



TOWN SQUARE PROGRAMMING COMMISSION AGENDA

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

2. Review and approval of minutes

[A.](#) Town Square minutes from February 7, 2024

3. Review and approval of 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: Ordinance Updates: 398-20; 428-8(g)
- B. Review and Discuss: new procedure for Events and Permits
- C. Review and Discuss: details of Birthday Bash and help needed
- D. Discuss: Alternate Options for Revenue other than Sponsors
- E. Review and Discuss: Additions and upgrades to Shelters at Square
- F. Review and Discuss: bollards options & quotes
- G. Discuss and approve: lights on trees in square year round
- H. Discuss: New Time and Location Options for Commission Meeting

6. Event Coordinator's report

[A.](#) 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

TOWN SQUARE PROGRAMMING COMMISSION AGENDA

WEDNESDAY, FEBRUARY 07, 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

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

Not in attendance – Keepman and Konz

2. Review and approval of minutes

- A. BFTS minutes from January 3, 2024
Bartz approved, Lampe seconded

3. Citizens to be heard

No one present

4. Business

- A. Update on Ordinances sent to Council
398-20 approving a fee structure over a percentage
428-10 sale of fermented beverages to be sold by city employees/officers per WI state law. This passed at PRF Commission & Attorney but not at council.
428-8(g) This just updates the existing wording to remove the logo from cups and wristbands. This was approved by chief of police and will be going to PSW Committee prior to council.
- B. Review and Discuss: Feedback from February 5th Tavern & Restaurant meeting
25 in attendance; was a very positive meeting with lots of ideas. We were able to get them up to speed on the laws that prohibit the local taverns from serving fermented malt beverages at the square and discussed other ways they can get involved. The Health Department was also there to educate the restaurants on how they can serve in a mobile fashion.
- C. Review and Discuss: seasonal employees at BFTS
Since ord 428-10 did not pass this is a mute topic
- D. Discuss: Concert Costs and Sponsors
Went over the costs of the concerts and the need for sponsorships
- E. Discuss: Water Savings Options - Kristine
Had meeting with Pete and Maureen about cost savings options at the water feature. Looking into using a smaller valve and also bypassing sanitary and going straight to river. Sounds like based on past chlorine levels are ok to do this but will need to work more with the DNR to clarify. The mayor has some questions and we will be talking with the DNR in regards to permits and swale areas.
- F. Discuss: WHS Painting Splash Pad Boxes
Discussed with the art department at WHS about painting the big green boxes at the square. They are going to run a contest and will pass design by city prior to moving forward. Tourism may be able to donate the paint for the project. Art department to incur costs. Will also let WHS know that Fondulac uses wraps instead of paint.
- G. Discuss: ordinance 410.56(a) for smoking in prohibited places
The Health Department would like our input on smoking in parks. They would like to prohibit in playgrounds, and only be able to smoke in parking lots. Commission said this will be hard to enforce. Would there be signage? Bartz mentioned having a map for areas it is allowed but overall the commission was not in favor due to the lack of enforcement. Would Riverfest be affected? Are other areas being looked at? Kauffmann – the enforcement is interesting. Off of sidewalks for parades. Outdoor concerts are so popular because of smoking outside. Enforcement doesn't make sense. Hertel – tabled – Lampe seconded. All approved.

5. Event Coordinator's report

- A. Review and Discuss: Event Coordinators Report
Sip and Paint - need to find way to "Sip"
Stick to local vendors for birthday bash. 11- 7 timeframe.
Thursday night market – Clausen Quality Chocolates will be our \$300 sponsorship.
Summary of concert series - \$9000 over budget. RDA is giving \$3000 but we could come back to ask for more for birthday bash if we do not find a sponsor. Also have a grant request
St. Patrick's day – hiding things in the square, the library will be doing a scavenger hunt. Rainbow for selfie station.
Talking about COI and when to make road closure decision for next meeting.
Keepman will be resigning due to not being able to make the meetings.
Zimmerman – schedule of events is amazing – this is awesome. I hope we can remember this is all new. You have all been positive.

