



REDEVELOPMENT AUTHORITY MEETING - AMENDED AGENDA

WEDNESDAY, NOVEMBER 29, 2023 AT 6:00 PM

**WATERTOWN MUNICIPAL BUILDING - 106 JONES STREET, WATERTOWN WI, 53094 -
BASEMENT ROOM 0041**

IN-PERSON/VIRTUAL MEETING

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

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 October 18, 2023

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. BUSINESS

A. New member appointed

B. Update on downtown river corridor RFP

1. Memo copy for Plan Commission/Public Works

7. BUSINESS

A. RDA financial status update: update on fund status

8. STATUS REPORTS

A. Community Support/Communication-Mueller

1. Social media and web analytics update

B. Common Council Update-Bartz/Lampe

C. Executive Director Update

1. Town Square construction update

a. Historic art wall update

2. 111 S. Water St. update: RFP status

3. Revolving loan fund update

a. Application update-Becker

4. Beltz Grant status update-Becker

5. Presentation on RDA background/history-Becker

6. Items for next agenda

7. Confirm next meeting time: December 20, 2023 at 6:00pm

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, October 18, 2023

6:00 pm

In-PERSON/VIRTUAL MEETING

Room 0041, City Hall

By Phone or GoToMeeting:

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

RDA STRATEGIC PRIORITIES

~~1) 400 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, Hurtgen (virtual), Lampe, Nowatka, and Wagner

B. Absent: Zimmermann

C. Also Present: Mueller

3. Determination of Quorum and Call to Order at 6:07 pm

4. **Review/Approve:** Minutes of Previous Meetings – September 27, 2023

A. Nowatka motioned to approve September 27, 2023 Minutes.

Bartz seconded the motion. Motion carried unanimously.

5. Public Comment: None

6. Status Reports

A. Downtown River Corridor Planning - Becker

1. Recommended a third party preparing a strategic plan for the Downtown River Corridor (more than just the river's edge, plan would include one to two blocks east and west of the river).

2. Map provided with an outline of tentative boundaries with the possibility of extending to Fisher Barton. Becker will talk with Fisher Barton to see if they are interested.

3. Wagner suggested incorporating walking bridges over the river and a river fountain and river lighting /underlighting the bridge.

4. Wagner motioned to move forward with developing an RFP seeking a downtown analysis and strategic plan for the downtown river corridor. Nowatka seconded the motion. Motion carried unanimously.

B. Community Support/Communications: Mueller

1. Review Social Media – The Square is still receiving significant traffic.

2. RDA Revolving Loan Fund decals distributed to all but one RLF participating business. Received well. Story will be released about RDA supporting Small Business as it gets closer to Small Business Saturday in November.

3. RDA Board transition press release is ready when final new board member is approved.

4. Presentation: Review of Marketing & Communication efforts. Presentation will be made into a video to share and post on website.
- C. Common Council Update:
1. Bartz – Common Council passed amended budget on Thursday.
Town Square Programming Director and expenses will be paid out of Fund 26 (Town Square Future Fund).
- D. Executive Director:
1. Bentzin Family Town Square
 - a. Punch List Items finished, dock installed, gate will need to be replaced, looking into placing a riprap hook near the dock for protection.
 - b. History Wall Update – in process, should be finished and delivered before end of year. Pieces will be stored at Street Dept. A suggestion was made to inspect all the pieces and take photos/press release. Will be installed after the Main Street bridge reconstruction.
 - c. Fund 26 will cover expenses for a roof on the shade structure and shade structure for the Fisher Barton Plaza. Water bill paid out of Fund 26. Parks and Recreation searching for options to regulate the water flow.
 2. T Wall – Reviewed extensions given to T Wall. T Wall asked to downsize the project significantly. The Development Agreement has ceased and the city attorney has served notice that T Wall needs to return the parcel to the City in 60 days. The City of Watertown will send out an RFP seeking development of the land when parcel is secured.
 3. Revolving Loan Fund
 - a. RDA Financial Position Summary was reviewed.
 - b. Becker was asked to look into short term CD/MMA investments with higher rates of return.
 - c. Paperwork for Budget Print and Dan Rahfaldt properties in process.
 - d. Balance in Revolving Loan Fund approximately \$108,290. Plan to re-market RLF opportunities in early 2024.
 4. Beltz Grant status update:
 - a. Still waiting for financials from Pine Hill Farm. Becker requests RDA approve a grant up to \$13,022.12 for Pine Hill Farm pending financials. **Bartz motioned to approve a grant up to \$13,022.12 for Pine Hill Farm. Wagner seconded the motion. Motion carried unanimously.**
7. Future Agenda Focus: Progress report on River Corridor RFP.
 8. Next Meeting: Wednesday, November 29 at 6:00 PM
 9. Adjournment at 7:19 pm
Bartz motioned to adjourn, Nowatka seconded the motion. Motion carried unanimously. Meeting adjourned.



