



TOWN SQUARE PROGRAMMING COMMISSION AGENDA

MONDAY, SEPTEMBER 18, 2023 AT 2:00 PM

514 S. FIRST STREET, WISCONSIN ROOM

1. Call to order

2. Review and approval of minutes

A. BFTS Commission Meeting Minutes from August 21, 2023

3. Review and approval of financial reports

A. Review and approve: July 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

A. Review and discuss: Duties of the commission and possible approval of subcommittees

B. Review and approve: BFTS Reservation Packet

C. Discuss and take possible action: move forward with the maintenance contract for Theder Landscaping

D. Discuss and Approve: New meeting time and date

6. Event Coordinator's report

A. Review and Discuss: 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 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

Bentzin Family Town Square COMMISSION

MINUTES

Monday, August 21, 2023

1. Call to order

The Bentzin Family Town Square Commission in person on August 19, 2023. The meeting was called to order by Brian Konz. Members present were: Melissa Lampe, David Zimmerman, Dan Bartz, Brian Konz

Also present were: Kristine Butteris, Stephanie Juhl. 1-Community Member in attendance – John Katsch.

2. Review and approval of minutes:

Melissa made motion to approve. Dave seconded. So moved.

3. Review and approval of financial reports

Discussed the development of a 501c3 and how early we would be able to create a non profit. Nothing date confirmed.

Melissa made motion to approve financial report. Robin seconded. So moved.

4. Citizens to be heard

John Katsch mentioned an huge decrease in attendance at the splash pad once we changed the program to decrease water bill, inadequate electricity on the library side of Water Street. Requesting more food truck outlets and a proper outlet for Santa House.

5. Business

a. Review and take possible action: BFTS Reservation Packet

Discussion was around the price of renting the space. Robin does not like the idea of charging for an open space. Melissa thought \$1000 is not reasonable for an event venue. Robin also mentioned to charge that same as we do for other park rentals. The park will never be able to have events that are completely private. It will always be open to the public. Will finalize at next meeting.

b. Discuss Winter Usage of Water Street and use of special event for holiday season

Per the Safety Meeting it was decided Water Street could not be closed. All winter activities placement are unknown at this time until Water Street usage is figured out. Discussed placement of Santa House placement options on sidewalk if necessary. Tree placement will be a bit more difficult and will depend on T-Wall construction.

Restrooms were also discussed. The times they should be open, etc. Brian motioned to table. Melissa seconded.

c. Discuss Tree lighting festivities ideas

Decided to keep same as past years.

d. Discuss and take possible action on holiday tree sponsorship

Will be on a first come first serve basis. Promote at Wake up Watertown. Voting will be at Tree Lighting Ceremony on Nov 16. Tree will be all white lights Tree trophy will be given to winner. We will try to light up small trees in a spiral going up the square with the big tree lit last.

e. Discuss and take possible action to move forward with the maintenance contract for Theder Landscaping

Robin asked if there is an estimate of hours/week? Melissa questioned what if we have a low event season then? Who would take care of general clean up – grease spills, stains on pavers. Dave asked for an as needed cost. Brian requested we need to have a clear budget to move forward. Steph to initiate the email and ask Theder. Tabled until August meeting.

6. Event Coordinator's Report:

***Review and discuss report.**

- i. Fee for Lyn will be part of budget discussion.
- ii. Dave asked if we can encourage people to use the lower stage.
- iii. Tarps on the top of the upper shelter are not within the design scope of the BFTS.

7. Adjournment – Next meeting date September 18, 2023

Brian motioned to adjourn the meeting. Dan 1st, Melissa seconded. All approved..

Watertown Parks and Recreation Department				
Financial Report				
End of Month July 2023				
Revenue				
Account #	Description	Year to Date Revenue	Budgeted Amount	Balance
26-446210	TS Revenue - Nontaxable		\$	-
26-446211	TS Revenue - Taxable		\$	-
26-446266	TS Future Fund Contributions		375,000.00	\$ 375,000.00
Grand Total Revenue		\$ -	\$ 375,000.00	\$ 375,000.00
Expense				
Account #	Description	Year to Date Expenses	Budgeted Amount	Balance
26-554310	Salaries	5,398.76	\$ 11,163.00	\$ 5,764.24
26-554316	Part-time Salaries		-	\$ -
26-554318	Supplies	1,233.78	4,300.00	\$ 3,066.22
26-554320	Repair/Maintenance		7,500.00	\$ 7,500.00
26-554330	Electricity	-	2,500.00	\$ 2,500.00
26-554331	Water	24,009.00	4,000.00	\$ (20,009.00)
26-554333	Wisconsin Retirement		759.00	\$ 759.00
26-554334	Social Security		692.00	\$ 692.00
26-554335	Medicare		162.00	\$ 162.00
26-554336	Health Insurance	-	3,223.00	\$ 3,223.00
26-554337	Life Insurance	13.00	13.00	\$ -
26-554338	Dental Insurance	-	184.00	\$ 184.00
26-554341	Event Expenses	63,806.05	49,500.00	\$ (14,306.05)
26-554360	Capital Outlay		17,000.00	\$ 17,000.00
Grand Total		\$ 94,460.59	\$ 100,996.00	\$ 6,535.41

Section 3, Item A.

