



PUBLIC SAFETY & WELFARE COMMITTEE MEETING AGENDA

WEDNESDAY, JUNE 03, 2026 AT 5:00 PM

ROOM 0041, LOWER LEVEL, MUNICIPAL BUILDING, 106 JONES STREET, WATERTOWN, WI

1. CALL TO ORDER

2. RECIEVE COMMENTS FROM THE PUBLIC

Each individual who would like to address the Committee will be permitted up to three minutes for their comments

3. APPROVAL OF MINUTES

A. Public Safety & Welfare minutes from May 6, 2026

4. BUSINESS

A. Review and take action: Special Event - School's Out Hangout

B. Review and take action: Special Event - Moose Lodge Car Show

C. Review and take action: Special Event - Dream Builders Gala

D. Review and take action: Special Event - Family Fun Friday

E. Review and take action: Special Event - The Big Pop-Up

F. Review and take action: Special Event - Blocktoberfest

G. Review and take possible action: Silver Creek Road Safety Concerns

H. Review and take possible action: E. Main Street Traffic Safety

I. Review and take possible action: S. Eighth Street Two-Way Conversion from E Main Street to Market Street

J. Review and take action: Ordinance to Amend Chapter 319 Health and Sanitation Article V. Practice of Certain Trades and Professions Requiring State Licensing, Registration or Credentials; Sections 319-35, 319-36, and 319-39 of the City of Watertown General Ordinances

5. 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

PUBLIC SAFETY & WELFARE COMMITTEE

May 6, 2026

5:00 p.m.

1. CALL TO ORDER

Members Present	Also in Attendance	Citizens Present
<ul style="list-style-type: none"> • Dana Davis, Chair • Brad Blanke • Rita Haase • Jonathan Lampe 	<ul style="list-style-type: none"> • Police Chief Brower • Andrew Beyer 	<ul style="list-style-type: none"> • John Kaliebe • John Katisch • Danielle Taylor • Stefanie Broere • Terry Schultz • Tom Baker

2. RECEIVE COMMENTS FROM THE PUBLIC

Each individual who would like to address the Committee will be permitted up to three minutes for their comments

- Terry Schultz – Concerns about the 9th Street change from one-way to two-way.
- Tom Baker – Concerns about the 9th Street change from one-way to two-way.

3. APPROVAL OF MINUTES

- Public Safety & Welfare minutes from April 1, 2026
[04.01.2026 Public Safety Minutes.pdf](#) (1.80 MB)

MOTION: Approve the minutes from April 1, 2026 (Blanke/Haase/Unanimous Approval)

4. BUSINESS

- A. Review and take action: Ordinance to Amend Chapter 319 Health and Sanitation Article V. of Certain Trades and Professions Requiring State Licensing, Registration or Credentials; Sections 319-35, 319-36, and 319-39 of the City of Watertown General Ordinances
- [Legal Memorandum on Massage Establishment Ordinances DRAFT - legal.pdf](#) (0.05 MB)
 - [MEMO - Ordinance.pdf](#) (0.02 MB)
 - [Massage Parlor Ordinance 04.24.26 with Legal Edits Mayor.pdf](#) (0.03 MB)
 - [Massage Ordinance - Sponsored by Dana Davis R.1.pdf](#) (0.04 MB)

DISCUSSION:

- Watertown citizen, Danielle Taylor spoke for 3 minutes expressing concerns with the proposed Massage Establishment License ordinance.
- Haase expressed concerns that the ordinance may be too onerous and restrictive to legitimate massage establishments.
- Blanke wondered if the proposed ordinance duplicated state laws for licensed massage therapists.
- Chief Brower explained how an ordinance that licensed the business operations of massage establishments could help drive illicit massage ordinance out of town.

- Davis explained that the state of WI licenses massage and bodyworks therapists. The proposed ordinance licenses the business owners. The organized crime networks that run illicit massage establishments would be regulated by the proposed ordinance.
- After the committee debated the ordinance for about an hour and fifteen minutes a motion was made to postpone the motion until the June meeting.

