



TOWN SQUARE PROGRAMMING COMMISSION AGENDA

WEDNESDAY, MAY 15, 2024 AT 12:00 PM

514 S. FIRST STREET, BRANDENSTEIN ROOM

Virtual Meeting Info: <https://meet.goto.com/WatertownParkRec>

1. Call to order

2. Review and approval of minutes

[A.](#) Town Square minutes from March 6, 2024

3. Review and approval of financial reports

[A.](#) Review and Approve: Financial Report

4. Citizens to be heard

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

5. Event Coordinator's report

[A.](#) Review and Discuss: Coordinators Report

6. 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



TOWN SQUARE PROGRAMMING COMMISSION AGENDA MINUTES

WEDNESDAY, MARCH 06, 2024 AT 4:15 PM

WATERTOWN CHAMBER OF COMMERCE - 519 E. MAIN STREET WATERTOWN, WI 53094

Virtual Meeting Info: <https://meet.goto.com/WatertownParkRec>

1. Call to order at 4:19pm

Who was in attendance – Konz, Zimmerman, Bartz, Kauffmann, Hertel, Lampe, Juhl, Butteris)

2. Review and approval of minutes

A. Town Square minutes from February 7, 2024: approved by Lampe, seconded by Bartz

3. Review and approval of financial reports: Tabled until April Meeting

4. Citizens to be heard

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

No one present

5. Business

A. Review and Discuss: Ordinance Updates: 398-20; 428-8(g)

398-20: went over the recently City Council approved verbiage to change from % to fee based. 428-8(g) will be going to PSW meeting in April. Will have an update at the May BFTS Commission Meeting

B. Review and Discuss: new procedure for Events and Permits

Discussion held on the new procedure, the 6 items that define a special event. Town Square completes a list of events for the upcoming year (10/31 list) per ordinance. Anything not on that list that is defined a Special Event will then go to PSW to be approved. All other events (non-special event) will be handled by the PR&F department. Butteris to put fee schedule for PR&F online.

C. Review and Discuss: details of Birthday Bash and help needed

Went over the schedule for the event on May 18th. Juhl will be sending out a list of times we will need assistance. Discussed alcohol sales will begin at 11am and run through the concert end at 7-7:30pm. Event details are updated on the Town Square Calendar of events on the website.

D. Discuss: Alternate Options for Revenue other than Sponsors

Discussed the need for revenue generating at the square. We have very limited options. We had been counting on the alcohol sales to help cover some of the entertainment costs and now need to find alternate options. Juhl will be trying to reach out to more businesses to try for some smaller sponsorships, since the larger ones are harder to come by. WE Energies was also mentioned for a potential sponsor.

E. Review and Discuss: Additions and upgrades to Shelters at Square

Juhl & Butteris met with White Oak Builders and Northland Rec in regards to building a similar shelter over the Fisher Barton Stage, a TRUE cover for the Upper shelter and some shade for the park in general. These have been big asks from the public. Neither company will work on the upper shelter due to the fact someone else engineered and they are unsure of the weight it can hold, etc.

F. Review and Discuss: bollards options & quotes

Juhl has been researching bollard options for Water Street as a safety alternative for closing the street during events. We are waiting for a couple more details to firm up quotes to take to

PSW in April. The current info received is the 77lb bollard will stop a 5k lb vehicle moving at 20MPH. We will need approximately 15ct and will need a way to take them in and out and a place to store them. They do offer additional sleeves for the ground for storage options. Butteris thought we could place these where the bike racks currently are when not in use. Due to the weight assistance will be required putting them in place and removing them.

- G. Discuss and approve: lights on trees in square year round
It was decided that once the leaves are off the trees (holiday time) lights will be on all trees in BFTS and stay on until late winter (not just holiday time) Snowflakes will be removed asap!
- H. Discuss: New Time and Location Options for Commission Meeting
We will meet in April on the 3rd at the Chamber office at 4pm and will discuss at that meeting a new time and moving the location back to the SCC. We are waiting for the new members for that to be decided.

6. Event Coordinator's report

- A. Coordinators Report
Main item discussed was the offer to reduce the rates for the Thursday Night Market for TRUE farmers. We are in need of produce for these markets and the farmers have very little profit margins. This will be taken to the PR&F meeting in April.

7. Adjournment

Kaufmann motioned to adjourn and Hertel seconded.