To: Public Works Commission, Plan Commission
CC: Mayor McFarland
From: Mason Becker, Strategic Initiatives and Development Coordinator
Date: November 20, 2023
Re: Downtown River Corridor Opportunity Analysis

Commission members,

In keeping with its key priorities of facilitating quality downtown development and working to attract projects to the downtown area, the Board of the Redevelopment Authority of the City of Watertown (RDA) has unanimously decided to take up planning and redevelopment of the Downtown River Corridor as its next major project, following the successful completion of the Bentzin Family Town Square earlier this year.

I am providing this memo to make you aware of this plan, and to seek your input into the Request for Proposal (RFP). The RDA will be paying for an initial “Downtown River Corridor: Opportunity Analysis and Strategic Development Plan” after soliciting proposals from third-party firms. Please find attached a similar plan the City of Hartford had done in 2016, which includes planning and design elements, including visual renderings, like those we are looking for.

As you may recall, the City of Watertown has conducted past analysis and design work for its downtown riverfront, including work done by Ayres to design plans for a downtown riverwalk in 2016 (see included draft). Previous to this, the City also had Vandewalle & Associates conduct an analysis of the downtown riverfront area in 2003, and Redevelopment Resources also created a “Watertown Riverfront/Downtown Redevelopment Initiative” proposal in 2014.

Items from the 2014 initiative that were completed or are ongoing include the creation of the Town Square, the creation of a commercial Revolving Loan Fund, the general elimination of blight, increased downtown programming, a parking study, streetscape improvements, working with Watertown Main Street and the Chamber to reduce vacancies, elimination of the CDA and creation of the RDA, and the upcoming traffic study, as well as upcoming reconstruction of the Main Street (Cole) Bridge. The 2014 plan also calls for further development of the riverwalk. The RDA seeks to take this planning up as part of its strategic redevelopment goals, which will enhance the local economy and quality of life for Watertown’s residents, businesses, and visitors.

As the above-mentioned studies were done quite a few years ago, a new, updated plan is needed to tie together various areas of need in the Downtown River Corridor. This will also be a natural extension of the Landscape Architect work recently completed by Vandewalle & Associates for the upcoming 2028 Main Street Reconstruction Project.

The project’s overall goal will be to enhance the aesthetic, economic, and recreational potential of the Downtown River Corridor area along the Rock River and build upon other recently completed downtown projects. The study area is roughly defined as encompassing the riverbank on both sides of the downtown area between the

Milwaukee Street Bridge and the Cady Street Bridge, and extending up to Fannie P. Lewis Park, as well as an approximate two-block area extending east and west from either side of the Rock River.

Section 6, Item B.

The selected firm will be responsible for performing a comprehensive analysis of the area, updating design work for a downtown riverwalk, proposing enhancements to amenities, evaluating the current seawall, docks, and waterfront facilities, facilitating public engagement sessions, identifying specific redevelopment sites and proposing suggested uses, and creating a final “Downtown River Corridor: Opportunity Analysis and Strategic Development Plan” document that will be made available to developers, businesses, and members of the public.