MOTION: Postpone the motion until the June Public Safety & Welfare Committee meeting. (Lampe/Haase/Unanimous Approval)

B. Review and take possible action: Bus parking near the intersection of Richards Avenue and Thomas Avenue (Washington Park)

- [2026.0430 Washington Park Parking.pdf](#) (1.14 MB)
- [Capture.pdf](#) (0.09 MB)
- [Email.pdf](#) (0.64 MB)

DISCUSSION:

- Mr. Kaliebe spoke for 3 minutes to explain the problem with bus parking on Richards Avenue.
- The committee discussed available options to prevent busses from impacting the visibility of the crosswalk.

MOTION: Amend 500-9 to add Richard Avenue with correct parameters as determined by the Engineering Dept. (Blanke/Lampe/Unanimous Approval)

C. Review and take action: Amend Section 428-7(A) (Special Event Definitions)) and 428-7(C) (Special Event Exemptions)

- a. [2026 MEMO SPECIAL EVENT CODE.pdf](#) (1.13 MB)
- b. [Amend Section 428-7\(A\) \(Special Event Definitions\) \) and 428-7\(C\) \(Special Event Exemptions\).pdf](#) (0.02 MB)

DISCUSSION:

- Davis reminded the committee that a motion was made at the April meeting to direct the questions generated on this topic to the Attorney.
- Davis met with the Attorney and City Clerk as directed by the committee. She explained that the primary reason for the revisions is due to the Attorney's opinion that regulating special events on private property may not be enforceable unless the Special Event is using public resources (blocking the sidewalk, impacting parking, interfering with traffic, requiring public services, etc.)

MOTION: Recommend the ordinance to Council with a positive endorsement. (Blanke/Lampe/Unanimous Approval)

D. Review and take action: Special Event - Entertainment Night St Marks

- a. [MEMO ENTERTAINMENT NIGHT.pdf](#) (0.05 MB)
- b. [2026-09 APPLICATION Redacted.pdf](#) (1.29 MB)
- c. [2026-09 MAP.pdf](#) (0.37 MB)

MOTION: Approve Entertainment Night St. Marks. (Lampe/Davis/Unanimous Approval)

E. Review and take action: Special Event - Memorial Day Celebration

- a. [MEMO MEMORIAL DAY CELEBRATION.pdf](#) (0.05 MB)
- b. [2026-08 APPLICATION.pdf](#) (1.47 MB)

- c. [2026-08 MAP.pdf](#) (0.41 MB)

MOTION: Approve Memorial Day Celebration (Blanke/Lampe/Unanimous Approval)

F. Review and take action: Special Event - Vietnam Wall Dedication

- a. [MEMO VIETNAM WALL DEDICATION.pdf](#) (0.05 MB)
- b. [2026-10 APPLICATION Redacted.pdf](#) (1.37 MB)
- c. [2026-10 MAP.pdf](#) (2.82 MB)

MOTION: Approve Vietnam Wall Dedication pending a review by the staff of the extraordinary fees listed in the memo.

G. Review and take action: Special Event - Share the Love

- a. [MEMO SHARE THE LOVE.pdf](#) (0.05 MB)
- b. [2026-07 APPLICATION Redacted.pdf](#) (1.28 MB)
- c. [2026-07 MAP.pdf](#) (0.11 MB)

MOTION: Approve Share the Love Special Event. (Blanke/Lampe/Unanimous approval)

5. ADJOURN

Being no further business to discuss, a motion was made by Lampe and seconded by Haase to adjourn. Motion was supported unanimously and the meeting adjourned at 6:53 p.m.

Note: These minutes are uncorrected, and any corrections made thereto will be noted in the proceedings at which these minutes are approved.



Office of the
Clerk
106 Jones Street
PO Box 477
Watertown, WI 53094-0477
(920) 262-4006

May 29, 2026

TO: Members of the Public Safety & Welfare Committee

The following application has been made for a Special Event Permit:

School's Out Hangout from Fuelify LLC to be held on June 4, 2026.

There are no estimated extraordinary charges from any city departments.

Respectfully Submitted,

Megan Dunneisen, City Clerk

nf/MD



THE CITY OF

WATERTOWN

Opportunity runs through it.