**ORDINANCE TO
CREATE ARTICLE XIII OF CHAPTER 24 TOWN SQUARE
PROGRAMMING COMMITTEE OF THE CITY OF WATERTOWN
GENERAL ORDINANCES**

**SPONSOR: MAYOR EMILY MCFARLAND
FROM: PARK, RECREATION AND FORESTRY COMMISSION**

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

SECTION 1. *Article XIII of Chapter 24 is hereby created to read:*

**Article XIII
Town Square Programming Committee**

§ 24-25 Membership.

The Town Square Programming Committee shall consist of seven voting members and shall be staffed by the Director of Parks and Recreation and the Programming Events Coordinator who shall be non-voting members of the Committee. All members shall be appointed by the Mayor, with the approval of the Common Council. One Member shall be designated by of the Watertown Chamber of Commerce, One Member shall be a designated by the Watertown Redevelopment Authority, One Member shall be designated by the Watertown Tourism Council, One member shall be designated by the Watertown Main Street Program Committee, the remaining three members shall be designated by the Mayor with approval of the Common Council provided that one member on the Committee shall be an Alderperson, one member shall be a member of the Parks and Recreation Commission, and one member shall reside within the boundaries of the Watertown Unified School District.

§ 24-26 Terms of office.

The terms of office for each member of the Commission shall be three years, except that the Aldermanic member of the Commission shall be appointed annually by the Mayor. All terms shall commence effective May 1 of the year of appointment. Except that the initial members of the Committee shall serve reduced terms as follows:

1. The designees from the Watertown Chamber of Commerce and Watertown Redevelopment Authority shall serve an initial term of May 1, 2022 – May 1, 2023;
2. The designee from Watertown Tourism Council and the Mayor's appointment of a member of the Parks and Recreation Commission shall serve an initial term of May 1, 2022 – May 1, 2024; and
3. The designee from Watertown Main Street Program Committee and the Mayor's appointment of a member who resides within the boundaries of the Watertown Unified School District shall serve an initial term of May 1, 2022 – May 1, 2025.

§ 24-27 Duties.

The duties of the Commission shall be as follows:

- A. Solicit Community input regarding programs the community would be interested in seeing held at the Town Square or other Public Parks.
- B. Provide Guidance to the Programming Events Coordinator regarding types of entertainment bookings and event programing the City is interested in seeing held at the Town Square or other Public Parks.

- C. The Committee shall exercise broad responsibility for the development and improvement of the Town Square to better serve the City.
- D. The Commission is authorized to create and appoint advisory groups to make studies and to disseminate information on all of its activities. Such groups shall serve without compensation.
- E. The Commission shall transmit to the Common Council full and complete annual reports of department activities, and also such additional reports as the Commission deems in the public interest.

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:	First meeting date		Second meeting date	
READING:	1ST		2ND	
	YES	NO	YES	NO
DAVIS				
LAMPE				
RUETTEN				
BARTZ				
LICHT				
SMITH				
SCHMID				
WETZEL				
ROMLEIN				
MAYOR MCFARLAND				
TOTAL				

ADOPTED Type meeting date

CITY CLERK

APPROVED Type meeting date

MAYOR

Forms Needed (in packet):

- Bentzin Family Town Square Event Contract
- Amplified Music Permit
- Temporary Class "B"/"Class B" Retailer's License (return to Police Dept)
- Transient Merchant Permit
- Certificate of Insurance (attach to completed form)
- Food Permit (***Get permit at Health Dept & return to Health Dept***)

Bentzin Family Town Square Event Contract

Event: ☐ Private ☐ Public (Pending Approval)

Name of Event: _____

Description of Event: _____

Date of Event: _____ Number of people (max 500): _____

Time (include set up/clean up): _____ to _____ Charging Admission: ☐ Yes ☐ No

Alcohol: ☐ Serve/Sell ☐ N/A

(If checked, have you applied for temp Class B?)

Food: ☐ Serve/Sell ☐ N/A

(If sell, contact Health Dept and provide Park & Rec office with menu)

Vendors: ☐ Sell Merchandise ☐ N/A

(If sell, each vendor needs a transient merchant permit) Type of Goods: _____

Vendor Fair: ☐ Sell Merchandise ☐ N/A

(If sell, need one (1) transient merchant permit.) Type of Fair: _____

Portable Restrooms (if yes, you must rent them): ☐ Yes ☐ No (P&R Dept will assign location)

Tent: ☐ Yes (sandbag only, no stakes allowed) ☐ No

Business Name: _____

Contact Person: _____ Phone Number During Event: _____

Address: _____ City: _____ State: _____ Zip: _____

Email: _____

Driver's License Number: _____ Date of Birth: _____

Last Four Social Security Numbers: _____

Special Requests: ☐ Public Sidewalk Closing ☐ Street Closing Time: _____ to _____
☐ Special Parking Request _____

Amplified Sound: Time: _____ to _____ Name of Performer(s): _____
Group Size: _____ Live Group? ☐ DJ? ☐

Street Closure: ☐ Yes (Barricades required if street closure-additional fee) ☐ No
(If Yes, Provide Map with Street Closure and Layout).

