



## **TOWN SQUARE PROGRAMMING COMMISSION AGENDA**

**WEDNESDAY, FEBRUARY 19, 2025 AT 12:00 PM**

**514 S. FIRST STREET, WATERTOWN ROOM**

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Virtual Meeting Info: <https://us06web.zoom.us/join> Meeting ID: 563 709 0828 Passcode: 53094 One tap mobile +16469313860

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

**1. CALL TO ORDER**

**2. REVIEW AND APPROVAL OF MINUTES**

[A.](#) Review and approve January Minutes

**3. REVIEW AND APPROVAL OF FINANCIAL REPORTS**

[A.](#) Review and approve financial reports

**4. CITIZENS TO BE HEARD**

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

**5. BUSINESS**

**6. EVENT COORDINATOR'S REPORT**

[A.](#) Event Coordinators Report

**7. ADJOURNMENT**

*Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at [cityclerk@watertownwi.gov](mailto:cityclerk@watertownwi.gov) phone 920-262-4000*

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



## TOWN SQUARE PROGRAMMING COMMISSION MINUTES

WEDNESDAY, JANUARY 22, 2025 AT 12:00 PM

514 S. FIRST STREET, WATERTOWN ROOM

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### 1. Call to order – 12:01

- a. Hertel
- b. Schneekloth
- c. Bartz
- d. Juhl
- e. Online –Kaufmann and Butteris

### 2. Review and approval of minutes

- A. Town Square minutes from December 18, 2024 – Schneekloth motion, Kaufmann 2<sup>nd</sup>

### 3. Review and approval of financial reports

- A. Review and approve financial report – November – Ericka Schneekloth motion, Hertel 2<sup>nd</sup>

### 4. Citizens to be heard

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

**John Kadish – No comments**

### 5. Business

- A. Review final 2023 Annual Report – Working on 2024 hoping to have out month of March, Bartz notes: pg. 28 – P&R should take more credit for Riverfest set up and take down, 2024 Bridge impact and weather events, include something about the lengthy process of the riverside restrooms.
- B. Review new MOU from Library – November release, only point involving Town Square was main street restrooms. Note we are awarded use of library restrooms for events at the square.
- C. Review stats from 2024 events
  - \$37,000 raised between grants and sponsors for Town Square.
  - Concessions in Parks – new charge in 2024 - \$6,200 in revenue, 160 food trucks booked and 138 of them came to the square. Road Closures highlighted – 18 times closed (labor would actually reflect 36 closures because having to OPEN and CLOSE) closed 37 days, 22 events. Asked for Food Truck feedback on events
  - Tracked all events – 11 alcohol events, noted number of attendees, etc.
  - Thursday Night Markets – Food trucks, entertainment fees, marketing, booth fees - \$3,200 overall profit – We do have a sponsor for this 2025 season.
  - Non-city and partnered events – working on growing our partnered and non-city events
  - \$9,000 under budget for the Summer Concert series in 2024 after grants and sponsorships
  - Beer Sales reports – not a huge money maker for nonprofits, we do need to work on leveraging that revenue. Ins., trailer, \$250 in parks fee – for nonprofits. – Rotary still has to have a discussion on Beer Sales.

**6. Event Coordinator's report**

**A. Event Coordinators Report**

2025 list of events – Oct 16<sup>th</sup> is going to move to a Sat. Oct 4<sup>th</sup> Fall Market – working with Main St. Market to do joint advertising.

July 20<sup>th</sup> – added Cousins Main Lobster – Eagles Tribute band on a Sunday.

Music at the Museum June 16<sup>th</sup>, July 21<sup>st</sup>, August 18<sup>th</sup>. – All on Food Truck Mondays – maybe consider changing these dates for that reason.

Applied for the chamber grant 2025

We built new “orange” boards

Working on Ordinances, FD Grand opening, FD/PD Battle of the badges, Glow Run.

Advertising for the Nonprofits at the Beer tent?? Need enticement to get them to take on this task.

Thursday Night Markets – getting paperwork in RecDesk to start forms and streamline things.