SPECIAL EVENT PERMIT APPLICATION

New Event Repeat Event Date Received: 5-20-2026 Date of Event: 6/4/26 Fee Amount: \$100-

APPLICANT INFORMATION:		
Name of person, entity, or organization holding the special event: <u>Fuelify LLC</u>		
Address: Street, City, State, Zip <u>114 N Water St Watertown, WI 53094</u>		
Phone: <u>9203422536</u>	Email: <u>fuelifywatertown@yahoo.com</u>	Website: <u>fuelify.square.site</u>
<input type="checkbox"/> Non-profit Group	<input checked="" type="checkbox"/> For Profit	<input type="checkbox"/> Other, please describe: _____
		Nonprofit Tax-Exempt Number <small>501(c)3, if applicable (include photocopy)</small>
Is this the applicant's 1 st special event application for the calendar year? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>		
Wisconsin Seller Permit Number: Sales Tax, if applicable (include photocopy) If the named applicant is not required to hold a Wisconsin Seller's Permit pursuant to s. 77.54 (7m), Wis. Stats., check this box <input type="checkbox"/>		
EVENT INFORMATION:		
Event Name: <u>School's Out Hangout</u>	Event Date(s): <u>6/4/26</u>	
Event Location Address include parking locations and streets to be used if applicable: <u>1 W Main St Watertown, WI 53094</u>		
A DETAILED map is required upon submittal of application, is it included? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>		
Is the event located in a City Park? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>		
If yes, do you have a park reservation? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Park name: <u>Bentley Family Town Square</u>		
Is the event closing of a Street/Alley/Right-of-Way/Parking Lot? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>		
Will you need City Services for your event? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> for _____		
Is the event on private property? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If yes, do you have written permission? Yes <input type="checkbox"/> No <input type="checkbox"/>		
Is the event a city sponsored parade or celebrating a Federal Holiday? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>		
If yes, please explain: _____		
Event start/end time: <u>11am - 4pm</u>	Event set up/take down times: <u>10am + 5pm</u>	
Total Attendance: # <u>250</u>	Alcohol consumed, sold, or served? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	Vendors? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Event Description (purpose, activity, who can participate, etc. Attach additional sheet if necessary.) <u>Safe, fun, last day of school event (Watertown School district) with food, games and things to purchase</u>		
Will your event be selling food? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> If yes, please explain: (Type of food and sold by who) <u>Hot dogs, pancakes, fruit, drinks by vendors and Fuelify (drinks)</u>		
MAIN EVENT ORGANIZER – PRIMARY CONTACT IF DIFFERENT FROM APPLICANT:		
Contact Name: First, Middle, Last <u>Summer Ann Alvarado</u>		
Address: Street, City, State, Zip <u>114 N Water St Watertown WI 53094</u>	Phone: <u>9203422536</u>	Email: <u>fuelifywatertown@yahoo.com</u>
OFFICE USE ONLY:		
APPROVED ON: _____	PERMIT # _____	

Indemnification and Hold Harmless
(Read carefully before signing!)

Indemnification: By signing below, I acknowledge that for good and valuable consideration, I (applicant), on behalf of myself and the organization, if applicable, agree to indemnify, defend and hold harmless the City of Watertown and its officers, officials, employees and agents from and against any and all liability, loss, damage, expenses and costs, including attorney fees, arising out of the activities performed as described herein, caused in whole or in part by any negligent act of omission of the applicant/organization, anyone directly or indirectly employed by any of them or anyone whose acts may be liable, except where caused by the sole negligence or willful misconduct of the City.

Certification: By signing below, I certify that I am at least 18 years of age and that I have reviewed and understand the City's Insurance Requirements and Ordinance for Special Events. My signature further confirms: (i) I understand the filing of this application does not ensure the issuance of a Special Event Permit; (ii) The special event application fee is non-refundable (iii) I will be responsible for ensuring the event and event participants comply with all applicable City ordinances, traffic rules, park rules, state health laws, fire codes, alcohol licensing regulations, and any other applicable laws, rules and regulation;. (iv) Fees for park facilities, food vendor permits, fireworks permit, any other applicable City of Watertown permits or licenses, other municipal services and equipment, etc., are in addition to the Special Event Permit application fee; (v) I am authorized to apply for this Special Event Permit on behalf of the organization holding the event (if applicable). (vi) The information contained in this application is true and correct to the best of my knowledge. I understand that intentionally providing false or misleading information in this application will be the basis for denial/revocation of the permit and may lead to civil or criminal penalties.