The department needs a detailed security plan on file.

By signing this form you will be held responsible & liable for all park use rules and facilities rented (see back for rules).

Signature: _____ Date: _____

Security Deposit		Resident		Non-Resident	
		\$200.00		\$300.00	
	Description	*Resident	# Hours	*Non-Resident	# Hours
Town Square		\$100.00		\$250.00	
All Day Rental	(14 hours)	\$800.00		\$1,200.00	
Non-Profit	50% discount on rental only	\$50.00		\$125.00	
	Total				

2-hour minimum required (set up included).

Additional Fees				
Item	Cost	Quantity		Total
Picnic Tables	\$10.00			
Benches	\$3.00			
Orange Boards – 10ft each	\$6.00			
Amplified Music Permit	\$30.00			
Trash Cans	\$6.00			
Pub Tables	\$12.00			
Special Event Permit	\$25.00			
Transient Merchant	\$20.00			
Barricades				

For Office Use Only:

Park Rental Total: \$ _____ Additional Total: \$ _____ Grand Total: \$ _____	Paid by: ___Cash ___Check #_____ ___Credit Card (attach receipt) Office Initials: _____
---	--

PARKS, RECREATION, & FORESTRY DEPARTMENT

514 South First Street, Watertown, WI 53094, 920-262-8080

Bentzin Family Town Square(BFTS) Event Contract Information

- The person signing the park reservation form is responsible and held liable for the group's actions. This includes any injuries and all park and/or facility damages.
- The BFTS is expected to be left in the same condition the renter found it. If you are aware there may be a maintenance problem such as heavy trash accumulation during your event, please contact the Park & Rec. office prior to your event.
- The Parks & Recreation Department may impose additional fees and restrict future use for any excessive cleaning beyond our normal cleaning timeframe. An additional fee for excessive cleaning - \$100/hour.
- Keys can be picked up from the Police Department on the day of your reservation. Take yellow form with you to Police Dept. A \$20.00 deposit is required for any key pickup and will be refunded when the key is returned.
- **Electrical** – to prevent an overload, please do not plug in more than one appliance per outlet box.
- **Prohibited** – pets and glass are not permitted in the parks.
- **Indemnity** - The special event license application shall 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 license for a special event." No license may be issued unless the applicant has agreed to the terms of this statement on the written application. (428-7 Special Events Code).

BFTS Hours:

- Parks are open to the public from 5:00 am to 11:00 pm.

Permits:

- **Special Event** – If you are having an event that cannot be held completely within the confines of an existing park area as special event permit will be needed. Use of Water Street doesn't apply to park area. Cost \$25.
- **Amplified Music** – All amplified music requires a permit for any sound system with speakers. No music before 8:00 am or after 10:00 pm. Cost - \$30.00. Permission for amplification does not exempt a group from the City of Watertown Ordinance noise restrictions. Please be considerate of park neighbors and other park users. It is understood that the person in charge will control the noise level and keep the volume at a level which will not disrupt other activities within the park, or adjacent residential areas, and at a level which will not be loud and offensive. Failure to comply with this requirement may result in citations and fines. The person permitted use of amplified sound agrees to provide full cooperation with the Park & Police Department personnel should it be determined that the volume must be lowered or the music terminated.

Additional Rental Items (All below items are in addition to items included in reservation):

- **Tents** – If you would like to put a tent up on park property in addition to a park shelter rental, approval is required for location of tent. Cost & rental arrangement made by the organizer. **Sandbags required.** No stakes can be used to secure a tent.
- **Portable Restrooms** – cost and rental arrangement made by the organizer.
- **Picnic Tables** – Cost - \$10.00/picnic table (rent through Park & Rec Dept)
- **Bench** - Cost - \$3.00/bench (rent through Park & Rec Dept)
- **Trash Cans** - Cost - \$6.00/trash can (rent through Park & Rec Dept)

Malt Beverage License:

- Must obtain from the City Clerk's office if there are plans to sell any alcoholic beverages.

Refunds:

- Cancellations must be made at least 30 days prior to the reservation date to receive a full refund. No refunds will be granted less than 14 days prior to the reservation date or for special services which have been provided (i.e., extra table delivery, etc.)

Non-Emergency:

- If you have a non-emergency issue, please call the Police Department's non-emergency number at 920-261-6660. The department has maintenance personnel scheduled from 7:00 am – 3:30 pm all summer weekends and holidays.

Insurance:

- Each applicant for a special event license that includes selling alcohol, more than 200 people per day or involves a road closure shall 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, transient merchant permit, and including workers' compensation coverage in accordance with Ch. 102, Wis. Stats. The certificate shall provide that the company will furnish the City with a ten-day prior written notice of cancellation, nonrenewal or material change. The insurance shall be written in comprehensive form and shall 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 shall 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]. Not required but recommended.

REGULATIONS

Duration and hours of Operation. The duration of any special event shall not exceed 4 consecutive days. No special event shall be open to the public except between the hours of 5:00 a.m. and 11:00 p.m. on any day of the week. Such permit shall 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 specified.

