHIBITED IN SPECIFIED  
PLACES OF THE CITY OF WATERTOWN GENERAL ORDINANCES**

**SPONSOR: ALDERPERSON DANA DAVIS  
FROM: PUBLIC SAFETY AND WELFARE COMMITTEE**

WHEREAS, the Cady Street Bridge and abutting pavement width is 26 feet to 28 feet; and,

WHEREAS, Cady Street is categorized as a minor arterial roadway in this area; and,

WHEREAS, existing pavement width in said area cannot safely accommodate a parking lane per engineering standards for minor arterial roadways; and,

WHEREAS, on December 6, 2023, the Public Safety & Welfare Committee agreed that on-street parking should be prohibited on portions of Cady Street between North Water Street and North Second Street.

THE COMMON COUNCIL OF THE CITY OF WATERTOWN DOES ORDAIN AS  
FOLLOWS:

SECTION 1. Section 500-9. Parking prohibited in specified places, is hereby amended to add the following;

Name of Street	Side	Location
Cady Street	North	From a point 300 feet east of the eastern curb line of North Water Street to a point 190 feet further east thereof.

SECTION 2. All ordinances or parts of ordinances inconsistent with the provisions of this ordinance are hereby repealed.

SECTION 3. This ordinance shall take effect and be in force the day after its passage and publication.

DATE:	January 16, 2024		February 6, 2024	
READING:	1ST		2ND	
	YES	NO	YES	NO
DAVIS				
LAMPE				
BOARD				
BARTZ				
BLANKE				
SMITH				
SCHMID				
WETZEL				
MOLDENHAUER				
MAYOR MCFARLAND				
TOTAL				

ADOPTED February 6, 2024

CITY CLERK

APPROVED February 6, 2024

MAYOR



The Name of the Street shown on the Ordinance is listed as Cady Street as the Cady Street Bridge is neither West nor East Cady Street.



**ORDINANCE TO  
REPEAL AND RECREATE SECTION 428-7 SPECIAL EVENTS AND  
CREATE SECTION 428-9 CITY SPONSORED PARADES OF THE CITY  
OF WATERTOWN GENERAL ORDINANCES**

**SPONSOR: ALD. DAVIS  
FROM: PUBLIC SAFETY & WELFARE COMMITTEE**

THE COMMON COUNCIL OF THE CITY OF WATERTOWN DOES ORDAIN AS FOLLOWS:

SECTION 1. Section 428-7 Special Events of the City of Watertown Code of Ordinances is hereby repealed and recreated as follows:

**§ 428-7 Special events.**

**Purpose.** The City of Watertown recognizes that special events organized by individuals, private organizations and nonprofits serve an important role in enhancing the City’s quality of life and can provide benefits to the community. To treat all persons and groups uniformly, to facilitate the successful staging of these special events and to be mindful of the efficient use of available facilities and resources, the City will commit staff time and facilities to ensure that special events have an overall positive effect upon the community and its resources. The purpose of this section is to provide reasonable restrictions for special events, in order to protect the public health, safety and welfare from the potential adverse effects which may arise from such special events, or the large number of persons attracted to such events upon premises not regularly used for or developed to regularly accommodate such events or gatherings. Such regulations are intended to protect against traffic congestion, the overcrowding of lands, the potential for fires, explosion, riot or disorder or other dangers to persons or property, the diversion of public health, safety and emergency services from regular necessary duties, and the additional cost to the community of providing public services necessary to protect the public health, safety and welfare arising from such temporary special events; and to promote the preservation of public peace and order, the furtherance of sanitation and the safeguarding of the public health.

**A. Definitions.**

1. **Applicant** – The person or authorized representative of the event organizer who signs an application for a special event and who will be responsible under the permit, if issued, for ensuring that the event will be conducted in accordance with the provisions of this Chapter. Where a purported application is not a legal entity or organization, the applicant will be the individual signing the permit application.
2. **City Property** – All municipal buildings, parks, athletic fields and complexes, streets, and other rights-of-way, parking lots, boating and docking facilities and any other property owned, leased or controlled by the City of Watertown.
3. **Extraordinary Services** – Reasonable and necessary services provided by the City which specifically result from the special event. Extraordinary services result in measurable financial costs which are above and beyond the normal levels of public health and safety services on a nonevent day. Extraordinary services will normally be those services requiring City employees to

(January 16, 2024) Ord. #24-03



be specifically assigned to tasks in support of the special event and/or those services resulting in overtime pay or similar costs which result from the event. Examples of extraordinary services may include police protection, traffic control, fire monitoring, dedicated paramedic service, parks services, and other services necessary to ensure the protection of participants and citizens, the proper functioning of City services, and the proper administration of this ordinance and policy.

4. **Organizer** – The applicant and any other individual who assists in the planning arrangement or organization of any Special Event.
5. **Special Event** – A temporary planned occurrence on public or private property and involves at least one of the circumstances listed below:
  - (a) Produced or sponsored by a person or organization for which the event is extraordinary in that it is not ordinarily conducted on a daily or regular normal average use basis as a lawful use of the premises upon which such event is to occur.
  - (b) Exclusive use of all or part of City-owned facilities, within the City boundaries, such as buildings, parks, open spaces, streets, parking lots, athletic fields, etc., but does not include normal park shelter rentals.
  - (c) Cannot be held completely within the confines of an existing building, park.
  - (d) Will involve the temporary closing of a public street, alley, parking lot or public right-of-way.
  - (e) Will have over 300 people attending the event (or multiple events as part of a series) on private property, except those situations explained in Section C of this chapter.
  - (f) Will require extraordinary services by any City Department.

**B. Permit required.** No person or entity acting as an event organizer shall set up for, hold or conduct a special event as defined in Subsection A within the municipal boundaries of the City of Watertown without first obtaining a special event permit.

#### **C. Exemptions.**

1. The requirement under Section 428-7 shall not apply to any regularly established place of worship, stadium, athletic field, arena, auditorium, coliseum or other permanently established place of assembly for special events for which it is reasonably anticipated that the number of persons attending will not exceed the maximum seating capacity of the structure where the assembly is held.
2. Funeral processions.
3. Special events for which the sole purpose is to celebrate a federally recognized holiday must comply with the requirements under Section 428-7 however all fees will be waived and insurance for the event will be provided by the City of Watertown's General Liability Policy.
4. Events organized solely by the City must apply, but all fees are waived.

#### **D. Extraordinary services.**

1. In addition to permit and license fees, applicant is responsible for reimbursement of extraordinary services including, but not limited to, personnel services, equipment and facilities provided for the event when municipal services were increased or disrupted because of the event. The Common Council will approve by resolution each year a list of standard fees and charges by department which will be used to determine the amount of charges attributed to extraordinary services provided to special events by the City. The resolution may provide for standard hourly charges or flat-fee charges for services provided and may specify tasks that may or may not be subject to extraordinary services charges.
2. Applicant is liable for and must pay to the City Clerk the actual cost of all extraordinary services provided by the City. If the special event has more than one person or entity organizer, then each of the organizers are liable to the City for the total amount due, regardless of how the multiple organizers may separately agree to divide these expenses. If the City is a co-organizer of a Special Event, the cost of the extraordinary services the City is responsible for will be based upon the level of City involvement, and that amount will be deducted from the total cost for the extraordinary services provided by the City. The costs for extraordinary services charged to event organizers must not exceed the actual costs of providing these services.
3. Prior to any approval of a special event permit, the Police and Fire Departments, along with all other departments potentially affected by the proposed special event, will review the application and report to the City Clerk their respective findings as to an estimate of the costs reasonably expected to be incurred by the City for providing extraordinary services at or for the special event. Department estimates will be provided to the City Clerk's office within 30 days of the City Clerk providing notice of the event to the Department Heads. The City will make reasonable efforts to adjust the schedules of employees to minimize the requirement for overtime pay or other costs for extraordinary services where sufficient advanced notice of the event is provided, a minimum of 60 days. The Special Event application is required to provide enough detail to allow the City departments to determine the level of extraordinary services required and their associated costs for the special event. The estimates provided by City departments will provide enough detail to allow the event organizer to reasonably understand the extraordinary services that are expected to be necessary.
4. The Applicant(s) is required to pay 50% of the estimated extraordinary services prior to the Special Event. An itemized invoice will be sent to the applicant(s) and such amount will be due to the City Clerk on or before 10 business days prior to the Special Event. Failure to pay 50% of the estimated extraordinary services voids the Applicant's Special Event Permit.
5. Final cost incurred for extraordinary services, less the amount of services already paid, will be itemized, invoiced, and mailed to the applicant(s) within 30 days of the conclusion of the Special Event with net 30-day terms. Failure to pay the final extraordinary services amount will result in future Special Event applications being denied.

#### **E. Regulations.**

1. Duration and hours of operation. The duration of any special event must not exceed four consecutive days and any permit issued under this section must specify the days upon which the event shall occur. No special event is to be open to the public except between the hours of 7:00 a.m. and 11:00 p.m. on any day of the week, occurring within the duration of the special event. Such permit must also specify the hours during which pre-event setup and post-event takedown operations may occur and no such operations may be conducted other than as so specified.

2. Maximum attendance. A special event permit will specify the maximum peak number of people to attend the special event. The permit holder must not sell tickets to nor allow the attendance of more people at the special event at any time than as specified in the permit. Any tickets sold or advertisement made prior to the grant of a permit under this Section and the satisfaction of all conditions of such permit will include therein in like medium, a statement that "the occurrence of the [special event] remains subject to the approval of the City of Watertown."
3. Parking on park property. Any special event that requires parking on park property, other than a public roadway or parking area, must apply to the Park, Recreation and Forestry Director as provided in Watertown Municipal Code § **398-5B**.
4. Sanitary facilities and potable water. All sanitary facilities and potable water facilities will be provided for the special event by the event organizer.
5. Solid waste. The event organizer is responsible for the holding, collection and disposing of solid waste material.
6. Illumination. If the special event is to continue during hours of darkness, illumination must be sufficient to light the entire area of the event at the rate of at least five lumens, without the spillage of such illumination unreasonably beyond the boundaries of the special event premises.
7. Noise. No permit holder is to permit any sound created by the special event activity to carry unreasonably beyond the boundaries of the special event premises in accordance with Watertown Municipal Code §**410.40E**. Applicants must obtain necessary amplified sound permits from the Park, Recreation and Forestry Department.
8. Fire protection. A permit holder must provide all fire protection applicable to the special event activities and premises as required by the municipal Fire Prevention Code (Chapter **303**) and the Wisconsin Administrative Code (DSPS 314), including alarms, extinguishing devices, fire lanes and fire escapes.
9. Compliance with other Code provisions. No special event is to occur unless all other necessary municipal permits, licenses and approvals applicable to the special event activities have been granted and any permit granted under this subsection must be conditioned upon the applicant obtaining all such other licenses, permits and approvals.
10. Application submission. Submission of an application for a Special Event permit is not a guarantee of approval for either the date or location, nor is it automatic approval for the event.

#### **F. Permitting procedures.**

1. Filing.
  - a. Event organizers must complete a special event permit and file the application and associated nonrefundable fee as set forth in the Watertown Fee Schedule with the office of the City Clerk. The permit application fee is separate from other fees, licenses and from

any requirement to reimburse the City for the actual cost of extraordinary required for the permitted event or for damage or destruction resulting from the event.