If there are any changes to the Special Event after submittal of the application, I agree to notify the City of Watertown of these changes for review.

Name of Applicant: Summer Alvarado Signature:  Date: 5/20/26
Fuelify LLC Owner


SPECIAL EVENT APPLICATION FEE & EXTRAORDINARY SERVICES

Application fee is due when the application is submitted and is nonrefundable if the event is cancelled. If the event is rescheduled for a date within 6-months, the application fee would apply to the rescheduled date; if the event is rescheduled for a date later than 6-months of the original event date the application fee is nonrefundable.

\$50.00 - first application for the year of the applicant if submitted 45 days or more prior to event date.
\$35.00 - each subsequent application of the applicant if submitted 45 days or more prior to event date.
(The fee is doubled if submitted less than 45 days prior to event date)

Extraordinary Services - measurable financial costs which are above and beyond the normal levels of public health and safety services on a nonevent day. See the special event fee schedule for more information. Extraordinary services do not include the provision of police protection against hostile individuals targeting the event's message or intentions.

The applicant is liable for and must pay to the city clerk the actual cost of all extraordinary services provided by the city and is required to pay 50% of the estimated extraordinary services prior to the special event with the remaining amount billed at the conclusion of the event. Sales tax will be added if applicable. By signing the applicant acknowledges that they have been made aware of this information.

Signature of Applicant:  Date: 5/20/26

Submit Special Event Application and fee (cash or check) in person or by mail to:

City Clerk 106 Jones Street
PO Box 477
Watertown, WI 53094
Questions: 920-262-4010 or email cityclerk@watertownwi.gov





Office of the
Clerk
106 Jones Street
PO Box 477
Watertown, WI 53094-0477
(920) 262-4006

May 29, 2026

TO: Members of the Public Safety & Welfare Committee

The following application has been made for a Special Event Permit:

Car Show from the Moose Lodge to be held on June 11, 2026.

There are no estimated extraordinary charges from any city departments.

Respectfully Submitted,

Megan Dunneisen, City Clerk

nf/MD



SPECIAL EVENT PERMIT APPLICATION

New Event Repeat Event Date Received: 4/24/26 Date of Event: 6-11-26 Fee Amount: \$50

APPLICANT INFORMATION:			
Name of person, entity, or organization holding the special event: <u>Moose Lodge 830</u>			
Address: Street, City, State, Zip <u>1222 Juneau St Watertown, WI</u>			
Phone: <u>920 261 6458</u>	Email:	Website:	
<input checked="" type="checkbox"/> Non-profit Group	<input type="checkbox"/> For Profit	<input type="checkbox"/> Other, please describe:	Nonprofit Tax-Exempt Number <u>39125251313</u> <small>501(c)3, if applicable (include photocopy)</small>
Is this the applicant's 1 st special event application for the calendar year? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>			
Wisconsin Seller Permit Number: Sales Tax, if applicable (include photocopy) If the named applicant is not required to hold a Wisconsin Seller's Permit pursuant to s. 77.54 (7m), Wis. Stats., check this box <input type="checkbox"/>			
EVENT INFORMATION:			
Event Name: <u>Moose Lodge Car Show</u>		Event Date(s): <u>6-11-26</u>	
Event Location Address include parking locations and streets to be used if applicable: <u>1222 Juneau St Watertown, WI</u>			
A DETAILED map is required upon submittal of application, is it included? Yes <input type="checkbox"/> No <input type="checkbox"/>			
Is the event located in a City Park? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>			
If yes, do you have a park reservation? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> Park name: _____			
Is the event closing of a Street/Alley/Right-of-Way/Parking Lot? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>			
Will you need City Services for your event? Yes <input checked="" type="checkbox"/> No <input checked="" type="checkbox"/> for <u>No Parking Signs - Moose will take care of</u>			
Is the event on private property? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> If yes, do you have written permission? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>			
Is the event a city sponsored parade or celebrating a Federal Holiday? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>			
If yes, please explain:			
Event start/end time: <u>5:00-8:00 PM</u>		Event set up/take down times: <u>4:00-9:00 PM</u>	
Total Attendance: # <u>100</u>	Alcohol consumed, sold, or served? Yes <input type="checkbox"/> No <input type="checkbox"/>	Vendors? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
Event Description (purpose, activity, who can participate, etc. Attach additional sheet if necessary.) <u>car show open to the public</u>			
Will your event be selling food? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> If yes, please explain: (Type of food and sold by who) <u>Brats + Hot Dogs sold by the Moose Lodge</u>			
MAIN EVENT ORGANIZER – PRIMARY CONTACT IF DIFFERENT FROM APPLICANT:			
Contact Name: First, Middle, Last <u>Norman Andrew Tessman</u>			
Address: Street, City, State, Zip		Phone: <u>5309</u>	mail: <u>notessman@att.net</u>
OFFICE USE ONLY:			
APPROVED ON:	PERMIT #		