Maximum Attendance. A special event license shall specify the maximum peak number of people to attend the special event. The licensee shall not sell tickets to nor allow the attendance of more people at the special event at any time than as specified in the license. Any tickets sold or advertisement made prior to the grant of a license under this section and the satisfaction of all conditions of such license shall include therein in like medium, a statement that "the occurrence of the [special event] remains subject to the approval of the City of Watertown".

Parking on Park Property. Any special event that requires parking on park property, other than a public roadway or parking area, shall apply to the Parks and Recreation Director as provided in Municipal Code section 398-5(B).

Sanitary Facilities and Potable Water. All sanitary facilities and potable water facilities shall be provided for the special event by the event organizer.

Solid Waste. The event organizer shall be responsible for holding, collection and disposing of solid waste material.

Illumination. If the special event is to continue during hours of darkness, illumination shall be sufficient to light the entire area of the event at the rate of at least 5 lumens, without the spillage of such illumination unreasonably beyond the boundaries of the special event premises.

Noise. No licensee shall permit any sound created by the special event activity to carry unreasonably beyond the boundaries of the special event premises.

Fire Protection. A licensee shall 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 (DSPA 314), including alarms, extinguishing devices, fire lanes and fire escapes.

Compliance with Other Code Provisions. No special event shall occur unless all other necessary municipal permits, licenses and approvals applicable to the special event activities have been granted and any license granted under this subsection shall be conditioned upon the licensee obtaining all such other licenses, permits and approvals.

INSURANCE

Each applicant for a special event license that includes alcohol, more than 200 people per day or involves a road closure shall 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. 101, Wis. Stats. The certificate shall provide that the company will furnish the City with a 10-day prior written notice of cancellation, nonrenewal or material change. The insurance shall be written in comprehensive form and shall 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 shall provide minimum combined single limits for bodily injury and property damage of at least \$1,000,000.00 per person/aggregate.

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 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 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.

LICENSE FEES

Section 5, Item B.

Concurrent with the filing of any application for a special event license, the applicant shall pay a fee as established in the City of Watertown Municipal Fee Schedule. In addition, a special event licensee shall be responsible for and pay to the City a fee for all City services for the special event. Such fees shall not exceed the actual cost of providing the services. Such fee shall be paid to the City by the licensee within 30 days of the date of itemized invoice for same prepared by the City subsequent to the special event.

Tiered Charge for: The cost for all applicable City services for Special Events for organizations shall be billed in the following manner:

First Year of Event	No charge for City Expenses
Second Year of Event	20% of City Expenses Charged
Third Year of Event	40% of City Expenses Charged
Fourth Year of Event	60% of City Expenses Charged
Fifth Year of Event	80% of City Expenses Charged
Sixth Year of Event and Succeeding Years	100% of City Expenses Charged

DENIAL OF APPLICATION

Grounds for denial of the application shall include:

1. Any false or misleading statements set forth upon the application.
2. The special event is of such a size or nature so as to require the diversion of so great a number of municipal services so as to deny reasonable services to the City as a whole.
3. The time, size and nature of the special event would unduly disrupt the safe and orderly use of any street or public place or material portion thereof, which is ordinarily subject to congestion or traffic at the proposed time or substantially interrupts the safe and orderly movement of traffic.
4. The vehicles, temporary structures, sanitary facilities, tents, equipment or other materials used in the special event do not comply with or meet all applicable health, fire or safety requirements.
5. The special event will interfere or conflict with another special event for which an application had been previously filed or with a construction or public works project.
6. The conduct of the special event will be contrary to law, including noise regulations.
7. Either the applicant or a proposed special event were previously licensed for a prior special event under this section and violated any term of this section while operating under such license.
8. Any outstanding payments due to the City.

APPEAL OF APPLICATION DENIAL OR MODIFICATION

Any applicant who has been denied a special event license or license has been modified may, upon written request within 5 days of denial or notice of modification; seek review of the matter before the Licensing Board. The Appeal procedures shall be those which are laid out in Chapter 10 of the Municipal Code.

ENFORCEMENT

Any person who violates any provision of this section or who violates any condition upon which a special event license is granted shall be subject to a forfeiture of not less than \$1,000.00 nor more than \$10,000.00. Each day of violation shall 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.

I hereby make an application for a Special Events Permit as detailed above. 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 license for a special event.

Signature: _____

Date Signed: _____

SUBSCRIBED AND SWORN BEFORE ME ON

This _____ day of _____, _____.

Signature of Notary Public _____

My Commission Expires: _____

Application for Temporary Class "B" / "Class B" Retailer's License

Section 5, Item B.

See Additional Information on reverse side. Contact the municipal clerk if you have questions.

FEE \$ _____

Application Date: _____

☐ Town ☐ Village ☐ City of _____

County of _____

The named organization applies for: (check appropriate box(es).)

☐ A Temporary Class "B" license to sell fermented malt beverages at picnics or similar gatherings under s. 125.26(6), Wis. Stats.

☐ A Temporary "Class B" license to sell wine at picnics or similar gatherings under s. 125.51(10), Wis. Stats.

at the premises described below during a special event beginning _____ and ending _____ and agrees to comply with all laws, resolutions, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages and/or wine if the license is granted.