6. Adjournment:

Zimmerman motioned, Lampe seconded

From: David Brower <DBrower@watertownwi.gov>

Sent: Thursday, January 18, 2024 4:07 PM

To: Stephanie Juhl <SJuhl@watertownwi.gov>

Subject: Re: Meeting request

Does an email suffice?

If so, I am on board with the recommended changes to 428-8(g) Subsections 3 & 7, to allow for non-logged 16 oz containers and wristbands.

Thanks,

Dave



Dave Brower
Police Chief
Watertown Police Department
106 Jones St
Watertown, WI 53094
920-261-6660 dispatch center
dbrower@watertownwi.gov

ORDINANCE TO
AMEND SECTION 398-20 CONCESSION IN THE PARKS OF THE CITY
OF WATERTOWN GENERAL ORDINANCES

SPONSOR: ALDERPERSON JONATHAN LAMPE
FROM: PARKS, RECREATION & FORESTRY COMMISSION

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

SECTION 1. E. Fees. Each concessionaire shall pay **a fee** ~~fees based on a percentage of the total gross sales of the concessionaire~~ except for city facilitated events where no commission would be required. ~~The concessionaire shall report all sales figures for each calendar month not later than the 10th day of the following month. The report shall be accompanied by payment of the fee required by this section.~~ The concessionaire's fee for any concessionaire not using any building or equipment furnished by the City shall be **\$75 per visit to the City of Watertown or \$300 for the calendar year**. The report and payments shall be made to the Clerk/Treasurer of the City. ~~5% of the gross receipts and the fees for all other concessionaires shall be 15% of the gross receipts.~~

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



THE CITY OF
WATERTOWN

Section 5, Item A.

MEMO

TO: Park, Recreation, & Forestry Committee
FROM: Kristine Butteris, Director of Parks, Recreation, & Forestry
DATE: January 8, 2024
RE: Amend Section 428-8(g) Subsections 3 & 7 Open Container

Committee Members,

The Parks, Recreation, & Forestry Department has put together recommended changes to the ordinance 428-8(g) Subsections 3 & 7 Open Container. This will update the existing requirement for logoed 16 oz containers and logoed wristbands, when serving alcoholic beverages, to allow for generic options to these items. These logoed items are very costly and would help reduce expenses.

We are looking for recommendation to move to common council after approval from the Chief of Police and advice from Public Safety and Welfare.

COORDINATOR'S REPORT

March 6, 2024

Section 6, Item A.



2024 Current Calendar of Events

The summary below is the tentative status of scheduling.

Newly Added---March 8: YMCA Zumba (8am)

March 17: Lucky Leprechaun Event (12-2)

May 18: 1st Annual Birthday Bash/Splash Pad Opens

May 28: WHS Art Walk

June 8: Boy Band (Sat 7-9)

June 14: Share the Love Series (Fri 5-8)

June 15: Conscious Pilot (Sat 7-9)

June 19: YMCA Zumba on the Square 6pm

June 21: Mallrats (7-9)

June 23: Set Apart Art - Kids

June 28: Share the Love Series (Fri 5-8)

June 29: Dueling Pianos (Sat 6-9)

July 9: YMCA Pound 8am & 6pm

July 12: Share the Love Series (Fri 5-8)

July 13: Panchromatic Steel

July 14: Kids Fest/YMCA Family Zumba

July 19: Share the Love Movie time TBD

July 20: 33RPM (Sat 7-9) & Sidewalk Sales

July 26: Share the Love Series (Fri 5-8)

July 28: Sip & Paint

Aug ? : YMCA Body Combat

Aug 2: Share the Love Movie

Aug 3: WRMC Breastfeeding Coalition Event

Newly added---Aug 11: Community Worship Service (8-12)

Aug 16: Share the Love Series (Fri 5-8)

Aug 17: Ask Your Mother (7-9)

Aug 18: Art in Park (kids craft)

Aug 23: Share the Love Movie

Aug 24: Bootjack Road Band (Sat 7-9)

Aug 25: Family Fun Day (11-1)

Newly added---Aug 31: Fiesta @ the Park (Time TBD)

Sept 7: Last Bees (Sat 7-9)

Sept 14: Back Bay Band (7-9)

Sept 22: Art in Park

Oct 1-4: EZ Promotion Homecoming Pop Up w/ Fuelify

Oct 8: Halloween Party (6-9)

Oct 26: Pumpkin Palooza

Nov 16: Tree Lighting

Dec. 7: Jingle Bell on the Rock

Food Truck Mondays beginning June 10th and ends on Oct 28th. **Would love some suggestions.**

Clasen Quality Chocolate Thursday Night Market: June 27th, July 25th, August 22nd, September 26th

Marketing Dates for Concerts:

Section 6, Item A.