Section 11, Item B.

b. The application must be filed with the City Clerk, on forms provided, no less than 45 days prior to the proposed event including application for all other necessary permits and/or licenses related to the event. If a complete application is not received before the deadline, the application fee will double, and the City may deny the permit. Applicants are encouraged to submit applications as far in advance of an event as possible, but no application shall be accepted more than one year prior to the proposed date of the event.

c. Applications will be filed in order of their receipt. Special events must comply with all applicable City ordinances and requirements and event organizers must use all reasonable efforts to ensure compliance of participants/attendees with all applicable City ordinances.

d. Application Contents and Disclosures. The applicant shall submit the Special Event application form which shall set forth the following information:

- (1) The full name, address, telephone number and email address of the applicant; or if the applicant is an organization, group, or association, the name, address, home and business telephone numbers, and email addresses of the authorized representatives of the organization who will be responsible for the event.
- (2) The full name, address, telephone number and email address of the event coordinator, if different from the applicant.
- (3) The nature of the event.
- (4) The date(s), hours of operation, and hours of set-up and clean-up for the event.
- (5) The location of the proposed event, including proposed parking locations, and streets to be used, if applicable.
- (6) Mapped routes. All permit applications for special events, including road closures, runs, rides, walks, or parades, shall include a detailed map of the proposed route. Routes for annual events must be submitted with the application regardless of whether previously submitted. Alteration of proposed routes may be made by the City prior to approval of the permit. In the event that the organizers or sponsors of any special event deviate from the route submitted without approval from the City, the organizers or sponsors of such special events may be denied a permit for the following calendar year.
- (7) Any plans for fencing the location of the special event and the gates contained in such fence. Include a diagram, subject to change by recommendation of the Police Department and Public Works; applicant must make arrangements with the appropriate departments for services needed.
- (8) The maximum number of persons which the applicant will permit to attend at any time, not to exceed the maximum number which can reasonably assemble at the location of the special event in consideration of the nature of the special event.
- (9) If selling or providing food or beverages at the event, the applicant and/or food or beverage vendor must contact the Health Department for food/beverage licensing.
- (10) If alcoholic beverages will be sold or served at the event, the event must comply with the requirements laid out in Wisconsin Statutes Chapter **125** and Section 428-8 and Chapter **220** of the Watertown Municipal Code.

(11) Personal Data. Each organizer must provide personal data information to the Police Chief or designee will review to determine if the applicant(s) pose a risk to the public. Upon receipt of the results of such investigation, the City Clerk will report the findings to the Public Safety and Welfare Committee.

(12) Food Vendors. A list of all food vendors must be included along with the vendor's contact information, Food Permit ID and Wisconsin Seller Permit number. A final list of food vendors must be submitted to the City Clerk 10 business days prior to the event.

(13) Transient Merchants. A list of all merchandise vendors must be included along with contact information, Wisconsin Seller Permit and type of goods for sale. A final list of transient merchants must be submitted to the City Clerk 10 business days prior to the event.

(14) Health, Safety and Security. Applicants must submit an Emergency Action Plan. The plan will include response to Fire, Medical, Severe Weather, Lost Child, Crowd Control, Pedestrian Safety, and other emergency situations. Applicants must submit a list of the legal names of all employees, volunteers, and hired/volunteer entertainers who are responsible for the supervision or care of minors, or whose duties would require close contact and/or alone time with minors at the event. The Applicant will verify that names on the list have been checked against the online national sex offender public website and disqualify anyone who is listed in the registry. The verified list must be submitted to the City Clerk no later than 10 days before the event.

(15) If the event involves any show or exhibition of animals, a special use permit (550-52J) and Health Department animal permit (228-10) may be required.

(16) If applying for a space rental at any City Park, including the Bentzin Family Town Square, the designated process and application form for that venue must be filled out by the applicant through the Parks, Recreation and Forestry Department.

e. No application shall be accepted as filed until the City Clerk's Office determines that the information in the application is complete and sufficient for filing purposes as required under this Subsection F. Upon filing, the City Clerk's Office will distribute copies of the application to the Police, Fire, Health, Public Works and Park, Recreation and Forestry Departments.

f. Review. The City's review of any permit application and/or its subsequent issuance of a permit will not be construed as acceptance by the City or its representatives of any liability or responsibility for any injury or damage relating to the special event. Special event permits are temporary in nature and do not vest any permanent rights.

2. Approval or denial of application. Applications for Special Event permits will be processed in the order of their receipt.

a. Upon receiving an application for a Special Events permit, the City Clerk will forward the application to the City Departments for review. The City Departments may schedule a meeting or meetings involving the applicant and any of the other affected City departments. The purpose of the meeting will be to discuss the Special Event and its potential impacts, the City services requested, and the City services which may be required. Such a meeting will be held as soon as practical after the application has been submitted.

b. As soon as practical after the Special Event permit application is submitted, Clerk will present the Special Event Application, estimated Extraordinary Fees and supporting documents to the Public Safety and Welfare Committee for review. After reviewing, the Public Safety and Welfare Committee will move to approve, conditionally approve or deny the application.

c. Public Safety and Welfare Committee may consult with City departments as necessary and consider any other such information obtained by or provided prior to acting on the application.

d. The Public Safety and Welfare Committee will approve all special event applications submitted to them, unless by a 2/3 vote the members vote to deny the permit.

e. To the extent permitted by law, the Public Safety and Welfare Committee may deny an application for a permit if the applicant has on prior occasions made material misrepresentations regarding the nature or scope of any event or activity previously permitted, has held prior special events without proper permitting or licensing, or has violated the terms of a prior permit issued to or on behalf the applicant. A permit may be denied, or conditions placed thereon, based upon considerations of the health, safety, and welfare of the community, and of the anticipated costs of holding such an event. Additionally, the Public Safety and Welfare Committee may base their decision on one or more of the following grounds:

(1) The application is not fully completed and/or fails to include necessary attachments.

(2) The applicant asserts that they cannot or will not pay the application fee.

(3) The applicant asserts that they cannot or will not pay the cost for Extraordinary Services.

(4) The application for permit contains misleading statements, material falsehoods, or misrepresentations.

(5) The applicant is not legally competent to sign a contract, or to be held responsible for its actions.

(6) The applicant has, on prior occasions, been required to pay for extraordinary expenses or damages to City property and has not paid in full for such expenses or damages.

(7) A special event permit application for the same time and place, or utilizing extraordinary City resources, has previously been received, and a permit for such previous application has been or will be granted which will authorize uses or activities which does not reasonably permit the multiple occupancy of City facilities or would result in a utilization of City resources which would adversely affect the health, safety, and welfare of the community.

(8) The special event use or activities intended by the applicant would conflict with previously planned events and programs which have been organized by others either through the use of City facilities or the unavailability of sufficient City resources for the proposed event.

(9) The conduct of the proposed special event will likely substantially interrupt normal flow of vehicular and/or pedestrian traffic in the proposed location and cannot be reasonably accommodated by the City.

(10) The proposed special event is of such a size or nature requiring the diversion of so great a number of police officers or other emergency services as to deny reasonable emergency services to the City as a whole.

(11) The intended Special Event use or activity would present a grave or unreasonable danger to the health or safety of the persons expected to participate in the event, the neighborhood in which the event will occur, the community as a whole, or City property and resources required to be involved with the proposed event.

(January 16, 2024) Ord. #24-03

(12) The number of persons expected to participate in the Special Event shall not be so large as to result in a concentration of persons, vehicles, or things which cannot be supported at the requested time or location due to a lack of sufficient open area, streets, offsite parking, or traffic controls.

(13) Activities reasonably expected to occur at the intended Special Event are prohibited by law.

(14) Upon receipt of the results of the investigation from the Police Chief deeming the applicant(s) a risk to the public.

3. **Issuance.** The Public Safety and Welfare Committee will approve or deny special event permit applications and place conditions upon any permit. Applicants will be notified of the decision within 10 business days.

**G. Indemnity.** The special event permit application will contain a statement that: "The applicant agrees to indemnify and hold harmless the City from and against all liabilities, claims, demands, judgments, losses and all suits at law or in equity, costs and expenses, including reasonable attorney fees, for injury or death of any person or loss or damage to the property of any person, firm, organization or corporation, arising in any way as a consequence of the granting of a permit for a special event." No permit may be issued unless the applicant has agreed to the terms of this statement on the written application.

**H. Insurance.** Each applicant for a special event permit that includes at least one of the following: alcohol, more than 200 people per day or involves a road closure must furnish to the City, no later than 10 days prior to the special event, a certificate of insurance written by a company licensed in the State of Wisconsin, approved by the City Attorney and covering any and all liability or obligations which may result from the operations by the applicant's employees, agents, contractors or subcontractors, and including workers' compensation coverage in accordance with Ch. 102, Wis. Stats. The certificate must provide that the company will furnish the City with a ten-day prior written notice of cancellation, nonrenewal or material change. The insurance must be written in comprehensive form and must protect the applicant and City against claims arising from injuries to members of the public or damage to property of others arising out of any act or omission of the applicant, its employees, agents, contractors and subcontractors. The policy of insurance must provide minimum combined single limits for bodily injury and property damage of at least \$1,000,000 per person/aggregate. [Amended 7-6-2021 by Ord. No. 21-26]

**I. Event cancellation.** The Mayor, or in their absence the Police Chief and Fire Chief jointly, may cancel a special event, regardless of whether or not a permit has been issued, without prior notice for any significant change in conditions which would or may adversely affect the public health or safety of the community, such as Act of God, War or pandemic, or if applicant's proposed activities would place facilities, grounds, or other natural resources at risk of damage or destruction if the event were permitted to take place.

**J. Appeal of application denial or modification.** Any applicant who has been denied a special event permit or has been granted a permit which has been modified may seek review of the decision by the Common Council by filing a request for review of the denial with the City Clerk within 30 days of the Public Safety and Welfare Committee's decision. Any applicant can seek a judicial review of the denial in the form of certiorari review to the Jefferson or Dodge County Circuit Court within 30 days of the Common Council's decision.

**K.-Enforcement.** Any person who violates any provision of this section or who violates any condition upon which a special event permit is granted will be subject to a forfeiture of not less than \$500 nor more than \$1,000. Each day of violation will be considered a separate offense. In addition, the City may enforce this Section by way of injunctive relief and all other remedies available at law and in equity.

SECTION 2. Section 428-9 City Sponsored Parades of the City of Watertown Code of Ordinances is hereby created as follows:

Section 11, Item B.

**428-9 City Sponsored Parades.**

1. **Definition.** In this Subsection City Sponsored Parades shall mean:
  - a. Fourth of July Parade
  - b. Watertown Parade of Lights
  - c. Watertown Unified School District (WUSD) Homecoming Parade
2. **Application.** An applicant for a parade that is organized solely for the purpose of celebrating a federally recognized holiday may apply to become a City Sponsored Parade subject to Section 428-9.
3. **Waiver of Fees.** All fees for a special event permit for a City Sponsored Parade will be waived.
4. **Insurance Coverage.** The City will provide insurance coverage for all City Sponsored Parades, provided the parade organizers comply with all requirements from City Departments.
5. **City Department Services.** At least 90 days prior to the date of a City Sponsored Parade the parade organizers must meet with any City Department they would like to request to provide services for the City Sponsored Parade. City Departments will confirm what services are available at least 45 days prior to the date of the Parade. No City Department will charge City Sponsored Parades for services provided.

SECTION 3. All ordinances or parts of ordinances inconsistent with the provisions of this ordinance are hereby repealed.

SECTION 4. This ordinance shall take effect and be in force the day after its passage and publication.

DATE:	January 16, 2024		February 6, 2024	
READING:	1ST		2ND	
	YES	NO	YES	NO
DAVIS				
LAMPE				
BOARD				
BARTZ				
BLANKE				
SMITH				
SCHMID				
WETZEL				
MOLDENHAUER				
MAYOR MCFARLAND				
TOTAL				

ADOPTED February 6, 2024

CITY CLERK

APPROVED February 6, 2024

MAYOR

(January 16, 2024) Ord. #24-03





**ORDINANCE**  
**ADOPT AMENDMENTS TO THE 2019 CITY OF WATERTOWN COMPREHENSIVE**  
**PLAN**

**SPONSOR: MAYOR MCFARLAND**  
**FROM: PLAN COMMISSION WITH POSITIVE RECOMMENDATION**

The Common Council of the City of Watertown, Wisconsin, does ordain as follows:

**WHEREAS**, pursuant to sections 62.23(2) and (3) of Wisconsin Statutes, the City of Watertown is authorized to prepare and adopt a comprehensive plan as defined in sections 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes; and,

**WHEREAS**, the City Council adopted its comprehensive plan in 2019 entitled "City of Watertown Comprehensive Plan"; and,

**WHEREAS**, the City of Watertown Comprehensive Plan is silent as to the frequency or number of permissible amendments to the City of Watertown Comprehensive Plan; and,

**WHEREAS**, Wisconsin Comprehensive Planning law requires that a city follow the same administrative process for plan amendment adoption defined under §66.1001(4) of the Wisconsin Statutes; and,

**WHEREAS**, as part of the City's original adoption of a comprehensive plan the Common Council adopted and has since followed written procedures designed to foster public participation in every stage of the preparation of a comprehensive plan as required by §66.1001(4)(a) of the Wisconsin Statutes; and,

**WHEREAS**, the Plan Commission of the City of Watertown, by a majority vote of the entire Commission recorded in its official minutes, has positively recommended to the Common Council the adoption of a proposed amendment to change the future land use category shown for 1110 S. Tenth Street and 1111 S. Tenth Street (Exhibit "A") from "Planned Mixed Use" to "Mixed Industrial" on the Future Land Use Map of the Comprehensive Plan;

**WHEREAS**, the Plan Commission of the City of Watertown, by a majority vote of the entire Commission recorded in its official minutes, has positively recommended to the Common Council the adoption of a proposed amendment to change the text in Figure 7.7 of the Comprehensive Plan to accurately address the relationship between Future Land Use Designations and Overlay Zoning Districts (Exhibit "C").