1. Organization (check appropriate box) →

☐ Bona fide Club

☐ Church

☐ Lodge/Society

☐ Veteran's Organization

☐ Fair Association or Agricultural Society

☐ Chamber of Commerce or similar Civic or Trade Organization organized under ch. 181, Wis. Stats.

(a) Name _____

 (b) Address _____
 (Street) ☐ Town ☐ Village ☐ City

(c) Date organized _____

(d) If corporation, give date of incorporation _____

 (e) If the named organization is not required to hold a Wisconsin seller's permit pursuant to s. 77.54 (7m), Wis. Stats., check this box: ☐

(f) Names and addresses of all officers:

President _____

Vice President _____

Secretary _____

Treasurer _____

(g) Name and address of manager or person in charge of affair: _____

2. Location of Premises Where Beer and/or Wine Will Be Sold, Served, Consumed, or Stored, and Areas Where Alcohol Beverage Records Will be Stored:

(a) Street number _____

(b) Lot _____ Block _____

(c) Do premises occupy all or part of building? _____

(d) If part of building, describe fully all premises covered under this application, which floor or floors, or room or rooms, license is to cover: _____

3. Name of Event

(a) List name of the event _____

(b) Dates of event _____

DECLARATION

An officer of the organization, declares under penalties of law that the information provided in this application is true and correct to the best of his/her knowledge and belief. Any person who knowingly provides materially false information in an application for a license may be required to forfeit not more than \$1,000.

 Officer _____
 (Signature / Date)

 (Name of Organization)

Date Filed with Clerk _____

Date Reported to Council or Board _____

Date Granted by Council _____

License No. _____

Additional Information

May be Granted and Issued only to (secs. 125.26(6), and 125.51(10), Wis. Stats.):

- (1) Bona fide clubs.
- (2) State, county, or local fair associations, or agricultural societies.
- (3) Churches, lodges, or societies that have been in existence for at least 6 months prior to the date of application.
- (4) Posts of veterans organizations.
- (5) Chambers of commerce or similar civic or trade organizations organized under ch. 181, Wis. Stats.

Application:

- (1) Filing: In writing, for each event, on Form AT-315.
- (2) The local licensing authority may act on application or authorize an official or body of the municipality to issue the license. (secs. 125.26(1) and 125.51(10), Wis. Stats.)
- (3) The written application shall be filed with the clerk of the municipality in which premises are located:
Class "B" (Beer):
 - a. The governing body shall establish any waiting period before granting of a license for events lasting less than 4 days (sec. 125.04(3)(f), Wis. Stats.)
 - b. At least 15 days prior to the granting of the license for events lasting 4 or more days."Class B" (Wine):

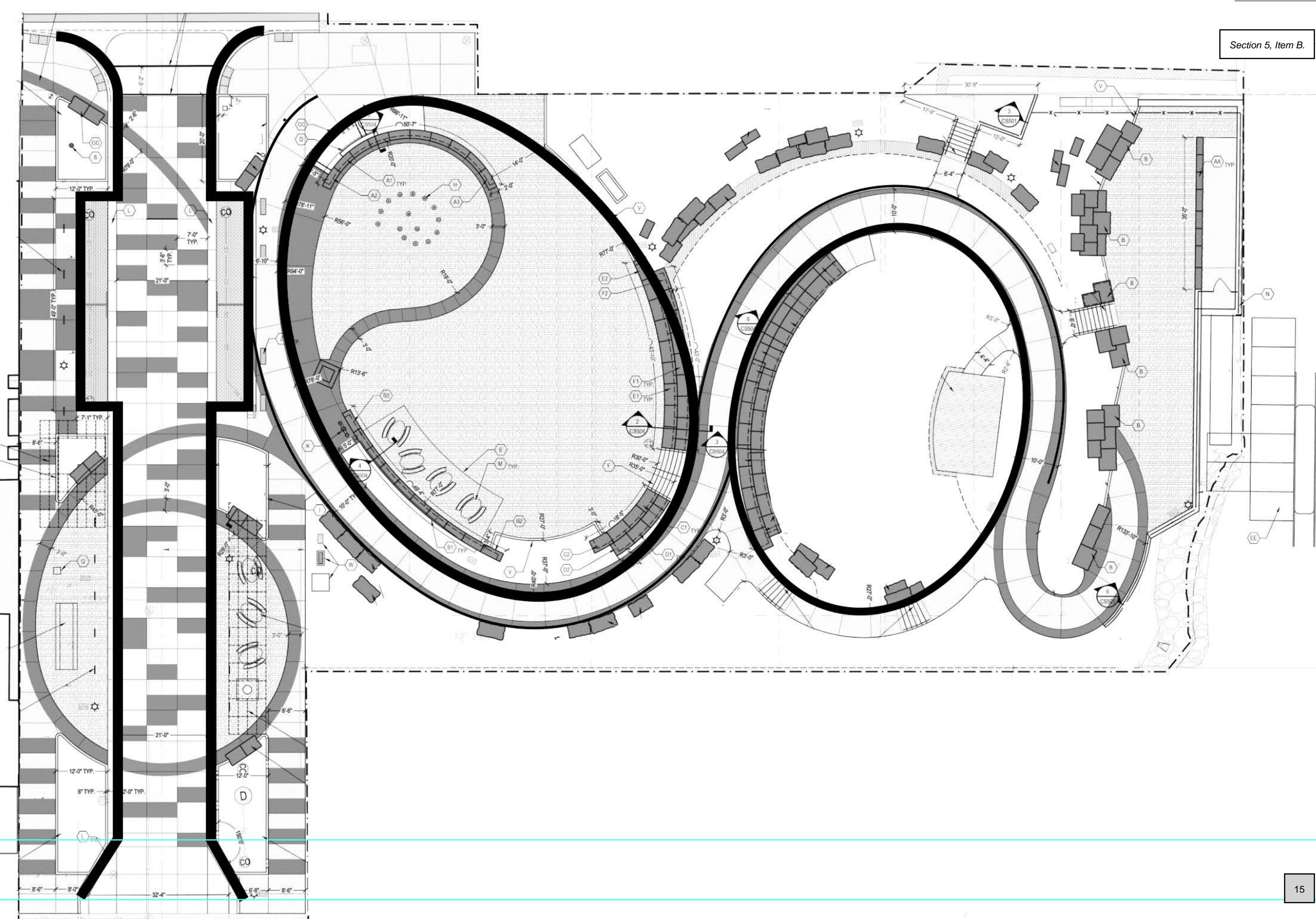
The application shall be filed with the clerk of the local municipality in which the event will be held at least 15 days prior to the granting of the license.
- (4) Seller's Permit: (sec. 77.54 (7m), Wis. Stats.), provides an exemption from Wisconsin sales and use taxes relating to certain sales by a nonprofit organization. Check the box if your organization qualifies for the exemption and therefore is not required to hold a seller's permit.
- (5) Publication: Not required. (sec. 125.04(3)(g), Wis. Stats.)