**7. Adjournment –Hertel motioned, Schneekloth**

**TOWN SQUARE**  
**Estimated January 31, 2025**

		TRANSACTION	Adopted Budget	Deposits	Withdrawals	Budget Balance	Balance
		<b>Beginning Future Fund Balance Jan 1, 2024</b>	\$ 224,843.00				\$ 224,843.00
<b>Account</b>		<b>Revenues</b>					
10		TS Revenue - No Taxable	\$ 10,000.00				
11		TS Revenue - Taxable	\$ 15,000.00	\$ 300.00			
66		TS Future Fund Contributions	\$ 50,000.00				
		<b>Total Income Received</b>					<b>\$ 300.00</b>
<b>Account</b>		<b>Expenses</b>					
18		Supplies	\$ 7,650.00		\$ 167.42	\$ 7,482.58	\$ (167.42)
19		Advertising	\$ 3,400.00		\$ -	\$ 3,400.00	\$ -
20		Repair/Maintenance	\$ 17,300.00		\$ 1,024.88	\$ 16,275.12	\$ (1,024.88)
30		Electricity (Dec)	\$ 1,952.00		\$ 453.04	\$ 1,498.96	\$ (453.04)
31		Water (Dec)	\$ 25,000.00		\$ 189.41	\$ 24,810.59	\$ (189.41)
41		Event Expenses	\$ 40,000.00			\$ 40,000.00	
60		Capital Outlay	\$ 10,000.00			\$ 10,000.00	
		<b>Total Income Received</b>			<b>\$ 1,834.75</b>		
		<b>Future Fund Balance Jan 31, 2024</b>					<b>\$ 223,308.25</b>

# Upcoming Events.



THE CITY OF

WATERTOWN

Section 6, Item A.

BENJAMIN  
FAMILY  
Town Square

2025

February 22: Candlelight Hike @ BQ  
March 16: Lucky Leprechaun  
May 28: WHS Art Walk @ BFTS and Downtown  
May 31: 3rd Annual Birthday Bash w/ NEW Dueling Pianos  
June 8: Fire Department Open House @ New Fire Station  
June 12: Thursday Night Market  
June 20: Share the Love  
June 21: Ask Your Mother Concert  
June 22: Paint with Wine  
June 23: Food Truck Monday  
July 10: Thursday Night Market  
July 11: Share the Love  
July 13: Kids Fest  
July 18: Mallrats Concert  
July 20: Cousins Maine Lobster w/ Eagles Tribute  
July 25: Share the Love  
July 27: Art class w/ wine  
July 28: Food Truck Monday  
August 1: Share the Love  
August 15: Share the Love  
August 22: Share the Love  
August 23: Glow Run and Island Party @ Riverside Park  
August 24: Art and Wine Class  
August 25: Food Truck Monday  
August 28: Thursday Night Market  
September 6: Boogie & the Yo Yoz Concert  
September 14: TBD Packers Game  
September 15: Food Truck Monday  
September 21: Art & Wine class  
September 25: Thursday Night Market  
September 26: Cranfest Tour @ Senior Center  
September 27: Badger Game  
October 4: Fall Market  
October 6: Food Truck Monday  
October 17: Fall art class w/ wine  
October 18: Adult Halloween Party  
October 25: Boo Bash  
November 15: Tree Lighting  
December TBD: Stuff the Bus partnership w/ WUSD  
December 6: Jingle Bell on the Rock TBD  
December 7: Holiday Train TBD  
December 12: Craft & Shop Event @ Senior Center

# COORDINATOR'S REPORT

February 2025

## NEW Grants & Sponsorships Update

None to report

## Maintenance Updates at the Square

Working on quotes for cover for main stage

## In Progress – Kristine update

Ordinance changes affecting the square.

410-52(B) Possession of Alcohol Beverages on Public Ways

428-7 Special Events

Updated map of what is considered a park and parking in those areas. – Working with Engineering on this project.

Continue to work on marketing plan and procedures for more non-city usage of the square, combining w/ all parks rentals

Continue to update permits and applications for reservations/rentals of the square

Taking on a few programming projects outside of the square.

Fire Dept Grand Opening on June 8 on location

Battle of the Badges summer 2025 @ Riverside

Glow Run Aug 23 @ Riverside

Craft & Shop Dec 12 @ Senior Center

