



REDEVELOPMENT AUTHORITY MEETING AGENDA

WEDNESDAY, OCTOBER 23, 2024 AT 6:00 PM

WATERTOWN CITY HALL, 106 JONES STREET, ROOM 2044

Virtual Meeting Info: <https://us06web.zoom.us/join> Meeting ID: 617 065 5357 Passcode: 53094 One tap mobile +16469313860
<https://us06web.zoom.us/j/6170655357?pwd=96tcitGxXtZD4na19NqSUHQuENC2yf.1>

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

1. **PLEDGE OF ALLEGIANCE**
2. **ROLL CALL**
3. **DETERMINATION OF QUORUM AND CALL TO ORDER**
4. **APPROVAL OF PRIOR MEETING MINUTES**

[A.](#) RDA minutes from September 18, 2024

[B.](#) RDA Minutes from October 3, 2024

5. **OPENING FOR PUBLIC COMMENT**

Each individual who would like to address the Committee will be permitted up to three minutes for their comments

6. **OLD BUSINESS**

- A. Update: RINKA on Downtown River Corridor Planning
- B. Review and possible approval: Beltz Grant application
- C. Update: the status of 111 S. Water St.

7. **NEW BUSINESS**

- A. WEDA conference recap summary (Becker)

8. **STATUS REPORTS**

- A. Housing Rehab Grant update
- [B.](#) Social media/messaging update
- C. Bentzin Family Town Square: Historic Art Wall & plaques update
- D. Council update (Board/Lampe)
- E. Executive Director update
 - i. Items for next agenda
 - ii. Confirm next meeting time: Nov. 20, 2024 (Guests: Jay Shambeau & Jess Wildes, City of West Bend)
 - iii. RINKA preliminary presentation to Plan Commission on Oct. 28, 2024

9. **ADJOURN**

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

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



Wednesday, September 18, 2024, 6:00 pm

In-PERSON/VIRTUAL MEETING

Room 0041, City Hall

By Phone or Zoom Meeting:

<https://us06web.zoom.us/join>

For the Public, Members of the media and the public may attend by calling: (US) +1 (646)931-3860

Meeting ID: 617-065-5357

Pass Code: 959083

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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.

1. Pledge of Allegiance
2. Roll Call
 - A. Present: Becker, Board, Nowatka, Zimmermann, Wagner, Maas (joined at 6:10pm), & Lampe.
 - B. Virtual: Hurtgen, RINKA representatives, a resident
 - C. Absent: None
 - D. Other attendees: John Kadesh, Robert Stocks, a resident.
3. Determination of Quorum and Call to Order by Wagner at 6:02 pm
4. **Review/Approve:** Minutes of Previous Meetings – Aug 21, 2024
 - A. **Board motioned to approve.**
Nowatka seconded the motion. Motion carried unanimously.
5. Public Comment: None
6. Old Business:
 - A. Eric Mayne from RINKA presented an update on the Downtown River Corridor planning including items that had been discussed with the steering committee, such as further development of catalytic site concepts, and the historic timeline that will be included in the final report. Preliminary presentation to Plan Commission has been scheduled for October 14, 2024. Discussion followed.
 - B. Mason Becker gave an update on the applications received for the Beltz Foundation Downtown Grant.
 - a. The Drafty Cellar completed their project, will be able to schedule check presentation in the near future.
 - b. Amber Yelk signed a lease for property on Main Street and will start the buildout and receive a check from the Grant.
 - c. One other applicant has been asked to re-work their application.
 - C. 111 S Water St: Mason shared he and Mayor McFarland met with a developer again earlier today. This was their second meeting about the parcel. They are looking at a multifamily residential proposal. More information to come.
7. New Business:

- A. The administrator of West Bend confirmed the RDA board members will visit the downtown river area and gather additional information on September 30, 2024, at 4pm.

Nowatka motioned to approve

Board seconded the motion. Motion carried unanimously.

8. Status Reports:

- A. Becker shared a brief recap on a completed home rehab project, and that he is working with Thrive to move along several other applications.
- B. Copy of the latest social media report was shared. Wagner and Hurtgen are working on further messaging concepts.
- C. Zimmermann and Becker will be going to Sign Art Studio on October 17, 2024, to view the completed panels for the Bentzin historic wall art and plaques. Becker also shared that several updated plaques are forthcoming as well as a new one honoring Bertram Beltz.
- D. Lampe and Board discussed Tuesday night's Common Council meeting, including a proposed smoking ordinance and an update on the city's budget, as well as the vote on the city's employee health insurance plan.
- E. Executive Director Update
- a. Lampe commented he would like more discussion on marketing at the next meeting. Also, a recap presentation of the West Bend visit.
 - b. October meeting needs to be rescheduled. Mason will send out a doodle poll.
 - c. Reminder, the RINKA preliminary presentation to the Common Council has now changed to the Plan Commission on 10/14/24.

9. Adjournment at 6:55 pm

Nowatka motioned to adjourn.

Board seconded the motion. Motion carried unanimously.

Meeting adjourned.



Wednesday, October 2, 2024, 4:30 pm

In-PERSON/VIRTUAL MEETING

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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.