Fee: Determined by the municipality, but may not exceed \$10. (Exception: No additional fee may be charged if organization is applying for both a Temporary Class "B" and a Temporary "Class B" license for the same event.) (secs. 125.26(6) and 125.51(10), Wis. Stats.)

Duration: The day, or consecutive days, that the specified event is in progress. A municipality may issue up to 20 licenses to the same licensee for a single event, if each license is issued for the same date and time. (sec. 125.51(10)(b), Wis. Stats.)

Restrictions:

- (1) License may not be issued to individuals. (secs. 125.02 (14), 125.26(6), 125.51(10), Wis. Stats.)
- (2) Licenses to organizations, other than ex-servicemen's organizations, can be issued only for a picnic or similar gathering. (secs. 125.26(6) and 125.51(10), Wis. Stats.)
- (3) License may cover either a specified area or the entire picnic grounds. (secs. 125.26(6) and 125.51(10), Wis. Stats.)
- (4) License issued to a county or district fair must cover the entire fairgrounds (secs. 125.26(6) and 125.51(10), Wis. Stats.)
- (5) No license to clubs having any indebtedness to any wholesaler for more than 15 days for beer (sec. 125.33(7), Wis. Stats.) and 30 days for wine (s. 125.69(4)(b), Wis. Stats.)
- (6) Licensed operator(s) must be present at all times (secs. 125.17, 125.26(6), 125.32(2) - Beer; 125.17, 125.51(10), 125.68(2) - Wine; Wis. Stats.)
- (7) The licensed club, club members, or any other persons are not permitted to possess intoxicating liquor on licensed premises on the Temporary Class "B"/"Class B" licensed picnic area. (sec. 125.32(6), Wis. Stats.)
- (8) Not more than 2 wine licenses may be issued to any club, county or local fair association, agricultural association, church, lodge, society, chamber of commerce or similar civic or trade organization or veterans' post in any 12 month period. A municipality may issue up to 20 wine licenses to the same licensee if: 1) each license is issued for the same date and times, 2) the licensee is the sponsor of an event held at multiple locations within the municipality on this date and at these times, 3) an admission fee is charged for participation in the event and no additional fee is charged for service of alcohol beverages at the event, and 4) within the immediately preceding 12-month period, the municipality has issued these multiple licenses for fewer than 2 events. In addition, each event for which multiple licenses are issued shall count as one license toward the 2-license limit. (sec. 125.51(10), Wis. Stats.)
- (9) Licensed organizations must purchase their alcohol beverages only from permitted Wisconsin wholesalers, breweries and brewpubs. (secs. 125.33(6), and 125.69(6), Wis. Stats.)



Theeder Quote for 2023-2024

This Year Prune Plantings - Sept. or Oct. Kill weeds No charge

Last week of March - cut back the grasses

April through November, 2024:

Maintain the park, replace dead material Prune as necessary Pull and spray the weeds

\$1000 per month

Replace the bark mulch with new bark mulch

\$5000

I will cover additional costs that may occur such as brick leveling, grading, additional dirt from settling, etc.

Snow Bid - November through March 2024

\$1000 per month

Broom, plow, shovel, clean steps, haul away excessive snow if necessary and use noncorrosive salt per Unilok's recommendations. (I will verify this with the rep). I will cover additional costs such as trucking, more snow than expected, etc. I need to speak and meet with someone to discuss where the snow needs to be placed and if there are holiday decorations, where the locations for those would be.