A	B	C	I	J
Date	Time	Band	Announcement 9-10 wks prior to event (Initial Release) 1 Facebook Event	Follow-Up Date (Teaser Date)
Summer Concert Series				
				1x per week until week of 3x wk of event
Saturday, May 18 2024	5-7 p.m.	11 One Louder	March 10	1x per week until week of 3x wk of event
Saturday, June 08 2024	7-9 p.m.	Boy Band Night	March 31	1x per week until week of 3x wk of event
		Essential Details, LLC	-	1x per week until week of 3x wk of event
		A.G. Entertainment, LLC	-	1x per week until week of 3x wk of event
		Proline Entertainment, LLC	-	1x per week until week of 3x wk of event
Saturday, June 15, 2024	7-9 p.m.	Conscious Pilot	April 28	1x per week until week of 3x wk of event
Special: Friday, June 21, 2024	7-10 p.m.	Mallrats: Special	May 6	1x per week until week of 3x wk of event
Saturday, June 29, 2024	6-9 p.m.	Dueling Pianos	May 13	1x per week until week of 3x wk of event
Saturday, July 13, 2024	7-9 p.m.	PanCromatic Steel	May 26	1x per week until week of 3x wk of event
Saturday, July 20, 2024	7-9 p.m.	33RPM	June 2	1x per week until week of 3x wk of event
Saturday, August 17, 2024	7-9 p.m.	Ask Your Mother	June 16	1x per week until week of 3x wk of event
Saturday, August 24, 2024.	7-9 p.m.	Bootjack Road Band	June 23	1x per week until week of 3x wk of event
Saturday, September 7, 2024	7-9 p.m.	Last Bees	July 7	1x per week until week of 3x wk of event
Saturday, September 14, 2024	7-9 p.m.	Back Bay Band	July 14	1x per week until week of 3x wk of event

Dates still needed for Alcohol Sales

May 18 - Rotary
 June 8 - Main Street
 June 15 - Rotary
 June 21
 June 29 – Galaviz (hoping to move to 6/21 and Rotary will take this one)
 July 13 - Galaviz
 July 20 - Rotary
 Aug 17
 Aug 24
 Sept 7 - Rotary
 Sept 14 - Galaviz



The Bentzin Family Town Square and Watertown Public Library are hosting a magical event on St. Patrick's Day beginning at 12 noon.

Town Square Events: Come for a coin hunt throughout the square.

12 Noon: Hunt begins for ages up to 6 years

1 P.M.: Hunt begins for ages 7-11

Visit our balloon rainbow selfie station, search for coins, and win fun prizes.

Library Events:

12-3:30 P.M.: Pot of Gold Craft in the Creative Zone in the TalkReadPlay Center

3/11 - 3/17: Lucky Leprechaun Scavenger Hunt in the TalkReadPlay Center

Need help spreading the word!



20 Applications sent as of 2/28/24

Need some farmers and free or low fee acoustics!

New potential buyer update as of 2/27/24

Team, good morning.

I wanted to share that at last night's Finance Committee meeting, the members voted unanimously to move forward with staff entering into discussions with Greywolf Partners w/ their proposal for 111 S Water St. The proposal is similar to the previously planned project for the site...four-story apartment building, about 80 units total, and two levels of underground parking. Class A development. Committee members asked if there was potential for a commercial space on the first floor, which is one of many aspects we will discuss with the developers. Their submittal calls for the riverwalk extension that had been requested.

No site plans or drawings have been submitted at this time. I will keep you all looped in as we move forward in the coming weeks. This is exciting news for the City, as we already have an established and communicative relationship with Greywolf, and received very positive feedback from other communities on similar multifamily projects that Greywolf has built (Rincon 225 in Hartford is a good example).