Indemnification and Hold Harmless
(Read carefully before signing!)

Section 4, Item B.

Indemnification: By signing below, I acknowledge that for good and valuable consideration, I (applicant), on behalf of myself and the organization, if applicable, agree to indemnify, defend and hold harmless the City of Watertown and its officers, officials, employees and agents from and against any and all liability, loss, damage, expenses and costs, including attorney fees, arising out of the activities performed as described herein, caused in whole or in part by any negligent act of omission of the applicant/organization, anyone directly or indirectly employed by any of them or anyone whose acts may be liable, except where caused by the sole negligence or willful misconduct of the City.

Certification: By signing below, I certify that I am at least 18 years of age and that I have reviewed and understand the City's Insurance Requirements and Ordinance for Special Events. My signature further confirms: (i) I understand the filing of this application does not ensure the issuance of a Special Event Permit; (ii) The special event application fee is non-refundable (iii) I will be responsible for ensuring the event and event participants comply with all applicable City ordinances, traffic rules, park rules, state health laws, fire codes, alcohol licensing regulations, and any other applicable laws, rules and regulation; (iv) Fees for park facilities, food vendor permits, fireworks permit, any other applicable City of Watertown permits or licenses, other municipal services and equipment, etc., are in addition to the Special Event Permit application fee; (v) I am authorized to apply for this Special Event Permit on behalf of the organization holding the event (if applicable). (vi) The information contained in this application is true and correct to the best of my knowledge. I understand that intentionally providing false or misleading information in this application will be the basis for denial/revocation of the permit and may lead to civil or criminal penalties.

If there are any changes to the Special Event after submittal of the application, I agree to notify the City of Watertown of these changes for review.

Name of Applicant: Andy Tessman Signature: [Signature] Date: 4-20-26

SPECIAL EVENT APPLICATION FEE & EXTRAORDINARY SERVICES

Application fee is due when the application is submitted and is nonrefundable if the event is cancelled. If the event is rescheduled for a date within 6-months, the application fee would apply to the rescheduled date; if the event is rescheduled for a date later than 6-months of the original event date the application fee is nonrefundable.

\$50.00 - first application for the year of the applicant if submitted 45 days or more prior to event date.
\$35.00 - each subsequent application of the applicant if submitted 45 days or more prior to event date.
(The fee is doubled if submitted less than 45 days prior to event date)