If we choose an hourly rate: \$50/hr

We will need to call each time or we specify requirements for coming out. Not preferred.

COORDINATOR'S REPORT

September 18, 2023



Section 6, Item A.

1. Upcoming Programming



September 15th – Receiving EPA Award from DNR 2pm

September 15th: Dementia Awareness 10th Anniversary: 1-5pm Food vendors

September 16th: Fiesta in the Park Food, drink, and vendors 10am-6pm

September 17th: Calvary Baptist Church 35-pc orchestra 5-6:30pm

September 20th – Zumba

September 26-28th – EZ Promotions setting up to print on-site for homecoming gear. Ben's pretzels will be here all 3 days, Fuelify will be here the 27th

October 13th – Chick Fil A food truck

October 14th: Solar Eclipse event with Library

October 15th – Heroes for Heroes Thank you Veterans and First Responders Event 11-2 tentative times

October 25th – Zumba 6:30pm

October 28th: Pumpkin Palooza add on Live statues from Watertown Players (Dave Yelk-Platinum Realty); Kart Park, cookie decorating from Sugar Sunflower Bakery; BBQ Boondocks; businesses set up tables for trick or treaters; wooden cutouts on lawn for photo ops; would like to decorate with hay bales and mums for fall. 11am-3pm

November 16th: Tree Lighting times and details TBD

December 2nd: Jingle Bells on the Rock "A Hallmark holiday experience" 12-7pm Details TBD

NOTE: Water Street will be closed from November 13-January 3

2. Update on Next Year's programming dates & Management Fees



June 8: Boy Band (Sat 7-9) CS

June 15: Conscious Pilot (Sat 7-9) Steph Booked \$2500

June 23: Extra Crispy Brass Band (Sun 11-1) CS

June 29: Dueling Pianos (Sat 6-9) Steph Booked \$4200

July 20: 33 RPM (Sat 7-9) CS

July 28: Mariachi Voces de America (Sun 11-1) CS

Aug 4: Bootjack Road (Sun 11-1) CS

Aug 15: Special Event: Dancing Queen-Abba (Thursday 6-8) CS

Aug 24: rebel Grace (Sat 7-9) CS

Date TBD Last Bees Steph Booking \$800

Lyn will do Advertising for concert series (CS) only.

Graphic design is an additional \$100 per show and includes three social media artwork versions and one poster using the artists approved media materials. One poster highlighting all shows in that performing arts season is an additional \$100. Social media and website maintenance (posting, interacting, updating, event creation, etc can be priced out separately based on your exact needs).

Management fees are \$550 per event.

The second summary below is the scheduling we would like to finalize. We should have contracts first w
October. We removed July 9th concert and went with a less expensive option on August 4th to save on expenses.

We reduced management fees to \$3850 but added advertising \$700 from 2023 season.

Date	Time	Band	Genre	Band	Audio	Lights / Electrical	Management	Advertising
Saturday, June 8	7-9 p.m.	Boy Band Night		\$ 5,000	\$1,959	\$ 2,500	\$550	\$100
Tuesday, June 11	5-7 p.m.	Bootjack Road Duo	Country	\$ 450	-	-	\$450	Discounted \$100
Sunday, June 23	11-1 p.m.	Extra Crispy Brass Band	New Orleans-style brass band	\$ 1,750	-	-	\$350	Discounted \$100
Tuesday, July 9	5-7 p.m.	Willy Porter and Carmen Nickerson	Rock, Blues Jazz Contemporary Rock	\$ 2,500	\$ 750	-	\$450	Discounted \$100
Saturday, July 20	7-9 p.m.	33 RPM	Hard-Driving Electric Blues	\$ 4,000	\$ -	-	\$550	\$100
Sunday, July 28	11-1 p.m.	Mariachi Voces de America	Mariachi Band	\$ 1,700	-	-	\$350	Discounted \$100
Sunday, Aug 4	11-1 p.m.	Bree Morgan	Country	\$ 500	\$ 750	-	\$350	Discounted \$100
Tuesday, Aug 13	5-7 p.m.	Dancing Queen: A Salute to ABBA	Salute to ABBA	\$ 4,000	\$2,214	\$ 1,500	\$550	\$100
Saturday, Aug 24	7-9 p.m.	Rebel Grace	Contemporary Country	\$ 5,000	-	-	\$550	\$100
Band		\$ 24,900.00						
Audio		\$ 5,673.50						
Lighting		\$ 4,000.00						
Management		\$ 4,150.00						
Advertising		\$ 900.00						
Hospitality		\$ 500.00						
Total		\$ 40,123.50						
Budget		\$ 28,700.00						
Balance +/-		\$ (11,423.50)						
Saturday, June 8	7-9 p.m.	Boy Band Night		\$ 5,000	\$1,500	\$ 2,500	\$550	\$100
Sunday, June 23	11-1 p.m.	Extra Crispy Brass Band	New Orleans-style brass band	\$ 1,750	-	-	\$350	Discounted \$100
Saturday, July 20	7-9 p.m.	33 RPM		\$ 4,000	\$ -	-	\$550	\$100
Sunday, July 28	11-1 p.m.	Mariachi Voces de America	Mariachi Band	\$ 1,700	-	-	\$350	Discounted \$100
Sunday, Aug 4	11-1 p.m.	Bootjack Road Duo	Country	\$ 450	-	-	\$350	Discounted \$100
Thur Aug 15	6-8pm	Dancing Queen: A Salute to ABBA	Salute to ABBA	\$ 4,000	\$1,500	\$ 1,500	\$550	\$100
Saturday, Aug 24	7-9 p.m.	Rebel Grace	Contemporary Country	\$ 5,000	-	-	\$550	\$100
Band		\$ 21,900.00						
Audio		\$ 3,000.00						
Lighting		\$ 4,000.00						
Management		\$ 3,250.00						
Advertising		\$ 700.00						
Hospitality		\$ 500.00						
Total		\$ 33,350.00						
Budget		\$ 28,700.00						
Balance +/-		\$ (4,650.00)						