**WHEREAS**, the Plan Commission of the City of Watertown has ensured the amendments are in full compliance with the City of Watertown Comprehensive Plan; and,

**WHEREAS**, the City of Watertown has, in compliance with the requirements of section 66.1001(4)(d) of the Wisconsin Statutes, provided opportunities for public involvement per its adopted public participation plan; and,

**WHEREAS**, the Common Council held a public hearing on the proposed amendments on January 16, 2024, considered the public comments made and the recommendations of the Plan Commission and staff, and has determined to approve the recommended amendments;

**NOW, THEREFORE**, the Common Council of Watertown, Wisconsin, does ordain that the proposed amendments are hereby adopted as amendments to the City's Comprehensive Plan pursuant to section 66.1001(4)(c) of Wisconsin Statutes; and,

That all ordinances or parts of ordinances inconsistent with the provisions of this ordinance are hereby repealed; and, in the event any section, subsection, clause, phrase or portion of this ordinance is for any reason held illegal, invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision, and such holding shall not affect the validity of the remainder of this ordinance.

That this ordinance shall take effect and be in force the day after its passage and publication.

DATE:	January 16, 2024		February 6, 2024	
READING:	1ST		2ND	
	YES	NO	YES	NO
DAVIS				
LAMPE				
BOARD				
BARTZ				
BLANKE				
SMITH				
SCHMID				
WETZEL				
MODELNHAUER				
MAYOR MCFARLAND				
TOTAL				

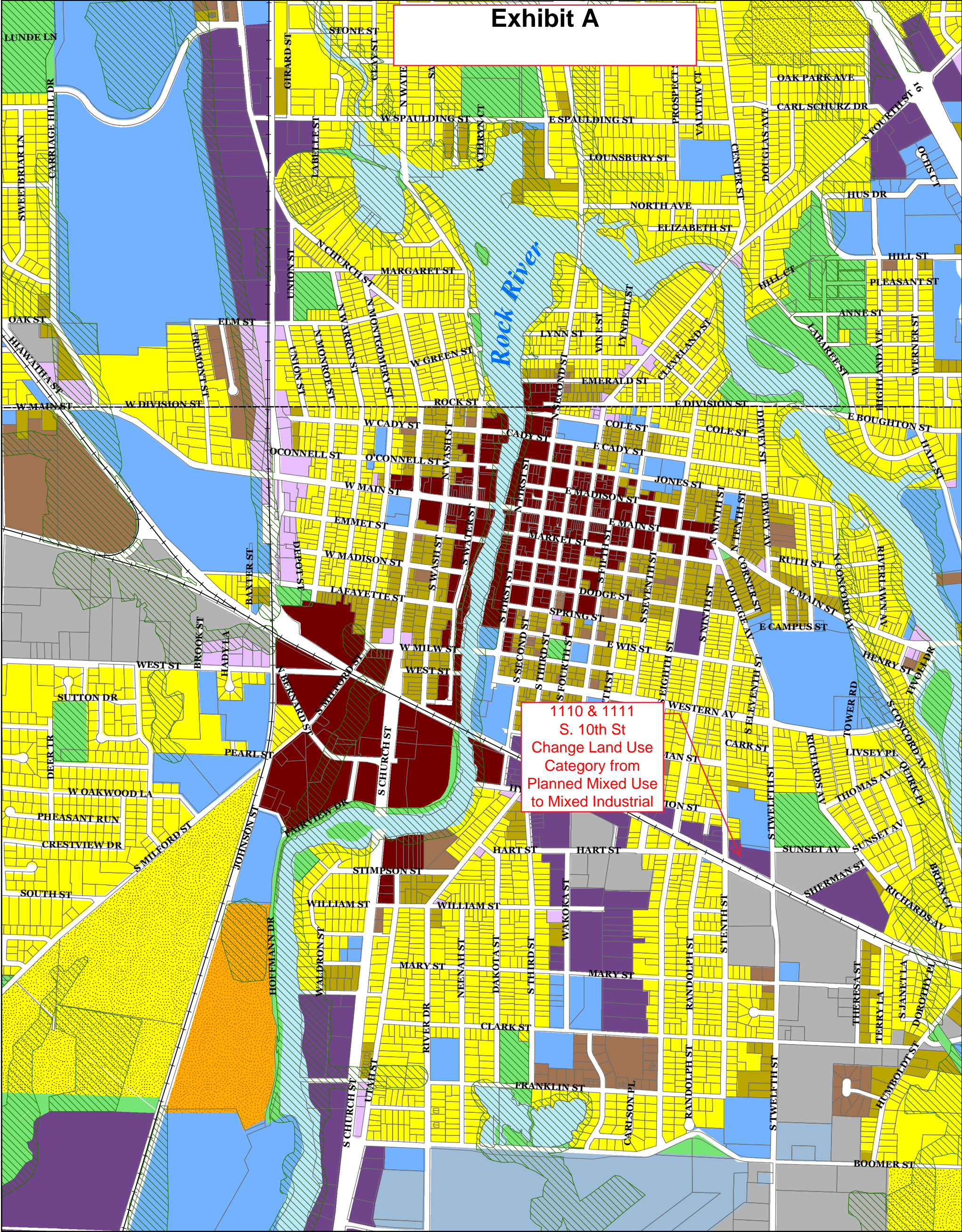
ADOPTED February 6, 2024

CITY CLERK

APPROVED February 6, 2024

MAYOR





# Future Land Use Downtown Area

## Map 6a

### City of Watertown Comprehensive Plan

#### Land Use Categories

	Agricultural
	Single-Family Residential - Unsewered
	Single-Family Residential - Sewered
	Two-Family Residential
	Multi-Family Residential
	Planned Neighborhood**
	Institutional
	Airport

	Rights-of-Way
	Neighborhood Mixed Use
	Planned Mixed Use*
	Central Mixed Use
	Riverside Mixed Use***
	Mixed Industrial
	Parks & Recreation
	Environmental Corridor
	Surface Water

\*Each "Planned Mixed Use Area" may include mix of:

- Office
- Multi-Family Residential
- Mixed Industrial
- Commercial Services/Retail
- Institutional
- Parks & Recreation

\*\*\*"Planned Neighborhoods" should include a mix of the following:

- Single-Family - Sewered (predominant land use)
- Two-family Residential
- Multi-Family Residential
- Institutional
- Neighborhood Mixed Use
- Parks & Recreation

\*\*\*Each "Riverside Mixed Use Area" may include mix of:

- Office
- Single-Family - Sewered
- Two-Family Residential
- Multi-Family Residential
- Commercial Services/Retail
- Institutional
- Parks & Recreation

City of Watertown  
County Boundary  
Town Boundary  
Parcel  
Railroad

THE CITY OF  
**WATERTOWN**  
*Opportunity runs through it.*

Source: WisDNR, FEMA, City of Watertown, Dodge Co. LIO & Jefferson Co. LIO, V&A

0 500 1,000 2,000 Feet

**VANDEWALLE & ASSOCIATES INC.**  
Shaping places, shaping change

# Exhibit C

**Figure 7.7 Future Land Use and Existing Zoning District Translation**

<b>Future Land Use Category</b>	<b>Associated Zoning District</b>
Agriculture	Outside of the City Limits
Single-Family-Exurban	Countryside Residential-10, Exurban Residential-1, Outside of the City Limits
Single-Family-Urban	Single Family Residential-4
Two-Family	Two Family Residential-6
Multi-Family	Multi-Family Residential-8, Multi-Family Residential-10, and Senior Residential
Planned Neighborhood	All Residential Districts, Neighborhood Office, and Neighborhood Business
Neighborhood Mixed-Use	Neighborhood Office, Neighborhood Business, and all Residential Districts
Planned Mixed-Use	All Office, Commercial, Institutional, and Multi-Family Residential Districts, plus the Planned Industrial <del>and Planned Development</del> Districts
Riverside Mixed-Use	All Office, Commercial, Institutional, and Residential Districts, <del>plus the Planned Development District</del>
Central Mixed-Use	Central Business
Mixed Industrial	Planned Industrial, General Industrial, and Heavy Industrial
Institutional	All Districts
Airport	Planned Industrial
Parks and Recreation	All Districts
Environmental Corridor	All Districts
<u>All Overlay Zoning Districts can be associated with all Future Land Use Categories where appropriate, subject to the standards, rules, and regulations of the Overlay Zoning District.</u>	



**AN ORDINANCE  
TO AMEND CHAPTER 550: ZONING CODE, THROUGH THE ADDITION OF  
LANGUAGE TO SECTIONS § 550-53D(1)(b)**

**SPONSOR: MAYOR MCFARLAND, CHAIR  
FROM: PLAN COMMISSION WITH POSITIVE RECOMMENDATION**

THE COMMON COUNCIL OF THE CITY OF WATERTOWN DOES ORDAIN AS  
FOLLOWS:

**SECTION 1.**           Section § 550-53D(1)(b) is hereby amended as follows:

\*           \*           \*

(b) All buildings, structures, outdoor storage areas, and any other activity areas shall be located a minimum of 100 feet from all lot lines. Adjustments to the required 100-foot setback for buildings, structures, outdoor storage areas, or any other activity areas from all property lines may be approved by the Plan Commission through a Conditional Use Permit (CUP) subject to the following:

[1] The applicant can demonstrate, to the satisfaction of the Plan Commission, that the proposed setback adjustment will not create undesirable impacts on nearby properties, the environment, or the community as a whole.

[2] The use of the property as a salvage yard or junk yard is consistent with the City of Watertown Comprehensive Plan.

\*           \*           \*

**SECTION 2.**           All ordinances or parts of ordinances inconsistent with the provisions of this ordinance are hereby repealed.

**SECTION 3.**           This ordinance shall take effect and be in force the day after its passage and publication.

DATE:	January 16, 2024		February 6, 2024	
READING:	1ST		2ND	
	YES	NO	YES	NO
DAVIS				
LAMPE				
BOARD				
BARTZ				
BLANKE				
SMITH				
SCHMID				
WETZEL				
MOLDENHAUER				
MAYOR MCFARLAND				
TOTAL				

ADOPTED February 6 2024

CITY CLERK

APPROVED February 6, 2024

MAYOR

**ORDINANCE TO  
AMEND SECTION 76-6 ACCOUNTS PAYABLE AND  
SECTION 114-7 D RULE 4 AND 114-7 I RULE 9,  
THE COMMON COUNCIL CODE OF THE CITY OF WATERTOWN GENERAL  
ORDINANCES**

Section 11, Item E.

**SPONSOR: MAYOR MCFARLAND  
FROM: FINANCE COMMITTEE**

THE COMMON COUNCIL OF THE CITY OF WATERTOWN DOES ORDAIN AS FOLLOWS:

**SECTION 1.**

Section 76-6 Accounts Payable is hereby amended to read as follows:

- a. At each second regular Common Council meeting of the month, the Finance Director/Treasurer shall provide a report of all expenditures made in the prior month.
- b. All final retainage payments for construction projects will be held until they have been presented to the Common Council for approval.