The proposals should provide a detailed methodology outlining how the firm plans to approach the project, including a timeline for each phase. The selected firm will be given a timeline for the study and fieldwork, with anticipated completion before the end of 2024.

The RDA would welcome any additional feedback on what items the Plan Commission and Public Works Commission feel should be included in this RFP.

Sincerely,



Mason T. Becker
Strategic Initiatives and Development Coordinator

Watertown Redevelopment Authority Social Media Report - November 20

Section 8, Item A.

| Facebook (last 28 days) | Nov. | Oct. |
|-------------------------|-------|-------|
| Post Reach: | 240 | 488 |
| Post Engagement: | 23 | 7 |
| Shares: | 0 | 0 |
| Followers: | 1,463 | 1,465 |
| New Followers: | 0 | 1 |
| Link Clicks | 0 | 0 |

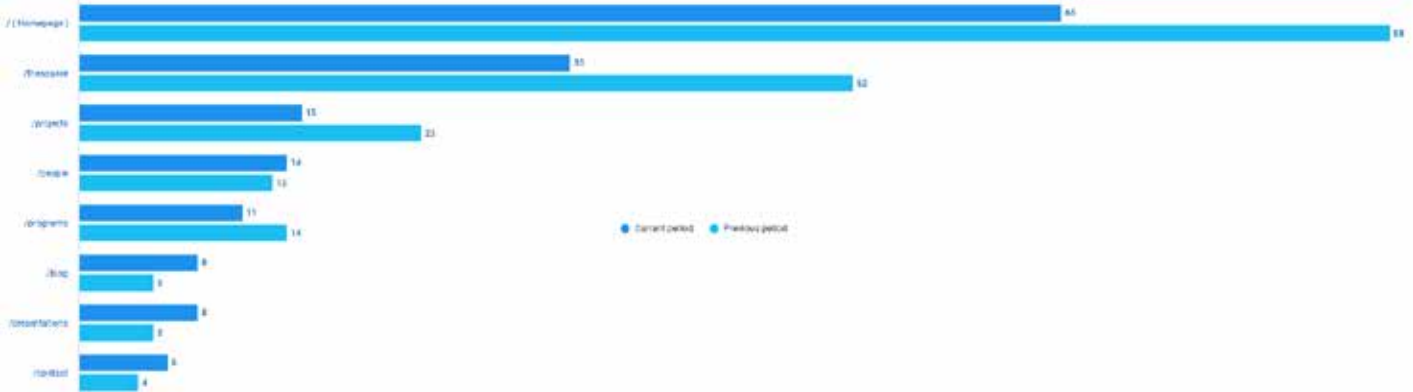
Definitions:
 Post Reach: The post appeared on user's News Feed.
 Post Engagement: User clicked anywhere on page posts (e.g. liked, comment, share)
 Followers: People who click "follow" to receive posts in their News Feed.

| Top Posts (Last 28 days) | Reach | Engage |
|---|-------|--------|
| 9-13: Invite to DNR/EPA Award (Reposted from City of WTN page) | 160 | 5 |
| 9-18: DNR/EPA Award | 109 | 2 |

Website (Last 30 days - September 11 to October 10)

| | November | October | September |
|---|----------|----------|-----------|
| Page Views - Site Sessions (# site page was visited/refreshed): | 117 | 149 | 440 |
| Unique Visitors (A person visited at least once): | 102 | 112 | 397 |
| Clicks to Contact | 1 | 3 | 0 |
| New Visitors: | 89 (87%) | 95 (85%) | 345 (87%) |
| Returning: | 13 (13%) | 17 (15%) | 523 (13%) |
| Av. Session Duration: | 4m 40s | 5m 18s | 4m 32s |

Page Visits:



Traffic by Entry Page: Page

- Home Page
- The Square
- Beltz names Plaza (6-8 post)
- Programs

Visits



Top Navigation Flow from Home Page

Traffic Sources: Google 61 ↓19%, Direct 30 ↓25%, watertownwi.gov 11 ↑175%, Facebook 7 — 0%

Site Session: Traffic over Time

