THE CITY OF WATERTOWN

REDEVELOPMENT AUTHORITY MEETING AGENDA

WEDNESDAY, OCTOBER 21, 2026 AT 6:00 PM

WATERTOWN MUNICIPAL BUILDING - 106 JONES STREET, WATERTOWN WI 53094 - RM 2044

1. **DETERMINATION OF QUORUM AND CALL TO ORDER**
2. **ROLL CALL**
3. **PLEDGE OF ALLEGIANCE**
4. **APPROVAL OF PRIOR MEETING MINUTES**
   A. Minutes from September 16, 2026
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. Review and discuss: Creation of Community Development Authority (Mayor Stocks)
7. **UPDATES**
   A. Priority work teams progress
      i. Business continuity
      ii. Ease of starting a business
      iii. RDA Revolving Loan Fund diversity of funding sources and uses
8. **REPORTS**
   A. Social media report
9. **ADJOURN**

Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at 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

THE CITY OF WATERTOWN

Redevelopment Authority for the City of Watertown

Turning Opportunity into Results

Wednesday, September 16, 2026, 6:00 pm
In-PERSON/VIRTUAL MEETING
Room 2044, City Hall

RDA STRATEGIC PRIORITIES

1) Strengthen and diversify RDA Revolving Loan Fund, both in size and scope

2) Exploring options for Business Continuity Funding for downtown businesses in preparation for 2028 Main Street Reconstruction project

3) Simplifying the process of starting or expanding a business in Watertown

1. Pledge of Allegiance
2. Roll Call
   A. Present: Ryan Wagner, Steve Board, Ald. Tony Arnett, Ald. Rita Haase, Todd Huhn, and Deb Sybell
   B. Virtual: Jacob Maas
   C. Absent: Bob Smith

   Other attendees: John Kadish
3. Determination of Quorum and Call to Order at 6:08 pm.
4. Approval of meeting minutes
   A. Regular board minutes 8.19.26.
      Board motioned to approve
      Huhn seconded. Motion carried unanimously.
5. Public Comment
   A. None
6. Business
   A. For discussion: RDA roles and responsibilities
      Mayor Stocks presented, sharing statutorily defined roles of the RDA with Common Council oversight as described in a distributed memo from City Legal Counsel
   B. Discuss and take action: Beltz grant application from City of Watertown Parks, Rec & Forestry Dept (Holiday Tree Lighting event)
      Board motioned to approve
      Huhn seconded. Motion carried unanimously.
   C. Review and discuss: Priority work teams
      i. Business continuity funding
      Wagner reported that action would need to be taken by Finance and Common Council before next steps. Board committed to addressing concerns raised about ease of application and administration of the proposed loan program.
      ii. Ease of starting a business

Huhn shared an organizational structure for navigating the process. Ald. Haase continues to work with the City's Communications team on website changes.

iii. Strengthen and diversity revolving loan fund

Wagner reported work on this priority is on hold.

7. Updates
    A. RiverWalk

    Wagner reported that the City is focused on maintenance of existing structures.
8. Reports
    A. Social media report
9. Adjournment at 6:50 pm

Ald. Haase motioned to adjourn

Board seconded. Motion carried unanimously. Meeting adjourned.

MEMO

To: Watertown Redevelopment Authority
From: Mayor Robert Stocks
Date: October 21, 2026
Re: Creation of Community Development Authority

Thank you for the opportunity to discuss the potential creation of a Community Development Authority (CDA) and to explain why I believe this transition, with your support, is the right step for our community.

Today the City's Housing Authority and Redevelopment Authority each play vital roles. Yet the challenges we face, such as housing, redevelopment, neighborhood vitality, and equitable growth are increasingly interconnected. Under Wisconsin law (Wis. Stat. § 66.1335), there is another option, a Community Development Authority, which brings housing and economic development functions together under one organizational structure.