Section 114-7 D, Common Council Rules of Procedure, Rule 4 (10) is hereby amended to read as follows:  
Accounts payable (second regular meeting)

Section 114-7 I, Rule 9 (2) is hereby amended to read as follows:

At each second regular Common Council meeting of the month, the Finance Director/Treasurer shall provide a report of all expenditures made in the prior month.

**SECTION 2.** All ordinances or parts of ordinances inconsistent with the provisions of this ordinance are hereby repealed.

**SECTION 3.** This ordinance shall take effect and be in force the day after its passage and publication.

DATE:	2/6/2024		2/19/2024	
READING:	1ST		2ND	
	YES	NO	YES	NO
DAVIS				
LAMPE				
BOARD				
BARTZ				
BLANKE				
SMITH				
SCHMID				
WETZEL				
MOLDENHAUER				
MAYOR MCFARLAND				
TOTAL				

ADOPTED February 21, 2024

CITY CLERK

APPROVED February 21, 2024

MAYOR

(February 6, 2024) Ord. #24-06



ORDINANCE TO  
CREATE SECTION 428-10 SALE OF FERMENTED MALT BEVERAGES  
IN PUBLIC PARKS OF THE CITY OF WATERTOWN GENERAL  
ORDINANCES

SPONSOR: ALDERPERSON DAN BARTZ  
FROM: BENTZIN FAMILY TOWN SQUARE COMMISSION

THE COMMON COUNCIL OF THE CITY OF WATERTOWN DOES ORDAIN AS  
FOLLOWS:

SECTION 1. § 428-10 is hereby created to read:

428-10 SALE OF FERMENTED MALT BEVERAGES IN PUBLIC PARKS.

Pursuant to Wis. Stat. 125.06(6) fermented malt beverages may be sold by officers  
or employees of the City of Watertown at designated stations within the confines  
of the Bentzin Family Town Square and Riverside Park at times designated by the  
Parks Director.

SECTION 2. All ordinances or parts of ordinances inconsistent with the provisions of this  
ordinance are hereby repealed.

SECTION 3. This ordinance shall take effect and be in force the day after its passage and  
publication.

DATE:	2/6/2024		2/19/2024	
READING:	1ST		2ND	
	YES	NO	YES	NO
DAVIS				
LAMPE				
BOARD				
BARTZ				
BLANKE				
SMITH				
SCHMID				
WETZEL				
MOLDENHAUER				
MAYOR MCFARLAND				
TOTAL				

ADOPTED February 19, 2024

\_\_\_\_\_  
CITY CLERK

APPROVED February 19, 2024

\_\_\_\_\_  
MAYOR



THE CITY OF  
**WATERTOWN**

---

Section 11, Item F.

## MEMO

TO: Common Council  
FROM: Kristine Butteris, Director of Parks, Recreation, & Forestry  
DATE: January 24, 2024  
RE: Create Section 428-10 Sale of Fermented Malt Beverages

---

The Parks, Recreation, & Forestry Department has created ordinance 428-10 Sale of Fermented Malt Beverages for your review and possible approval. This ordinance would allow officers or employees of the City of Watertown to sell fermented malt beverages at designated stations within the confines of the Bentzin Family Town Square and Riverside Park at times designated by the Parks Director. The creation of this ordinance would give City sponsored events in designated locations, as stated above, an additional revenue source.

ORDINANCE TO  
AMEND SECTION 398-20 CONCESSION IN THE PARKS OF THE CITY  
OF WATERTOWN GENERAL ORDINANCES

SPONSOR: ALDERPERSON JONATHAN LAMPE  
FROM: PARKS, RECREATION, & FORESTRY COMMISSION

THE COMMON COUNCIL OF THE CITY OF WATERTOWN DOES ORDAIN AS  
FOLLOWS:

SECTION 1. §398-20 is hereby amended to read:

E. Fees. Each concessionaire shall pay a fee. ~~fees based on a percentage of the total gross sales of the concessionaire except for city facilitated events where no commission would be required. The concessionaire shall report all sales figures for each calendar month not later than the 10<sup>th</sup> day of the following month. The report shall be accompanied by payment of the fee required by this section.~~ The concessionaire's fee for any concessionaire will be published in the Fees and Charges Policy held by the Parks, Recreation, & Forestry Department. The payment shall be made to the Clerk/Treasurer of the City.

SECTION 2. All ordinances or parts of ordinances inconsistent with the provisions of this ordinance are hereby repealed.

SECTION 3. This ordinance shall take effect and be in force the day after its passage and publication.

DATE:	2/6/2024		2/19/2024	
READING:	1ST		2ND	
	YES	NO	YES	NO
DAVIS				
LAMPE				
BOARD				
BARTZ				
BLANKE				
SMITH				
SCHMID				
WETZEL				
MOLDENHAUER				
MAYOR MCFARLAND				
TOTAL				

ADOPTED February 21, 2024

\_\_\_\_\_  
CITY CLERK

APPROVED February 21, 2024

\_\_\_\_\_  
MAYOR



## MEMO

TO: Common Council

FROM: Kristine Butteris, Director of Parks, Recreation, & Forestry

DATE: January 24, 2024

RE: Amend Section 398-20 Concession in the Parks of the City

---

The Parks, Recreation, & Forestry Department has put together recommended changes to the ordinance 398-20 Concession in the Parks of the City. This will change the existing percentage-based fees to a flat fee. These fees will be listed on the Parks, Recreation, and Forestry fee and charges schedule. The fees will help in covering expenses at the Bentzin Family Town Square and Riverside Park. The fee structure will be as follows:

- A. Merchant Concessionaire – \$25.00/event – Any concessionaire not using a park shelter or facility which is selling merchandise not for consumption.
- B. Non-Intoxicating Beverage Concessionaire – \$75.00/event or \$300/year – Any concessionaire either using or not using a park shelter or facility which is selling non-intoxicating beverage or food merchandise for consumption.
- C. Intoxicating Beverage Concessionaire – \$250.00/event – Any concessionaire either using or not using a park shelter or facility which is selling intoxicating beverage merchandise for consumption.

**ORDINANCE**  
**ADOPT AMENDMENTS TO THE 2019 CITY OF WATERTOWN COMPREHENSIVE**  
**PLAN**

**SPONSOR: MAYOR MCFARLAND**  
**FROM: PLAN COMMISSION WITH POSITIVE RECOMMENDATION**

The Common Council of the City of Watertown, Wisconsin, does ordain as follows:

**WHEREAS**, pursuant to sections 62.23(2) and (3) of Wisconsin Statutes, the City of Watertown is authorized to prepare and adopt a comprehensive plan as defined in sections 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes; and,

**WHEREAS**, the City Council adopted its comprehensive plan in 2019 entitled "City of Watertown Comprehensive Plan"; and,

**WHEREAS**, the City of Watertown Comprehensive Plan is silent as to the frequency or number of permissible amendments to the City of Watertown Comprehensive Plan; and,

**WHEREAS**, Wisconsin Comprehensive Planning law requires that a city follow the same administrative process for plan amendment adoption defined under §66.1001(4) of the Wisconsin Statutes; and,

**WHEREAS**, as part of the City's original adoption of a comprehensive plan the Common Council adopted and has since followed written procedures designed to foster public participation in every stage of the preparation of a comprehensive plan as required by §66.1001(4)(a) of the Wisconsin Statutes; and,

**WHEREAS**, the Plan Commission of the City of Watertown, by a majority vote of the entire Commission recorded in its official minutes, has positively recommended to the Common Council the adoption of a proposed amendment to change the future land use category shown for 1310 Allwardt Street, Parcel 291-0915-3413-014 (Exhibit "A") from "Institutional" to "Multi-Family" on the Future Land Use Map of the Comprehensive Plan;

**WHEREAS**, the Plan Commission of the City of Watertown has ensured the amendments are in full compliance with the City of Watertown Comprehensive Plan; and,

**WHEREAS**, the City of Watertown has, in compliance with the requirements of section 66.1001(4)(d) of the Wisconsin Statutes, provided opportunities for public involvement per its adopted public participation plan; and,

**WHEREAS**, the Common Council held a public hearing on the proposed amendments on January 16, 2024, considered the public comments made and the recommendations of the Plan Commission and staff, and has determined to approve the recommended amendments;

**NOW, THEREFORE**, the Common Council of Watertown, Wisconsin, does ordain that the proposed amendments are hereby adopted as amendments to the City's Comprehensive Plan

pursuant to section 66.1001(4)(c) of Wisconsin Statutes; and,

That all ordinances or parts of ordinances inconsistent with the provisions of this ordinance are hereby repealed; and, in the event any section, subsection, clause, phrase or portion of this ordinance is for any reason held illegal, invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision, and such holding shall not affect the validity of the remainder of this ordinance.

That this ordinance shall take effect and be in force the day after its passage and publication.

DATE:	2/6/2024		2/19/2024	
READING:	1ST		2ND	
	YES	NO	YES	NO
DAVIS				
LAMPE				
BOARD				
BARTZ				
BLANKE				
SMITH				
SCHMID				
WETZEL				
MODELNHAUER				
MAYOR MCFARLAND				
TOTAL				

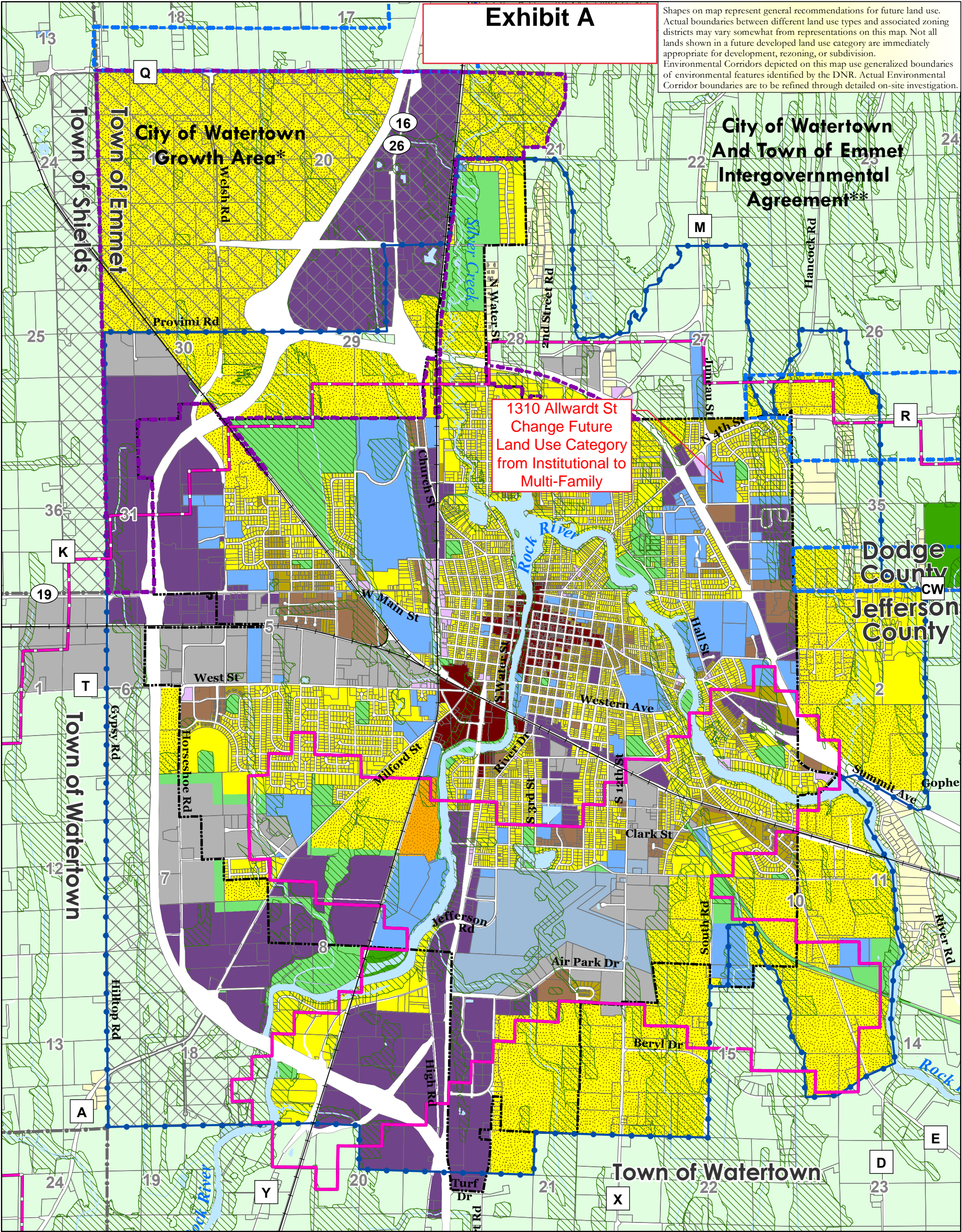
ADOPTED February 19, 2024

CITY CLERK

APPROVED February 19, 2024

MAYOR







**RESOLUTION TO  
ADOPT UPDATED PURCHASING POLICY**

**SPONSOR: MAYOR MCFARLAND  
FROM: FINANCE COMMITTEE**

**WHEREAS**, the city’s current purchasing policy and purchasing thresholds were revised in March 2021; and,

**WHEREAS**, the finance director has researched purchasing policies in other communities to improve contents order and language to produce efficiencies in procedure while bolstering control mechanics.