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Watertown Parks and Recreation Department

Financial Report

Section 3, Item A.

End of Month February 2024

Revenue		Year to Date	Year to Date	Budgeted	
Account #	Description	Revenue	Budget	Amount	Balance
26-446210	TS Revenue - Nontaxable	\$ 175.00	\$ 200.00	\$ 1,200.00	\$ 1,025.00
26-446211	TS Revenue - Taxable	\$ 1,210.00	\$ 4,083.34	\$ 24,500.00	\$ 23,290.00
26-446250	Contributions FR General Fund	\$ -	\$ 12,550.03	75,300.00	\$ 75,300.00
26-446266	TS Future Fund Contributions	\$ -	\$ 19,000.04	114,000.00	\$ 114,000.00
Grand Total Revenue		\$ 1,385.00	\$ 35,833.41	\$ 215,000.00	\$ 213,615.00
Expense		Year to Date		Budgeted	
Account #	Description	Expenses		Amount	Balance
26-554310	Salaries	-	10,913.02	\$ 65,478.00	\$ 65,478.00
26-554316	Part-time Salaries	-	-	-	-
26-554318	Supplies	456.59	-	-	\$ (456.59)
26-554319	Advertising	-	1,166.67	7,000.00	\$ 7,000.00
26-554320	Repair/Maintenance	3,723.03	2,050.00	12,300.00	\$ 8,576.97
26-554330	Electricity	479.60	433.33	2,600.00	\$ 2,120.40
26-554331	Water	373.44	7,124.01	42,744.00	\$ 42,370.56
26-554333	Wisconsin Retirement	-	753.00	4,518.00	\$ 4,518.00
26-554334	Social Security	-	676.67	4,060.00	\$ 4,060.00
26-554335	Medicare	-	158.17	949.00	\$ 949.00
26-554336	Health Insurance	-	-	-	\$ -
26-554337	Life Insurance	-	49.17	295.00	\$ 295.00
26-554338	Dental Insurance	-	-	-	\$ -
26-554341	Event Expenses	5,290.93	7,387.51	44,325.00	\$ 39,034.07
26-554360	Capital Outlay	-	1,666.67	10,000.00	\$ 10,000.00
Grand Total		\$ 10,323.59	32,378.23	\$ 194,269.00	\$ 183,945.41

COORDINATOR'S REPORT

May 15, 2024

2024 CURRENT CALENDAR OF EVENTS

THE SUMMARY BELOW IS THE TENTATIVE STATUS OF SCHEDULING

May 18: 1st Annual Birthday Bash/Splash Pad Opens (Sat 11-7)
May 28: WHS Art Walk (Tue 4-7)
June 6: Last Day of School Pop up (Thur 11-5)
June 8: Boy Band (Sat 7-9)
June 10: Food Truck Mondays (Mon 4-7)
NEW: June 13: Thirsty Thursdays (Thur 5-9)
June 14: Share the Love Series (Fri 5-8)
June 15: Conscious Pilot (Sat 7-9)
June 17: Cookie Decorating (Mon 6-7)
June 17 Food Truck Mondays (Mon 4-7)
June 19: YMCA Zumba on the Square (Wed 6-7)
June 21: Mallrats (7-9)
June 23: Underwater Sea Turtle Parent/Child Painting Class (Sun 1-2)
June 24: Pop-Up Lunch Express (Mon 11-2)
June 24: Food Truck Mondays (Mon 4-7)
June 27: Thursday Night Markets (Thur 4-7)
June 29: Hope Share from OCO Event (Sat 11-2)
June 29: Dueling Pianos (Sat 6-9)
July 8: Food Truck Mondays (Mon 4-7)
July 9: YMCA Pound Class (Tues 8am & 6pm)
NEW: July 11: Thirsty Thursdays (Thur 5-9)
July 12: Share the Love Series (Fri 5-8)
July 13: Panchromatic Steel (Sat 7-10)
July 14: Kids Fest/YMCA Family Zumba (Sun 11-1)
July 15: Food Truck Mondays (Mon 4-7)
July 17: Sweet Stop Pop-Up Treats @ the Square (Wed 11-1)
July 19: Share the Love Movie (Fri 6-9)
July 20: Sidewalk Sales (Sat 10-3)
July 20: 33RPM (Sat 7-9)
July 22: Pop-Up Lunch Express (11-2)
July 22: Food Truck Mondays (Mon 4-7)
July 25: Thursday Night Markets (Thur 4-7)
July 25: Terrarium Class (Thur 5:30-7:30)
July 26: Share the Love Series (Fri 5-8)
July 28: Art at the Square (Sun 1-3)
July 29: Food Truck Mondays (Mon 4-7)
Aug ? : YMCA Body Combat
Aug 2: Share the Love Movie (Fri 6-9)
Aug 3: WRMC Breastfeeding Celebration Event (Sat 10-2)
Aug 11: Community Worship Service (Sun 8-12)
NEW: Aug 15: Thirsty Thursdays (Thur 5-9)
Aug 16: Share the Love Series (Fri 5-8)
Aug 17: Ask Your Mother (Sat 7-9)
Aug 18: Art at the Square-kids craft (Sun 1-3)
Aug 19: Food Truck Mondays (Mon 4-7)
Aug 22: Thursday Night Markets (Thur 4-7)
Aug 23: Share the Love Movie (Fri 6-9)
Aug 24: Bootjack Road Band (Sat 7-9)