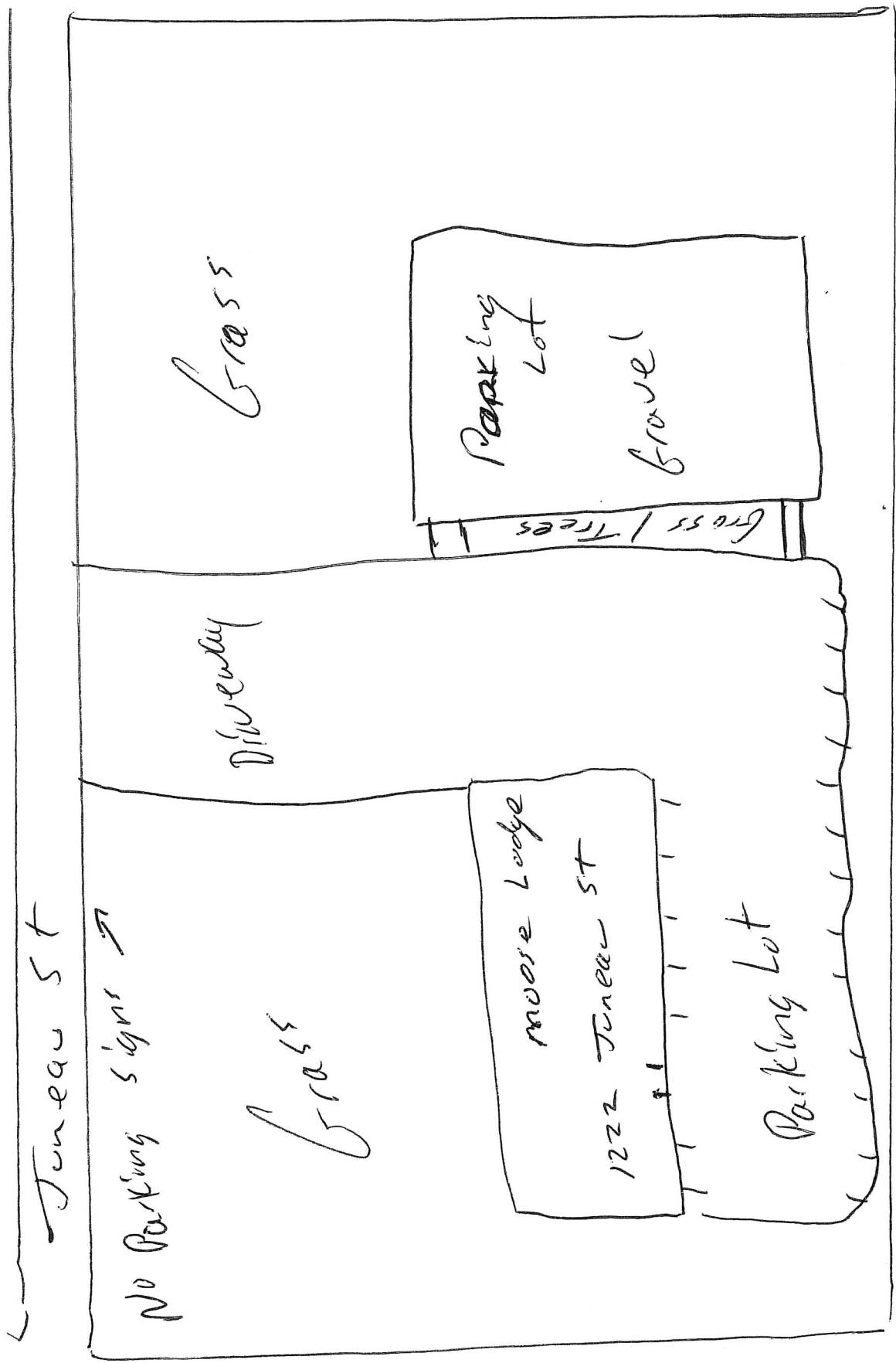
Extraordinary Services - measurable financial costs which are above and beyond the normal levels of public health and safety services on a nonevent day. See the special event fee schedule for more information. Extraordinary services do not include the provision of police protection against hostile individuals targeting the event's message or intentions.

The applicant is liable for and must pay to the city clerk the actual cost of all extraordinary services provided by the city and is required to pay 50% of the estimated extraordinary services prior to the special event with the remaining amount billed at the conclusion of the event. Sales tax will be added if applicable. By signing the applicant acknowledges that they have been made aware of this information.