**NOW, THEREFORE, BE IT RESOLVED BY THE COMMON COUNCIL OF THE  
CITY OF WATERTOWN, WISCONSIN:**

That the attached purchasing policy is hereby adopted as official policy of the City of Watertown effective February 7, 2024.

That this Resolution shall be in full force and effect upon its passage and adoption.

	YES	NO
DAVIS		
LAMPE		
BOARD		
BARTZ		
BLANKE		
SMITH		
SCHMID		
WETZEL		
MOLDENHAUER		
MAYOR MCFARLAND		
TOTAL		

ADOPTED February 6, 2024

\_\_\_\_\_  
CITY CLERK

APPROVED February 6, 2024

\_\_\_\_\_  
MAYOR



TITLE: **PURCHASING POLICY**  
SOURCE: **FINANCE COMMITTEE**

EFFECTIVE DATE: **JANUARY 1, 2024**  
REVISION DATE:

## **1.0 GENERAL POLICY AND OBJECTIVES**

The purchase of goods and services is a central function of the City of Watertown. A fair, efficient, and accountable purchasing process is vital to providing quality services and maximizing the value obtained for taxpayer dollars. It is the responsibility of all City employees and elected officials to ensure that purchases are made with a commitment to ethical procurement practices and cost-effective purchasing. The procedures outlined in this policy are intended to provide an effective and efficient means of meeting these goals:

- To create a competitive, fair and ethical purchasing process that will ensure that the maximum value is obtained for every dollar expended
- To allow the City to obtain quality goods and services that will allow for the provision of programs in a timely and effective manner
- To establish a standardized purchasing process that will promote equity and efficiency
- To provide adequate budgetary and cost controls
- To conduct all purchasing in a manner which ensures equal opportunity and non-discrimination
- To support local businesses whenever possible
- To ensure that the entire purchasing process meets the highest ethical standard without conflict of interest or the appearance of impropriety

## **1.2 DEFINITIONS**

**Sole Source** – An item shall be considered sole source if there is only one vendor that supplies the item and there is no equivalent substitute. Items that are made by one manufacturer but sold through multiple vendors are not to be considered sole source.

**Informal Quote** – An informal quote may be obtained verbally or by examining published prices. When soliciting an informal quote, the department should maintain documentation of when it was obtained (keep until the end of following calendar year).

**Estimate** – An approximate calculation or judgment of the cost of a product or service. Estimates are to be sought when a department submits a capital improvement project in the annual budget.

**Request for Estimate (RFE)** – A document produced by the City when seeking an estimate when deliverables are commodities for which there are clear specifications and when price will be the primary determining factor. Soliciting a price estimate is primarily for budget proposal creation or comparison purposes, not a formal bid for work.

**Formal Quote** – A formal quote must be supplied in writing. Formal quotes may be received by letter, fax, or email. Documentation of the quote should be maintained throughout the purchasing process and kept until the end of following calendar year.

**Formal Bid** – A formal bid process requires that vendors provide sealed bids prepared in response to specifications provided by the City. The bids should be opened publicly and the documentation should be maintained throughout the purchasing process.

**Request for Proposal (RFP)** – A document produced by the City when seeking a quote or bid when deliverables are not explicitly defined or when other selection criteria will be used in addition to price, such as the quality of the vendor (“qualified submitter”).

**Surplus Property** - City property may be declared surplus when it is no longer necessary, practical, or economical to be retained by the City.

### 1.3 ROLES

**Common Council** – Approves the City budget, which allocates funds for all purchases. Council approval is required to approve any changes that alter fund balance, authorize borrowing, acquire property, or to approve new programs.

**Mayor** – Annually presents a budget proposal to the Council. The Mayor is authorized to sign contracts to purchase items or services on the City’s behalf provided they are included in the annual budget. No contract shall be executed on the part of the City until the Finance Director has reviewed it to ensure that sufficient funds are available to meet the expense and the City Attorney has reviewed as to approved form.

**Finance Committee** – Approves purchases of materials, equipment, and services \$50,000 or more when no other appropriate standing committee exists. The Finance Committee recommends budget adjustments that impact more than one department and budget amendments to the Common Council.

**Public Works Commission** – According to state statute 62.15(1), “All public construction, the estimated cost of which exceeds \$25,000, shall be let by contract to the lowest responsible bidder; all other public construction shall be let as the council may direct.” The Public Works Commission oversees the process of approving the award of public construction contracts in accordance with this statute. Public construction includes capital improvements such as street reconstruction, stormwater facilities, and municipal buildings.

**Finance Director** – Oversees all City purchasing and monitors compliance with the City purchasing policy. Approves purchases of materials, equipment, and services in excess of \$10,000 and less than \$50,000. The Finance Director may approve budget adjustments contained within a department. Notification shall be provided to the Mayor and Finance Committee of all department budget adjustments. This position is authorized to sign contracts of up to \$25,000 on the City’s behalf. The Finance Director monitors expenditures in comparison to budgeted levels and provides periodic analysis of General Fund income statement to Finance Committee.

**Department Heads** – Department Heads or their designees are responsible for making necessary purchases for their departments within the confines of the City purchasing policy and approved budget. They are also responsible for receiving items and verifying that the terms of the purchase have been completed. Department Heads are authorized to make purchases up to \$10,000 if the item does not require a budget amendment.

**City Employees** – Make purchases and receive items with the approval of their Department Head. All employees who are authorized to make purchases are responsible for following the City's purchasing policy and ensuring that purchases are made under the highest ethical standard.

## **2.0 COMPETITIVE PRICING**

It is the policy of the City to obtain the highest quality goods and services at the lowest price by following a competitive purchasing process. It is City policy to obtain bids or proposals from at least three different vendors to ensure that competitive pricing is demonstrated. Exceptions to this requirement are allowed when it is in the best interest of the City. Exceptions include:

- Purchases for which there is only one or two suppliers [sole source products] (e.g., Warranty work requiring specific service provider, business trained and equipped for make/model of equipment needing repair)
- Emergency purchases and repairs covered by insurance proceeds
- Purchases under \$2,000 from a supplier that has offered the best price and quality for routine purchases based on periodic bids/proposals solicited by the City at least biennially. The Finance Director will take the lead in researching and soliciting proposals for items that are used by multiple departments.
- Purchases made from the state bid list or competitively solicited cooperative contracts (e.g., Sourcewell)
- Committee approval of using a single vendor where department has a long-standing history of using the product where switching products complicates operations or maintenance (e.g., fire hydrants, manhole castings)
- Certain professional services where the Mayor has waived the competitive bid requirement due to the quality of the firm and the service to be provided. Quotes from various vendors should be obtained periodically and should be one of the factors in selecting the vendor to perform the service.

### **2.1 TAXPAYER BENEFIT POLICY**

If two or more bids are in the same amount or unit price, quality, service, and other factors deemed relevant being equal, the contract shall be awarded to a bidder whose principal place of business is located within the City limits, if any. If there is not a City of Watertown bidder, the Department Head should award the contract to one of the tie bidders by coin toss open to public viewing.

## **2.2 REJECTION OF BIDS**

Department Heads have the authority to reject bids, parts of bids, or all bids, where the public interest will be served. In all cases, the Department Head has the authority to re-advertise and re-bid any proposed purchase or to reject all bids and to negotiate a purchase directly with any supplier if this procedure is deemed most advantageous to the City.

## **2.3 BIDDERS IN DEFAULT**

A Department Head should not accept the bid of any supplier for goods or services more than \$50,000 who is in default or delinquent in the payment of taxes, licenses, forfeitures, or any other moneys whatsoever due the City. Such information should be obtained from the Finance Director.

## **2.4 VENDOR SELECTION CRITERIA**

In addition to price, Department Heads may consider the following factors in selecting the acceptable bid, proposal, or quotation:

- 1 The ability, capacity, and skill of the vendor to perform the contract or provide the service required
- 2 Whether the vendor can perform the contract or provide the service promptly, or within the time specified, without delay or interference
- 3 The experience and efficiency of the vendor
- 4 The quality of performance of previous contracts or services by the vendor
- 5 The previous and existing compliance by the vendor with laws and ordinances relating to the contract or service
- 6 The sufficiency of the financial resources and ability of the vendor to perform the contract or provide the service
- 7 The quality, availability and adaptability of the supplies or contractual services to the particular use required
- 8 The ability of the vendor to provide future maintenance and service for the use of the subject of the contract
- 9 The number and scope of conditions attached to the bid, proposal, or quotation

### 3.0 PURCHASING PROCESS REQUIREMENTS

The process for making purchases varies depending on the total cost of the purchase. The intentional staggering of purchases as well as dividing purchases and/or contracts to consciously evade this policy is strictly prohibited. Any employee found to be in violation of this policy will be subject to disciplinary action, up to and including termination of employment.

Purchase Cost	Authority Required	Purchasing Process	Competitive Requirement
Less than \$2,000	Department Head or Designee	Department Approval	Periodic Quotes or 2 Informal Quotes
Over \$2,000 and less than \$10,000	Department Head or Designee	Department Approval	3 Informal Quotes
Over \$10,000 and less than \$50,000	Finance Director	Purchase Requisition	3 Formal Quotes
Public Construction Over \$25,000	Public Works Commission	Memo	Formal Bid Process
\$50,000 and more	Finance Committee	Committee Presentation and Contract or Purchase Requisition	3 Formal Quotes or Formal Bid Process

#### 3.1 PURCHASES LESS THAN \$2,000

Purchases under \$2,000 may be made with the approval of City Department Heads or their designees. Whenever possible, at least two informal (verbal) price quotations must be obtained prior to making the purchase. Quotations are not required for items purchased from a vendor that has offered the best price and quality on a category of items based on periodic bids/proposals solicited by the City at least biennially.

#### 3.2 PURCHASES OF AT LEAST \$2,000 AND LESS THAN \$10,000

Purchases of at least \$1,000 and less than \$10,000 may be made with the approval of City Department Heads or their designees. Department staff are responsible for obtaining and documenting at least three informal (written) price quotations for the proposed purchase. This information is provided to the Department Head. The Department Head reviews the request to determine compliance with the budget and purchasing policy. If the selected vendor does not offer the lowest price, the request should include an explanation of why another vendor is recommended.

**Capital Outlay:** non-recurring purchases in General Fund [01] that aren't part of ongoing regular expenses (e.g. laptop, furnishings, facilities repair).

Equipment, supplies, or repairs more than \$5,000 per item/event will be considered a potential capital asset and should be budgeted as part of a departments' Capital Outlay budget (account ending in -60).

**Capital Improvement:** additions, improvements, modifications, or renovations of a property that increases its value or prolongs its useful life; buildings, equipment, machinery, vehicles.

Assets with an acquisition cost of at least \$20,000 and an expected useful life of at least five years are typically acquired through the Capital Borrow Fund [05].

### 3.3 PURCHASES OF AT LEAST \$10,000 AND UNDER \$50,000

Purchases of at least \$10,000 and less than \$50,000 require the prior approval of the Finance Director or his or her designee. The Finance Director may also require that the purchase go through a Request for Proposal (RFP) process or a formal bid process.