Aug 25: Koine Concert (Sun 3-7)
Aug 25: Family Fun Day (Sun 11-1)
Aug 26: Pop-Up Lunch Express (Mon 11-2)
Aug 26: Food Truck Mondays (Mon 4-7)
Aug 31: Fiesta @ the Square (Sat 10-7)
Sept 7: Last Bees (Sat 7-9)
Sept 9: Food Truck Mondays (Mon 4-7)
NEW: Sept 12: Thirsty Thursdays (Thur 5-9)
Sept 14: Back Bay Band (Sat 7-9)
Sept 16: Food Truck Mondays (Mon 4-7)
Sept 22: Art at the Square (Sun 1-3)
Sept 23: Pop-Up Lunch Express (Mon 11-2)
Sept 23: Food Truck Mondays (Mon 4-7)
Sept 26: Thursday Night Markets (Thur 4-7)
Sept 30: Food Truck Mondays (Mon 4-7)

Homecoming: Would Like Ideas on replacement event--CXLD Oct 1-4: EZ Promotion Homecoming Pop Up w/ Fuelify

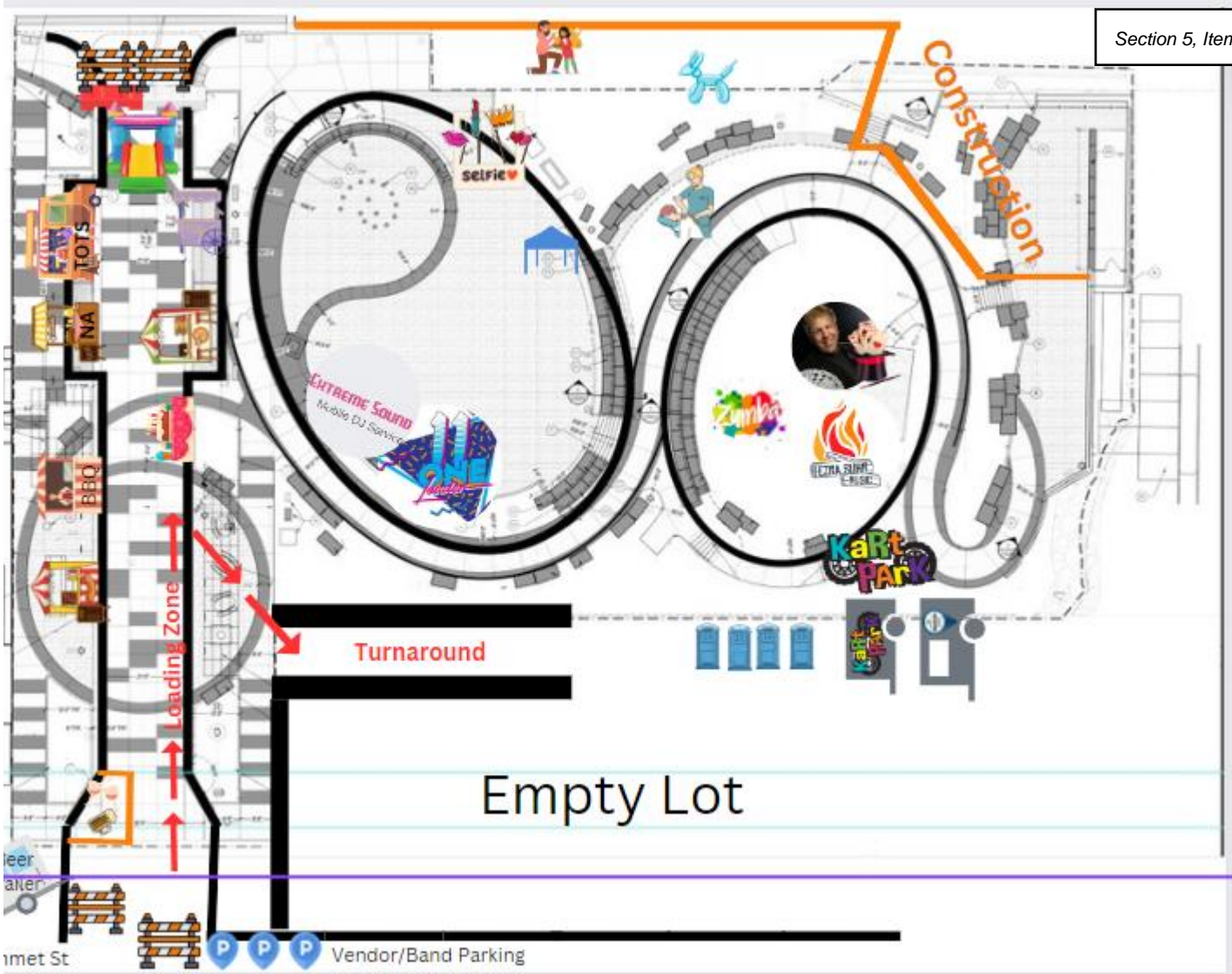
Oct 7: Food Truck Mondays (Mon 4-7)
Oct 14: Food Truck Mondays (Mon 4-7)
Oct 21: Food Truck Mondays (Mon 4-7)
Oct 26: Pumpkin Palooza (Sat 11-3)
Nov 16: Tree Lighting (Fri 5:30-7)
Dec 7: Jingle Bell on the Rock (All Day)