1. Pledge of Allegiance

2. Roll Call

A. Present: Becker, Board, Nowatka

B. Virtual: Hurtgen, Mass, Zimmermann, Wagner

C. Absent: Lampe (excused)

D. Other attendees (virtual): Steph Juhl, Ian Pilak

3. Determination of Quorum and Call to Order at 4:34 pm

4. New Business:

A. Three applications were recommended for approval by Thrive ED for the Housing Rehab Grant.

Wagner motioned to approve

Maas seconded the motion. Motion carried unanimously.

B. Approve \$10,000 Beltz Grant for the Holiday Tree Lighting pending submission of receipts.

Discussion on the status of the Future Fund. Juhl was asked to provide and update at a future meeting.

Board motioned to approve

Wagner seconded the motion. Motion carried unanimously.

C. RINKA proposed a Scope of Services for \$2,500 relating to the Downtown River Corridor project. This will come from the RDA marketing account.

Nowatka motioned to approve

Zimmermann seconded the motion. Motion carried unanimously.

5. Status Reports:

A. October regular meeting will be scheduled. Members should respond to the Doodle poll if they haven't yet.

B. RINKA will be presenting to the Plan Commission on October 14, 2024 (Note: this has since been moved back to October 28, 2024)

6. Adjournment at 4:50 pm

Nowatka motioned to adjourn.

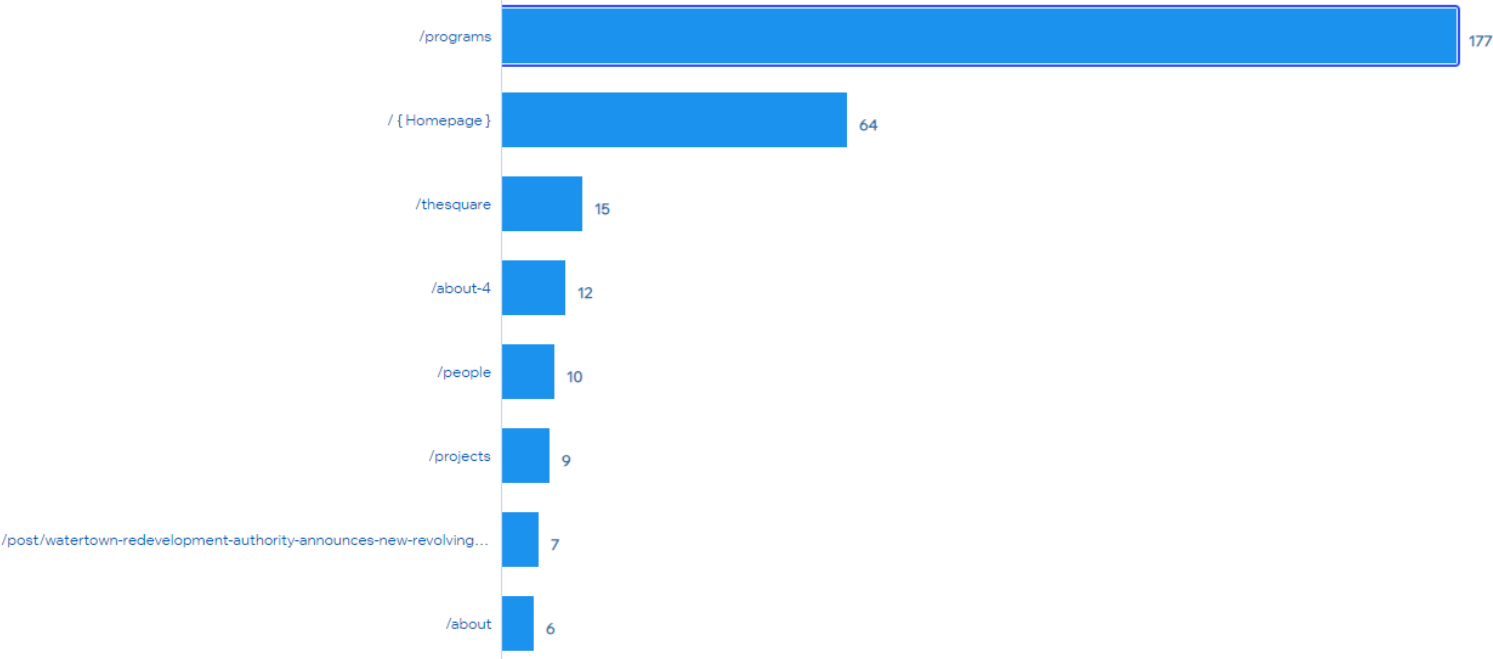
**Maas seconded the motion. Motion carried unanimously.
Meeting adjourned.**

Watertown Redevelopment Authority

Social Media Report – 10/17/24

Website Metrics (since 9/17 to 10/16)

- 273 Site sessions
- 213 Unique visitors (195 new, 18 returning)
- Page visits:



Facebook (last 28 days)

- Post Reach: 1.5K
- Content interactions: 344
- Shares: 6
- Followers: 1,532
- New Followers: 10
- Link Clicks: 5