Department Heads or their designees are responsible for obtaining and documenting at least three formal (written) price quotations for the proposed purchase. This information is provided to the Finance Director along with a Purchase Requisition that should include the vendor selected, a description of the item, and the account number where it was budgeted. If the selected vendor does not offer the lowest price, the request should include an explanation of why another vendor was chosen.

The Finance Director reviews the request to determine compliance with the City's budget and purchasing policy. If approved, the Finance Department will issue a purchase order to the department. This purchase order should be used when making the purchase and the purchase order number must be entered into miViewPoint when it is submitted for payment.

### 3.4 PUBLIC CONSTRUCTION PROJECTS OF \$25,000 AND OVER

Public construction projects with an estimated cost between \$5,000 and \$25,000 require a class 1 notice prior to execution of the contract.

Public construction projects with an estimated cost greater than \$25,000 require approval of the Public Works Commission and must be let by contract to the lowest responsible bidder as required in Wisconsin State Statute 62.15(1). Also, per statute 62.15, the Common Council may by a three-fourths vote provide by ordinance that any class of public construction project may be done directly by the City without submitting the project for bids.

The Mayor may waive the bid or RFP requirement for professional services if he or she determines that it is in the City's best interest. The justification for waiving the bid or RFP process should be presented to the Public Works Commission prior to their action to approve or deny the purchase.

Department Heads or their designees are responsible for conducting the public bid (prepare bid package, provide public notice and advertisement, conduct public bid opening, prepare bid tabulation report) or RFP process and providing the results to the Public Works Commission. If a contract is required, the department will work with the City Attorney to draft a contract for signature by the Mayor. The Finance Director will review the information to ensure compliance with the City's budget and purchasing policy.

### **3.5 PURCHASES OF \$50,000 AND OVER**

All purchases of materials, equipment, and services more than \$50,000 require the approval of the Finance Committee prior to completing the purchase or signing the contract. The City requires an RFP or bid process for purchases of this size.

The Mayor may waive the RFP or bid requirement for professional services if he or she determines that it is in the City's best interest. The justification for waiving the bid or RFP process should be presented to the Finance Committee prior to their action to approve or deny the purchase.

Department Heads or their designees are responsible for conducting the public bid (prepare bid package, provide public notice and advertisement, conduct public bid opening, prepare bid tabulation report) or RFP process and providing the results to the appropriate standing committee. The department is required to prepare a memo listing the proposals received, which vendor is recommended and why, the budgeted amount for the item and any additional costs that may be incurred. If the selected vendor does not offer the lowest price, the request should include an explanation of why another vendor was chosen.

With a positive recommendation from the standing committee, the Department Head will place the item on an upcoming Finance Committee agenda and prepare a Purchase Requisition that includes the vendor selected, a description of the item, and the account number where it was budgeted. The Finance Director will review the information to ensure compliance with the City's budget and purchasing policy. If approved by the Finance Committee, the Finance Department will issue a purchase order to the department. This purchase order should be used when making the purchase and the purchase order number must be entered into miViewPoint when it is submitted for payment.

If a contract is required, the department will work with the City Attorney to draft a contract (see Section 7) for signature by the Mayor.

### **4.0 PURCHASE CHARGES AND METHODS**

#### **4.1 SHIPPING AND FREIGHT CHARGES**

It is the policy of the City to avoid paying shipping charges whenever possible. If the City is to pay shipping charges, it must be billed at the time of invoicing. Department Heads, when obtaining price quotations, should inquire into applicable freight charges. Any charges to be paid by the City will be regarded as part of the price quotation when selecting the successful bidder. Unless otherwise stated in the "notice of call for bids", all formal bid proposals shall include freight and delivery charges, if any.

## **4.2 DISCOUNTS**

It is the City's policy to take advantage of vendor discounts for prompt payment whenever possible to minimize the cost of a purchase. Department Heads are responsible for determining if discounts are available and for working with the Finance Department to obtain the lowest price. Some vendors offer discounts for prompt payment. When possible, Departments can aid the City by approving invoices and submitting them for payment expeditiously.

## **4.3 SALES TAX EXEMPTION**

The City is exempt from paying city, county and state sales tax. Purchasers have the responsibility to inform vendors of tax-exempt status at the time of purchase. Completed tax exempt forms are available from the Finance Director. Invoices received by the City that include sales tax will be amended by reducing the amount of sales tax prior to payment. Any person seeking reimbursement for a City purchase that includes sales tax shall not be reimbursed for the sales tax portion of the purchase, absent extenuating circumstances approved in writing by the Mayor.

## **4.4 COLLECTIVE PURCHASING**

Cooperative purchasing arrangements can result in significant savings by pooling purchasing power. It is the City's policy to utilize collective purchasing between City departments or with other units of government when savings can be obtained without sacrificing the quality or availability of the product or service.

The Finance Department shall have the authority to analyze the desirability of cooperative purchasing arrangements and make recommendations to the Administration. The Common Council encourages cooperative purchasing but maintains the right to reject any such arrangements with other units of government.

## **4.4 RECEIVING AND INSPECTING ITEMS**

Department Heads, or their designees, are responsible for receiving and inspecting all deliveries to their departments to ensure that items received conform to the specifications and quantities set forth in the purchase order. All deliveries should be thoroughly inspected to ensure that materials are received in satisfactory condition. If there are any discrepancies, the Department Head or designee should contact the vendor and resolve the issue before submitting the invoice for payment. When items are sent in multiple shipments, the department should clearly indicate which items have been received and accepted when approving the invoice for payment.

## **4.5 SUBMITTING INVOICES FOR PAYMENT**

Once department staff have verified that the purchased items have been received in a satisfactory condition, the original invoice should be scanned and entered in miViewPoint (Caselle invoice entry portal) by Department staff for authorization routing to Department Heads and Finance Department staff before payments will be processed.

It is the City's policy not to pay from statements or copies of invoices. If it is not possible to obtain an original invoice, a faxed or emailed copy may be used if the Department Head verifies that the vendor



has not already been paid for the item. If it is not possible to obtain an invoice, a Check Request Form should be completed that includes vendor name and ID number, a description of the item purchased, and attach any supporting documentation. This form must be signed by the Department Head.

The Finance Department processes checks and issues payments to vendors. The cut-off dates for payment submission will be provided by the Finance Department (typically each Friday) for checks to be processed the following week (typically each Tuesday). At each second regular Common Council meeting of the month, a list of all payments made in the prior month will be provided.

All final retainage payments for construction projects will be held until they have been presented to the Common Council for approval.

If a Council Member has concerns regarding payments to a particular vendor or class of vendors, he or she may request to review pending payments. Information would then be sent to all Council Members for a specified period to provide comments. If no comments are received during this period, the item may be released for payment. However, if an objection is raised during the comment period, the payment in question shall be held until the next regular Common Council meeting.

#### **4.6 CREDIT CARD PURCHASES**

The City recognizes the use of credit cards to be an appropriate and useful means of making payment for a variety of types of purchases (travel expenses, online purchases, time-sensitive). Credit cards may be issued to City employees at the request of a Department Head through the Finance Director. Approved employees will be required to read, acknowledge, and sign a Credit Card Use Agreement.

Purchases made with credit cards must follow the normal competitive pricing guidelines and require the same approval process. Purchases made on a credit card are still eligible for sales tax exemption (purchaser is responsible for providing tax exempt certificate at the time the charge is incurred).

Acceptable credit card uses:

1. Payment for goods and services at businesses where invoicing is not available
2. Online purchases
3. Payment of purchases where there is no additional fee to pay with a credit card
4. Lodging (*registering in advance and paying upon departure*)
5. Travel: flights, car rentals, taxis, ride-share services, parking
6. Registration fees for conferences and training seminars
7. Meal costs:
  - Costs must follow the standards established in the City's Travel Guidelines in the Employee Handbook
  - Group meetings where the City is paying must receive prior approval of the Mayor
  - Tips up to the limit set by the travel policy in the employee handbook. A tip that is in excess of the allowed amount should be left by the employee in cash and will not be recoverable from the City as a valid expense.
  - Employees do not need to obtain tax exemption for individual meals or groups up to three people. Groups over three should try to obtain the tax-exempt status.

Unacceptable credit card uses:

1. Tips except as part of an approved meal cost
2. Personal purchases of any kind
3. Cash advances
4. Purchases of gift cards

If an unauthorized charge occurs, if a meal purchase exceeds an amount allowed by the City's Travel Guidelines, or if a good faith attempt to receive a sales tax exemption is not made, the employee must immediately reimburse the difference beyond the allowable amount to the Finance Director.

After making a credit card purchase, receipts or other supporting documentation should be maintained by the cardholder. When the monthly credit card statement is issued, Finance Department staff will distribute the statement to all Department Heads and their designees. The cardholder is responsible to review charges and assemble receipts in chronological order as listed on the statement. The cardholder is to submit a signed attestation of the credit card charges and associated receipts to his or her Department Head. The Department Head or designee will review and assign account numbers, the Department Head will sign the statement and then route all original documentation to the Finance Department in a timely manner. (A spreadsheet template is available to aid in the data entry of receipts.) The Finance Director will review the statements of all Department Heads. The Finance Department will complete data entry authorizations and issue an ACH payment to the credit card company prior to the statement due date. It is City practice to avoid paying any credit card finance charges.

#### **4.7 INTERNET PURCHASES**

City employees may use the Internet to make purchases if they follow normal purchasing guidelines and the same approval process. Internet purchases are not permissible in situations where a sealed bid is required. Employees should only make purchases from legitimate vendors (compliant with US regulations with good reputation in the market) and through a secure connection. Any concerns regarding the security of the information should be directed to the Information Technology Department. The IT staff will have the final authority to determine if an Internet transaction provides sufficient security.

#### **4.8 PETTY CASH ACCOUNT**

Various departments maintain petty cash accounts to expedite miscellaneous purchases and the payments of small expenses when it is not practical to follow the City's normal payment procedures (e.g. reimbursement of work permit fee). The petty cash fund should not be used to circumvent the normal purchasing process or to pay for personal services. Each department overseeing a petty cash fund should seek reimbursement of transactions through miViewPoint no less than twice a year, and always by December 10 to assign purchases to the current fiscal year. A report of the petty cash balance as of January 1 should be emailed to the Finance Director by January 10.

#### **4.9 EMPLOYEE REIMBURSEMENTS**

Generally, employees should avoid making City purchases with their own funds. If the need arises to purchase an item for the City with personal funds, the employee must submit the receipt and a Check Request Form to the Department Head no more than 28 days after purchase. This form should include a

detailed listing of the items purchased and must be signed by the employee to be reimbursed and his or her Department Head. It is the responsibility of the employee making the purchase to ensure that any available discounts are applied, and that sales tax is not included. Once entered into miViewPoint and approved, a check will be issued for the reimbursement in the next check run.

#### **4.10 EQUAL OPPORTUNITY/NON-DISCRIMINATION**

The City of Watertown endorses and actively supports equal opportunity and a nondiscrimination policy. Therefore, it shall be a City requirement that all potential bidders be provided with equal opportunity to submit bids and to compete on an equal basis for City business.

All contracts to which the City of Watertown is a party, shall contain a nondiscrimination in employment clause which provides:

“The vendor agrees that in performing under this agreement with the contracting municipality, he/she shall not discriminate against any worker, employee or applicant, or any member of the public because of race, creed, color, national origin, handicap, or sex. The vendor further agrees that this clause will be incorporated in all contracts entered with suppliers of materials or services who may perform any such labor or services in connection with this contract.”

#### **6.0 EXCEPTIONS TO ROUTINE PURCHASING PROCEDURES**

##### **6.1 EMERGENCY PURCHASES**

Emergency purchasing procedures should be used only when normal purchasing channels are not available. Emergency purchases may be made:

- When there is need for immediate delivery of items
- To prevent delays in work or construction schedules
- When there is an immediate threat to public health or safety
- To meet emergencies rising from unforeseen causes

For emergency purchases, the Department Head should take the following steps:

- If an emergency purchase is needed, alert the Mayor and/or Finance Director and obtain approval prior to making the purchase.
- A purchase requisition form and a written explanation of the emergency must be prepared and forwarded to the Finance Director and Mayor within two working days after making the purchase.