NEW Grants & Sponsorships Update

Beltz Grant: Received check for \$10,000
RDA Sponsorship: Received \$3000 Sponsorship for Birthday Bash

Volunteers Need for Birthday Bash

2 ppl at Kart Park
1-2ppl to monitor Treats Table
2ppl at Bounce House
1-2 ppl to help with event transitions during day
Somebody to check in on selfie station
Set up with tables, road closing, pre-event setup (begins at 8/8:30am)
Tear down at end of night (approx. 7pm)



May 18th Birthday Bash

Section 5, Item A.



Events Timeline

11:30-12:30 Magician: Glen Gerard Magic & Comedy (Lower Stage)

12:30*-1:15* YMCA Zumba (Lower Stage)

1:15*-3:00* Extreme Sound DJ (upper Stage) -

set up 10:30 a bit more forward for band to set up behind

3:00*-5:00 Acoustic Music: Ezra Suhr (lower stage)

5:00-7:00 BAND: 11 One Louder (Upper Stage) - set up 2:30 behind DJ

*times are approximate within 5-10 mins

Activities (times vary)

Bounce House (11-5)

Face Painter Radiant Smiles (11-5)

Balloon Twister: Radiant Smiles (11-5)

Kart Park (11-5)

Chair Massages: Jade TerMaat (12-5; 10 min increments \$10)

Family Zumba by YMCA Crystal (12:30-1:15) (Sharon YMCA setting up table also)

Selfie Station (11-7)

Food 11am-7pm

C&JBBQ

Pizza Ranch

Tots on the Street

Sugar Spun-Cotton Candy

Big Daddy Dawgs-Hot Dogs

The Score's N/A Bullpen - Mocktails

Beer & Wine Tent - Rotary

Local Bakeries Table -Prepared Birthday Treats: (Sassy Sweets-Sweet Talking Treats) Also promoting Mullens special birthday flavor

Thursday Night Markets (4-7): June 27; July 25, Aug 22, Sept 26

- 27 vendors so far and at least 2 food options at each
- Have music for Aug 22, but need for the other 3 dates. Recommendations for under \$300 welcomed.
- Looking for 3 more nightly \$300 sponsors.
- Would still like some unique artisans and musicians/entertainers. Please recommend and I will contact.
- Still working on getting Farmers. Approved to be able to attend at no cost.