2023 Breakdown of Concert Series

Date	Band / Vendor	Contracted Amount	Show Management Fees	Audio Fees	Lighting	Bands
Friday, May 12	Essential Details, LLC (Series Management)	\$5,250	\$5,250			
Saturday, May 20	MO5AIC	\$9,999				\$9,999
	Cold Sweat and...Horns	\$1,750				\$1,750
	AG Entertainment (Audio Production)	\$2,100		\$2,100		
	Essential Details, LLC (Show Management)	\$1,250	\$1,250			
Thursday, June 22	Cold Sweat and...Horns	\$3,500				\$3,500
Saturday, June 24	Road Trip	\$4,750				\$4,750
Thursday, July 20	Cherry Pie	\$4,000				\$4,000
Saturday, July 29	The Ultimate Aldean - Jason Aldean Tribute Band	\$6,250				
	AG Entertainment (Production)	\$1,526		\$1,526		\$6,250
	Proline Entertainment (Lighting / Production)	\$2,500			\$2,500	
Thursday, August 24	The WhiskeyBelles	\$1,200				\$1,200
	AG Entertainment (Audio)	\$1,301		\$1,301		
	Proline Entertainment (Lighting / Production)	\$1,200			\$1,200	
Saturday, August 26	DJ Shawna w/ Laser Light Show	\$4,750			1250	\$2,550
	Yankee Dutchmen Marching Band	\$1,000				\$1,000
	AG Entertainment (Audio)	\$1,797		\$1,797		
		\$54,123	\$6,500	\$6,724	\$4,950	\$34,999
Hospitality / Misc.		\$900				
Total Expenses		\$55,023				
Town Square Budget		\$15,000				
Summer Series		\$25,000				
		(\$15,023)				

3. Update on Water Street Closure for Holiday Season: Road will be closed through special event permit from 11/13/23-1/3/24

4. Ordinances to update

- ✓ 398-20 Food Truck Ordinances
- 428-8 Type of cups portion of Open container
- 398.18 Hire outside people to dispense fermented beverages under city permit, all deposits of funds into BFTS Future Fund, License for city to sell fermented beverages

5. Grants / Sponsorship Details


- ✓ Received Beltz Grant \$8200 for 8/26/23 event
- Received \$1000 TDS sponsorship for Yankee Dutchmen Marching Band 8/26/23 event
- Receiving \$200 sponsorship for Watertown Players Live Statues for Pumpkin Palooza 10/28/23 event
- Donor trifold went out week of 9/11 to all chamber members. Also advertised it at July Wake Up Watertown.
- In talks with: ITW Shakeproof; Ixonia Bank; Fisher Barton, Realty Executives, TDS for 2024

6. Social Media Update


- ✓ started September 12
- As of 8/15/23 FB: 680 Likes; 879 Followers
- As of 9/12/23 FB: 939 Likes; 1172 Followers
- Instagram still needs work! 😊

Reach ⓘ
Compare your reach from this period to the previous one.

See more about your content performance

 Facebook reach ⓘ

17,158 ↓ 11.8%

 Instagram reach ⓘ

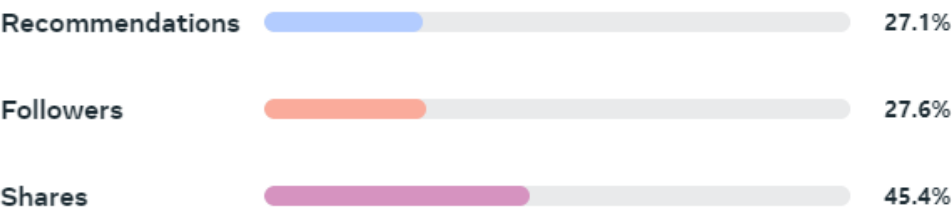
10 ↑ 233.3%

 Paid reach ⓘ

2,646 ↑ 17.7%

Where your views are coming from

Traffic sources from Aug 16, 2023 - Sep 12, 2023



Page overview

Create a post

 Last 28 days

Discovery

Post reach	12,901
Post engagement	4,128
New Page likes	256
New Page Followers	287

Interactions

Reactions	734
Comments	128
Shares	79
Photo views	626
Link clicks	209

Other

Hide all posts	0
Unfollows	0