By consolidating the Housing Authority and Redevelopment Authority into a CDA, we can create a unified voice and a shared vision for the future. This model allows us to align priorities, streamline workflows, and coordinate expertise across disciplines. The result is greater accountability, smarter use of resources, and the ability to approach complex issues holistically rather than through separate lenses. A single entity can more effectively identify opportunities, address challenges, and strengthen partnerships that benefit the residents we serve.

It is important to underscore that all existing commitments of both the Housing Authority and Redevelopment Authority will be honored under this new structure, as required by Wisconsin law. Nothing will be lost. In fact, more tools and a wider scope of authority will become available to the CDA Board, empowering it to pursue solutions and investments that are currently restricted by organizational boundaries. With a CDA, we will no longer need to determine whether a grant or financing tool fits exclusively under housing or redevelopment. Our approaches can be comprehensive, coordinated, and mutually reinforcing.

As public servants, we all understand how limited time and capacity can be. We are each stretched thin because we care deeply about the communities we serve. A CDA enables us to bring together subject-matter experts, community representatives, and staff under a single entity that is better positioned to tackle the complex issues before us and to learn from one another along the way.

While structural changes would occur, many core elements would remain the same. The Common Council would still set priorities and provide oversight as established in Wisconsin law. Any items requiring Council approval today would continue to require approval in the future. In short, this transition strengthens our capacity without diminishing accountability.

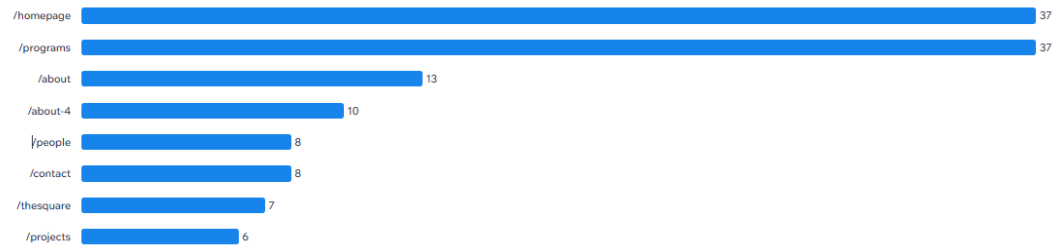
For all these reasons, I respectfully ask for your support in creating a CDA. This transition represents a thoughtful, strategic step forward. It will position us to meet our community's needs more effectively today and well into the future.

Watertown Redevelopment Authority

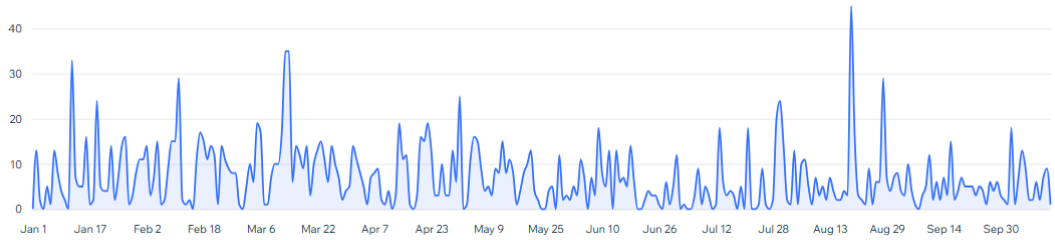
Social Media Report – 10/14/26

Website Metrics (last 30 days)

- 112 Site sessions (down 13%)
- 104 Unique visitors (96 new, 8 returning)
- Page visits:



Year-to-date Website Visits



Facebook (last 28 days)

The top performing post this month is the sign grant announcement for STEM 101. 1.1K views, 6 link clicks.

- Content interactions: 12
- Followers: 1824
- New Followers: 0
- Link Clicks: 13

Facebook 2025 Totals:
Content interactions: 2,442
New Followers: 249
Link clicks: 1,325

2026 Totals:
Content interactions: 917
New followers: 106
Link clicks: 159