##### **6.2 BLANKET PURCHASE ORDERS**

Blanket purchase orders are used for those vendors from whom many repetitive purchases are made as supplies are required. Rather than issue a purchase order form for each purchase, one order is issued for a specified calendar year to cover all purchases made during that period. Blanket purchase orders can be renewed each year if continuing purchasing is warranted.

When requesting the issuance of a blanket purchase order, the Department Head should obtain price quotations on representative items from at least three vendors. The Department Head should then prepare a Purchase Requisition for the Finance Director that includes:

- The vendor
- The anticipated materials, supplies, equipment to be purchased
- The anticipated number of purchases to be made under the blanket order
- The total amount budgeted for such purchases.

The Finance Department will review the request and check the budget to verify that adequate funds are budgeted and available. Based on this information, the Finance Department shall indicate approval or denial of the request. If the request is approved, the Finance Department will issue a purchase order number that should be used when ordering any items under the blanket purchase order. The Department should include this number when the invoices are submitted for payment. Before a new blanket purchase order is issued, the Department Head should obtain competitive price quotations from alternate vendors.

## **7.0 PROCEDURES FOR CONTRACTED SERVICES**

### **7.1 CONTRACTS DEFINED**

For purposes of this policy, “contracts” are defined as any document meeting any of the following statements:

1. Requiring signature of statutory officers of the City.
2. Expressly waiving liability of the vendor.
3. Expressing a scope of service to be performed by the vendor.
4. Placing conditions (other than payment) upon the City.
5. Contracts also include lease agreements (other than office equipment leases).
6. Memorandums of understanding (other than those with no cost to the City).

### **7.2 COMPETITIVE BIDDING**

Department Heads must follow all competitive bidding requirements for procuring contracted services or purchases. However, a purchase order is not needed in these instances.

### **7.3 CONTRACT REVIEW**

The contract routing form must be used to ensure proper review before any contract is signed. No contract shall be executed on the part of the City until the Finance Director has reviewed to ensure that sufficient funds are available to meet the expense and the City Attorney has reviewed as to approved form. Department Heads should submit contracts to the Finance Director as soon as possible for timely review, ideally at least two business weeks prior to the execution date. All questions about whether a document is a contract should be directed to the City Attorney prior to execution of the document.

## **7.4 SIGNATORIES**

The signatories for the City are the Mayor and Finance Director/Treasurer [for purchases up to \$25,000], each of whom are authorized to execute the contracts without additional Council action provided the purchase is included in the annual budget and meets the guidelines of the purchasing policy. Department Heads do not have legal standing to enter contracts on behalf of the City unless expressly authorized to do so by the Common Council.

## **8.0 PROCUREMENT FOR STATE AND FEDERAL AWARDS**

### **8.1 RESPONSIBILITY**

City of Watertown Department Heads are responsible for determining whether a purchase is allowable under the terms of any state and federal program from which their department is receiving support. The process used for procurement under terms of any state and federal program should follow the guidance of the program.

### **8.2 COST ALLOWABILITY FOR CHARGES AGAINST FEDERAL AND STATE AWARDS**

General. All costs incurred by City of Watertown under a grant award from a U.S. federal or state agency shall be subject to the cost allowability standards articulated in OMB's *Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards*.

Procedure. Prior to entry into the general ledger, the department head shall determine if the nature of the expense and determine if the expense:

Allowability – meets the general requirements established in 2 CFR § 200.403(a) through §200.403(g). City of Watertown will maintain a system of internal controls over Federal expenditures to provide reasonable assurance that Federal awards are expended only for allowable activities and that the costs of goods and services charged to Federal awards are allowable and in accordance with the above referenced cost principles.

Those controls will meet the following general criteria:

- Be necessary and reasonable for the performance of the Federal award and be allocable thereto under these principles.
- Conform to any limitations or exclusions set forth in these principles or in the Federal award as to types or amount of cost items.
- Be consistent with policies and procedures that apply uniformly to both federally-financed and other activities of the city.
- Be accorded consistent treatment.
- Be determined in accordance with generally accepted accounting principles.
- Not be included as a cost or used to meet cost sharing or matching requirements of any other federally-financed program in either the current or a prior period.
- Be adequately documented.

Selected Items of Costs – is consistent with one of the allowability factors for selected items of costs articulated in 2 CFR § 200.420 through § 200.475.

Grant Budget – is consistent with the allowable expenses provided for in the grant agreement.

This procedure will be employed regardless of whether City of Watertown classifies the expense as a direct or indirect (F&A) cost. If deemed allowable, the department head shall code the expense in accordance with the account code established for the grant and submit the amount in the general ledger. If the department head cannot establish the allowability of an expense, consultation with the Finance Director shall be required to make the determination before any cost is entered in the general ledger. If unable to be resolved by the Finance Director, City of Watertown shall seek clarification with the Federal awarding agency or pass-through agency.

If deemed ineligible for reimbursement under the Federal award, the department head will record the item to an appropriate alternative within department expense accounts.

### **8.3 METHODS OF PROCUREMENT**

The City must follow the procurement procedures identified in 2 CFR § 200.318 through §200.327. The City must award contracts only to responsible contractors possessing the ability to perform successfully under the terms and conditions of a proposed procurement. Consideration will be given to such matters as contractor integrity, compliance with public policy, record of past performance, and financial and technical resources. The City must maintain records sufficient to detail the history of procurement (rationale for method of procurement, selection of contract type, contractor selection or rejection, basis for the contract price).

1. **Micro-purchases up to \$50,000** (federal threshold established in the Federal Acquisition Regulations). The acquisition of supplies or services, the aggregate dollar amount not exceeding the micro-purchase threshold. Micro-purchases may be awarded without soliciting competitive price or rate quotations if the City considers the price to be reasonable based on research, experience, or purchase history. To the extent practicable, the City will distribute micro-purchases equitably among qualified vendors.
2. **Small Purchases for items between \$50,001 and \$250,000.** Small purchase procedures are those relatively simple and informal procurement methods for securing services, supplies, or other property that do not cost more than the Simplified Acquisition Threshold (less than \$250,000). If small purchase procedures are used, price or rate quotations shall be obtained from a minimum of three qualified sources. Efforts should be made to obtain at least one bid from a small or minority-owned business, if available.
3. **Formal Procurement for purchases greater than \$250,000.** Formal procurement methods are required when the value of the procurement for property or services exceeds the Simplified Acquisition Threshold. Formal procurement methods require following documented procedures and public advertising. One of the following methods can be used:
  - a. **Sealed bids.** A procurement method in which bids are publicly solicited and a firm fixed-price contract (lump sum or unit price) is awarded to the responsible bidder whose bid,

conforming with all the material terms and conditions of the invitation for bids, is the lowest in price.

- b. Proposals. A procurement method in which either a fixed price or cost-reimbursement type contract is awarded. Proposals are generally used when conditions are not appropriate for the use of sealed bids.
4. **Noncompetitive procurement.** Also known as sole-source procurement, this may be appropriate only when specific criteria are met. Examples include when an item is available only from one source, when a public emergency does not allow for the time of the competitive proposal process, when the federal awarding agency authorizes, or after a number of attempts at a competitive process, the competition is determined inadequate.

## **9.0 MISCELLANEOUS CONSIDERATIONS**

### **9.1 GRANTS AS A REVENUE SOURCE**

All potential grants and other aid shall be carefully examined for matching requirements and restrictive covenants, to ensure that our participation in such grants will be beneficial and cost-effective. Grant requests shall be reviewed by the Finance Director/Treasurer prior to the application being submitted. This review is to ensure that the grants do not create an obligation for unfunded expenditures by the City relating to the grant's purpose and to provide an overall budgetary review of the grant proposal.

Grants requiring City matching funds are to be requested from the Finance Committee prior to submission of the grant application. The Finance Committee shall approve all grant awards prior to the final acceptance of a grant.

It is the responsibility of the department to maintain application and award documents relating to each grant. A copy of the award document should be emailed to the Finance Director for the annual audit preparation.

### **9.2 ADDITION OF NEW VENDOR**

New vendors must be approved by the Finance Department staff and created in the accounting software prior to a purchase being initiated.

### **9.3 INSURANCE CLAIM PROCEEDS**

Purchases resulting from an accident or loss will be expended from the appropriate expenditure account. Settlement proceeds will be posted to the same expenditure account.

### **9.4 ETHICS**

Elected officials and employees of the City shall comply with all federal, state and City ethics laws regarding conflict of interest as well as ethics regarding all purchase decisions. It shall be unethical for any City employee to participate directly or indirectly in a purchase or contract when the City employee or any member of the employee's immediate family has a financial interest pertaining to the contract or purchase unless the contract has been competitively bid or the service is highly specialized and only one supplier is available, and the employee has followed the procedures set forth in the Purchasing Policy.

Neither the City's name or any employee's name or position is to be used to endorse or support a product or vendor unless specifically authorized by the Common Council.

## **9.5 SURPLUS PROPERTY**

City property is declared "surplus" when it is no longer necessary, practical, or economical to be retained by the City. Department Heads are responsible for identifying surplus furniture, equipment, supplies, etc. in their departments. Items may be sold prior to end of their useful life if it is determined that it is in the City's best interest to take advantage of the current salvage value of the item. If an item is sold or donated, City employees should not receive preferential access compared to the public.

Once a Department Head has identified surplus property, he or she should determine if the item is of use to another department. If the surplus property has no further economic use to the City, the Department Head or designee shall determine the best method for sale or disposal of surplus property for which the original purchase price was under \$10,000. Such methods shall include internet postings on the Wisconsin Surplus Auction site (through Police Department) or public bid. For items with an original purchase price of \$10,001 to \$50,000, Mayor approval is required prior to disposal. The Finance Committee shall approve the method of sale or disposal of surplus property for which the original purchase price was over \$50,000. Disposal of all items with an original cost of over \$5,000 must be reported to the Finance Director for removal from insurance and the capital asset inventory.

**Police unclaimed property:** Watertown Police Department shall conform to Wis. Stat. secs. 66.0139 and 170.105.

**Real Estate.** Whenever City owned property is proposed for sale, there should be an internal review conducted by the Mayor to determine whether the City may need the parcel in the future and for what purpose. The Mayor will then prepare a report for Plan Commission for review. The Plan Commission will consider the land sale request, along with the Mayor's Report on the property, and then prepare a recommendation based on zoning or land use of the property. The Plan Commission recommendation will then be submitted to the Finance Committee who shall consider whether an appraisal is necessary, how the property may be disposed of, and then forwards a recommendation to the Common Council for final action. The Mayor is responsible for carrying out the Council's actions regarding the disposition of the property. Property may be disposed of by public sale or auction, sealed bids, or by a mutual sales agreement.



**RESOLUTION TO  
AUTHORIZE RELEASE OF ESCROWED FUNDS FOR GRANDVIEW  
HEIGHTS ADDITION NO. 7 SUBDIVISION**

**SPONSOR: MAYOR MCFARLAND  
FROM: PLAN COMMISSION**

**WHEREAS**, the Common Council accepted public improvements in the Grandview Heights Addition No. 7 Subdivision on November 21, 2023 via Resolution 9556; and,

**WHEREAS**, Said resolution stated that \$2,497.92 in funds escrowed by Mary Rose Subdivision Inc (Developer) be retained to serve as a defect guarantee for bituminous tack coat and surface course pavement; and,

**WHEREAS**, after further review, all funds retained by a municipality are to be released to the Developer within 14 months of project substantial completion in accordance with applicable State Statute sections; and,

**WHEREAS**, the City of Watertown Plan Commission recommends that all held escrowed funds be released to the Developer.

**NOW, THEREFORE, BE IT RESOLVED BY THE COMMON COUNCIL OF THE  
CITY OF WATERTOWN, WISCONSIN:**  
Retained escrowed funds in the amount of \$2,497.92 be released to the Developer.