Thirsty Thursdays (5-9pm) June 27; July 25, Aug 22, Sept 26

Brewfinity will be here along with some food, games and music – Brand new needs lots of programming yet!

Food Trucks at Senior Center while construction going on!



Just and FYI: We are also finding organizations to work the concessions at BQ Softball Tournaments being hosted by a new company: Seminole Sports

Food Truck Mondays (4-7) almost every Monday June 10th and ends on Oct 21st

Food Truck Monday Pop-ups: (11-2) 1x/mo (added for in-town peeps to get lunch)

- Min 2 per each event. Printed schedule coming soon
- We are still working thru permits required for parking in various areas.
- We are going to also have games at the Food Truck pop-ups now as the Health Department requires transient food trucks are only allowed if they are part of an event. So, we now have a huge Connect Four game, corn hole, giant checkers and hopefully Kart Park.

Alcohol Serving Organizations for Concert Series

Section 5, Item A.

*NEW Mocktails at each event

May 18 + **wine** - Rotary

June 8 - Main Street

June 15 - NEED

June 21- Rotary

June 29 + **wine** - Galaviz

July 13 - Rotary

July 20 - Rotary

Aug 17- White Tails (Bartz)

Aug 24- White Tails (Bartz)

Sept 7 + **wine** - Rotary

Sept 14 - WHS Booster Club



Set up for alcohol booth will be placed differently this year.

NEW Programming



NEW at the Square

3 New Chair sets to check out! Umbrellas will be purchased soon for these

3 New Cantilever umbrellas in the upper plaza being installed any day-Look for these

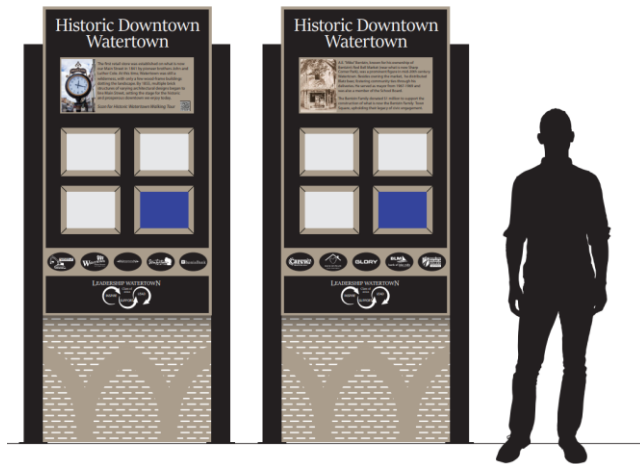


Maintenance Updates at the Square

- New mulch put down, new annuals have been and will continue to be planted.
- Splash pad has a new smaller valve installed. This will help cut down water flow and save some money. We are continuing to alter the programs for best flow and still be fun for kiddos. We are also working to get the chlorine levels at a point where we can discharge to river. Not there yet.
- A tarp was installed on the main structure last week. The quotes we received are just too high at this point. See handout of what we looked at.
- Still working with structure designs to install on lower stage. I will look closer at project again late summer.
- We are going to be putting food trucks on the square at times this summer. This will possibly crack some pavers. We are looking to get the pavers converted to concrete next year. We could use your help with finding funding for this. Sponsorships, grants, etc.
- We are planning to use jersey barriers for Main Street/Water Street closures w/ type 3 barricades in front of them. Streets Dept will be placing signs at Church/Main & Milwaukee/Water notifying the road is closed ahead for each closure.
- The PD will be locking up after each concert they are present for. There is a possibility they will not be each concert. The request was made though.

- Wayfinder from Leadership will be installed soon. Concrete will be poured after Birthday wayfinder installed once complete at manufacturer. See Photo

Section 5, Item A.



- A memorial bench will also be installed in the lower level facing the Masonic Temple within the next few weeks.
- We were given an easement to put trash cans and trailer on at the old T-Wall property for 2024 while bridge construction is going on.
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A big thanks to the Streets and Engineering department for being so helpful with all the “unknowns” we are addressing at the square. Portos and placement, Food Truck Mondays, Senior Center Food Truck parking, etc.!

Fall 2024 & 2025 Planning

Looking for ideas for programming from all of you. What do your peeps want to see?