	YES	NO
DAVIS		
LAMPE		
BOARD		
BARTZ		
BLANKE		
SMITH		
SCHMID		
WETZEL		
MOLDENHAUER		
MAYOR MCFARLAND		
TOTAL		

ADOPTED February 6, 2024

\_\_\_\_\_  
CITY CLERK

APPROVED February 6, 2024

\_\_\_\_\_  
MAYOR

**RESOLUTION TO  
AUTHORIZE RELEASE OF ESCROWED FUNDS FOR HEPP HEIGHTS  
PHASE III SUBDIVISION**

**SPONSOR: MAYOR MCFARLAND  
FROM: PLAN COMMISSION**

**WHEREAS**, the Common Council accepted public improvements in the Hepp Heights Phase III Subdivision on November 21, 2023 via Resolution 9555; and,

**WHEREAS**, Said resolution stated that \$1,900.45 in funds escrowed by Greymar LLC (Developer) be retained to serve as a defect guarantee for bituminous tack coat and surface course pavement; and,

**WHEREAS**, after further review, all funds retained by a municipality are to be released to the Developer within 14 months of project substantial completion in accordance with applicable State Statute sections; and,

**WHEREAS**, the City of Watertown Plan Commission recommends that all held escrowed funds be released to the Developer.

**NOW, THEREFORE, BE IT RESOLVED BY THE COMMON COUNCIL OF THE CITY OF WATERTOWN, WISCONSIN:**  
Retained escrowed funds in the amount of \$1,900.45 be released to the Developer.

	YES	NO
DAVIS		
LAMPE		
BOARD		
BARTZ		
BLANKE		
SMITH		
SCHMID		
WETZEL		
MOLDENHAUER		
MAYOR MCFARLAND		
TOTAL		

ADOPTED February 6, 2024

\_\_\_\_\_  
CITY CLERK

APPROVED February 6, 2024

\_\_\_\_\_  
MAYOR

**RESOLUTION TO  
ENTER INTO THE AGREEMENT FOR 2024-2026 TOURISM  
PROMOTION SERVICES BETWEEN THE WATERTOWN TOURISM  
COMMISSION, THE CITY OF WATERTOWN AND THE WATERTOWN  
AREA CHAMBER OF COMMERCE**

**SPONSOR: MAYOR EMILY MCFARLAND  
FROM: FINANCE COMMITTEE**

**WHEREAS**, the attached Agreement for 2024-2026 Tourism Promotion Services between the Watertown Tourism Commission, the City of Watertown and the Watertown Area Chamber of Commerce has been reviewed as to legal form and sufficiency by the City Attorney and deemed appropriate.

**NOW, THEREFORE, BE IT RESOLVED BY THE COMMON COUNCIL OF THE CITY OF WATERTOWN, WISCONSIN:**

**SECTION 1.** That the proper City Officials be and are hereby authorized to execute the Agreement for 2024-2026 Tourism Promotion Services between the Watertown Tourism Commission, the City of Watertown and the Watertown Area Chamber of Commerce

**SECTION 2.** That this Resolution shall be in full force and effect upon its passage and adoption.

	YES	NO
DAVIS		
LAMPE		
BOARD		
BARTZ		
BLANKE		
SMITH		
SCHMID		
WETZEL		
MOLDENHAUER		
MAYOR MCFARLAND		
TOTAL		

ADOPTED February 6, 2024

\_\_\_\_\_  
CITY CLERK

APPROVED February 6, 2024

\_\_\_\_\_  
MAYOR

**AGREEMENT FOR 2024- 2026 TOURISM PROMOTION SERVICES**

This Agreement is made and entered into this 12<sup>th</sup> day of December, 2023, by and between the Watertown Tourism Commission ("Commission") as a representative of the City of Watertown, Wisconsin, the City of Watertown, a Wisconsin municipal corporation ("City"), and the Watertown Area Chamber of Commerce, a Wisconsin not-for-profit corporation ("Chamber"), for the term beginning January 1, 2024 through December 31, 2026.

**WHEREAS**, Watertown General Code of Ordinances Ch. 76 Art. II authorizes the levy of a hotel-motel room tax upon the gross rental receipts derived from retail furnishing of rooms or lodging, in any hotel or motel located in the City, at the rate of five percent (5%); and

**WHEREAS**, Watertown General Code of Ordinances Ch. 76 Art. II provides that thirty percent (30%) of revenues from the room tax shall be maintained in the City's Tourism Fund and the remaining seventy percent (70%) shall be used for the purpose of promoting tourism; and

**WHEREAS**, Wisconsin State Statutes § 66.0615 states that seventy percent (70%) of any tax collected must be spent on tourism promotion and tourism development by the municipality and shall be forwarded to the tourism commission for the municipality; and

**WHEREAS**, the City has determined that it is in the City's and Commission's best interests and in accordance with Wisconsin State Statutes § 66.0615 to contract with an independent entity, such as the Chamber, to provide the services necessary to promote tourism for the City.

**NOW, THEREFORE**, for and in consideration of the mutual covenants and conditions contained herein, it is understood and agreed between the parties as follows:

- 1. Tourism Promotion.** The Chamber agrees to promote tourism for the City, which service shall include but not be limited to maintaining and promoting commercial, hospitality and service sectors, which is intended to have significant impacts on the tourism growth within the City, including conventions.
- 2. Budget.** The Chamber and Commission will prepare and approve a budget for each calendar year by December 16.
- 3. Funding.** The City, Commission and the Chamber shall work together in good faith to comply with Wisconsin State Statutes § 66.0615 and, in particular, § 66.0615(1m)(d) to which end the City Finance Director/Treasurer shall forward to the Chamber an amount equal to seventy percent (70%) of the hotel-motel room tax received by the City. The City shall provide the funding described herein according to the City Finance Director/Treasurer's practice on a monthly basis with payments being made around the 10<sup>th</sup> of each month. In addition to the monthly payments, the City shall make payment of Nine Thousand Dollars (\$9,000.00) to the Chamber each year to be paid quarterly for general administration of room tax dollars for the City.
- 4. Expenditures.** The Commission agrees that all expenditures will be in accordance with the intent and purposes of State Statute § 66.0615 and applicable local ordinances.
- 5. Accounting.** Annually, the Tourism Manager/Chamber shall provide a separate, complete accounting of the receipt and disbursement activity of the City's room tax funds. The Chamber must provide the City an accounting of the receipt and expenditures of such funds in accordance

with generally accepted accounting principles within ninety (90) days of the end of the Chamber's fiscal year. In the event the Chamber does not provide such accounting within the time period provided, future funds shall not be disbursed until the accounting is received.

**6. Staff and Operating Expenses.** The Chamber agrees to provide the staff (see attached job description), office space, meeting space, operating expenses and other costs associated with the promotion of tourism, which are necessary to perform their duties and responsibilities under this Agreement. The parties understand and agree that the Tourism Commission is exclusively vested with fiscal policy oversight of room tax dollars.

**7. Relationship of the Parties.** It is understood and agreed that the Chamber is engaged and retained as an independent entity and not under any officer, agent or employee type of relationship with the City.

**8. Inspection and Audit.** The City or its duly authorized agents shall be entitled to inspect and audit all books and records of the Chamber for compliance with the approved budget and this Agreement. In the event of an actual or perceived discrepancy, the City may also cause an audit to be performed by an independent accounting firm of its sole and exclusive choice. The City's expense of such audit shall be reimbursed by the Chamber. If, as a result of such audit, there are recommendations presented in a Management Letter ("Letter"), the Chamber shall implement those recommendations or otherwise respond in writing to the City with their reasons for noncompliance within ninety (90) days of receipt of said Letter.

**9. Annual Reports.** The Chamber shall provide an annual report to the City. The report shall be submitted, annually, on or before April 1 for the purpose of communicating compliance with the duties and responsibilities set forth in this Agreement for the current year ending December 31. The report shall include an accounting of funds expended within the reporting period.

**10. Responsibilities and Duties of the Chamber.** The City has established the following three (3) goals and is contracting with the Chamber to accomplish these goals:

- A. Encourage retail and commercial growth associated with tourism and visitors.
- B. Actively promote tourism.
- C. That the Chamber should serve as the primary tourism and visitor agency for the City.

Each year, the Chamber and Commission will develop a tourism promotion and tourism development program for the upcoming year and the Chamber and Commission's plan for achieving these goals. At a minimum, these objectives shall include, but are not limited to:

- A. Maintaining current community data and marketing materials pertinent to tourism.
- B. Assisting in the development of a strategy for seeking out appropriate business and other development and to assist and encourage their location or expansion in Watertown, which shall be consistent with tourism and visitor promotion goals.
- C. Developing a strategy for communication and building alliances with the City and businesses in the community.
- D. Developing a strategy for communication and building alliances with both the Chamber and other regional tourism promotion agencies.

**11. Confidential Information.** Subject to Wisconsin’s Open Records Law, all parties understand and agree that information received in confidence shall be retained in confidence. The Chamber shall not use confidential information obtained as a result of their position for any purpose other than to attract prospective business to the City.

**12. Effective Date and Term.** This Agreement shall be in force and effect from the date first written above until December 31, 2026, unless it is otherwise terminated as provided herein. This Agreement shall automatically renew on the same terms for an additional one (1) year term, unless either party has provided written notice of its intent not to renew the Agreement. Written notice shall be provided by either party to the other by not later than October 31<sup>st</sup> of the year that the existing term is scheduled to expire.

**13. Modification.** This Agreement constitutes the entire agreement between the parties and supersedes all prior Agreements, whether oral or written, covering the same subject matter. This Agreement may not be modified or amended except in writing mutually agreed to and accepted by all parties to this Agreement.

**14. No Third-Party Beneficiaries.** Nothing contained herein shall create a contractual relationship with, or any rights in favor of, any third-party.

**15. Termination.** This Agreement may be terminated by the City for a breach of the Agreement, upon thirty (30) days written notice to the other party; and terminated without cause, by either party, upon ninety (90) days written notice to the other party. Upon receipt of the notice of termination, or the expiration of the Agreement, the Commission will not encumber any additional funds, but the City will honor all reasonable expenses for which City allocated funds have already been budgeted and purchase orders were placed prior to receipt of the notice of termination.

**16. Indemnification and Hold Harmless.** The Chamber agrees to indemnify and hold harmless the City and Commission from any and all claims arising out of the Chamber activities in the performance of this Agreement. The City and Commission agree to indemnify and hold harmless the Chamber if the Chamber is joined as a party in an action against the City alleging that official action or inaction of the City has damaged a specific person and/or entity in connection with a proposed development of tourism related business within the City.

**17. Notice.** Whenever any provision of this Agreement requires the giving of written notice, it shall be deemed to have been validly given if delivered in person or sent by registered or certified mail, postage prepaid, to the following:

Watertown Area Chamber of Commerce  
c/o Executive Director  
519 East Main Street  
Watertown, WI 53094  
(920) 261-6320

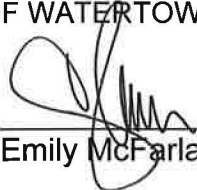
City of Watertown  
c/o Finance Director/Treasurer  
106 Jones Street  
Watertown, WI 53094  
(920) 262-4007

**18. Choice of Law.** This Agreement is to be construed and enforced in accordance with the laws of the State of Wisconsin. In the event of a dispute involving this Agreement, the Parties agree that venue shall be in Jefferson County, Wisconsin, Circuit Court.

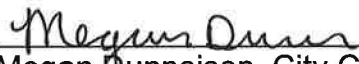
19. **Titles and Subheads.** Titles and subheadings as used herein are provided only as a matter of convenience and shall have no legal bearing on the interpretation of any provision of the Agreement.

IN WITNESS WHEREOF, the parties have executed this Agreement for 2024-2026 Tourism Promotion Services or caused this Agreement to be executed by their respective officers, as of the date first above written.

CITY OF WATERTOWN, WISCONSIN

By:   
Emily McFarland, Mayor

ATTEST:

  
Megan Dunneisen, City Clerk


WATERTOWN AREA CHAMBER OF COMMERCE

By:   
Bonnie Hertel, Executive Director

ATTEST:

  
Allen Larson, Chamber Board Vice-Chair

WATERTOWN TOURISM COMMISSION

By:   
Aaron David, Watertown Tourism Commission Chair

ATTEST:

  
Robin Kaufmann, Watertown Tourism Director