Signature of Applicant: [Signature] Date: 4-20-26

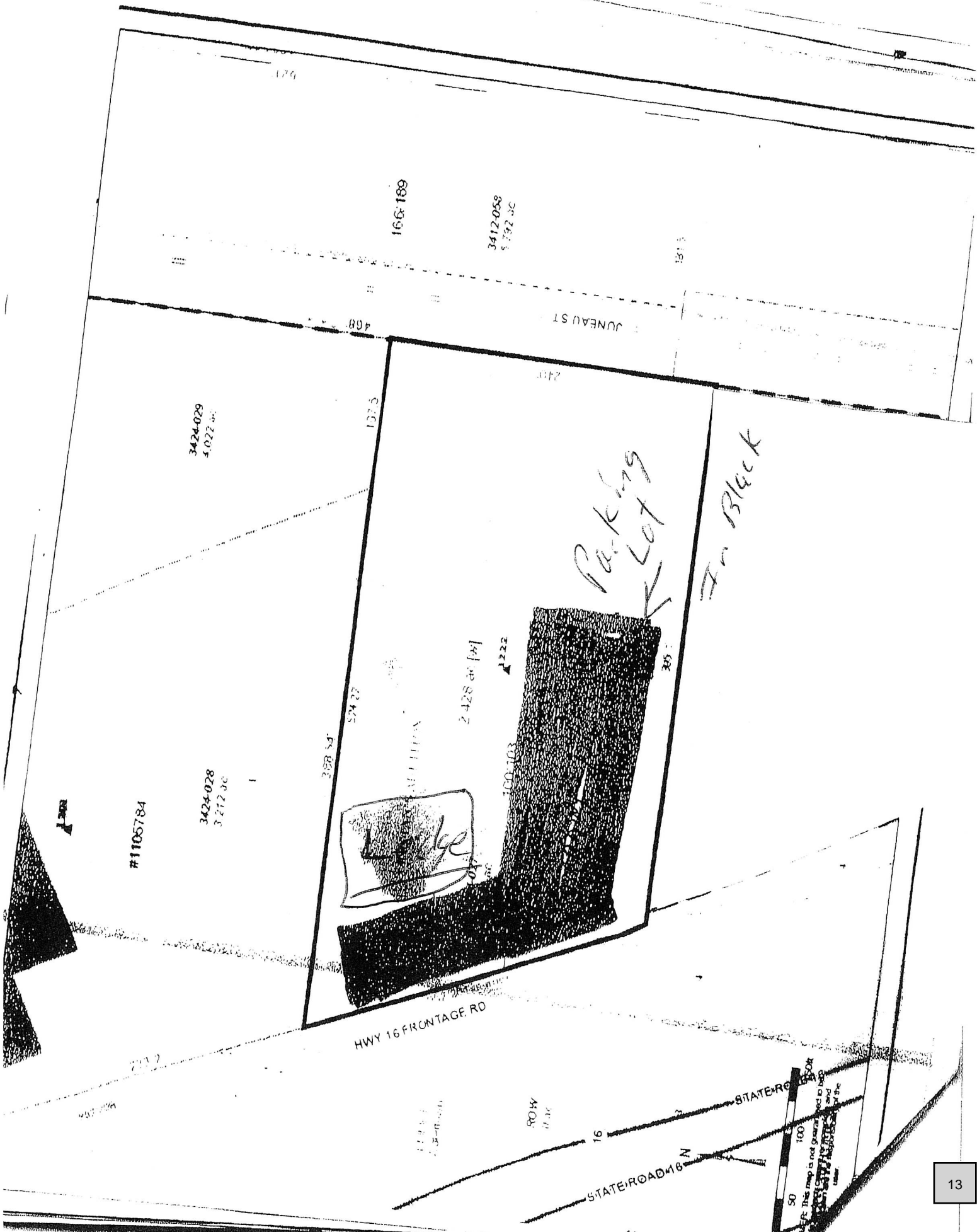
Submit Special Event Application and fee (cash or check) in person or by mail to:

City Clerk 106 Jones Street
PO Box 477
Watertown, WI 53094
Questions: 920-262-4010 or email cityclerk@watertownwi.gov



Frontage Rd

Hy 16





Office of the
Clerk
106 Jones Street
PO Box 477
Watertown, WI 53094-0477
(920) 262-4006

May 29, 2026

TO: Members of the Public Safety & Welfare Committee

The following application has been made for a Special Event Permit:

Dream Builders Gala from Habitat for Humanity to be held on June 13, 2026.

There are no estimated extraordinary charges from any city departments.

Respectfully Submitted,

Megan Dunneisen, City Clerk

nf/MD



SPECIAL EVENT PERMIT APPLICATION

New Event Repeat Event Date Received: 5-6-2026 Date of Event: 6/13/26 Fee Amount: \$100

APPLICANT INFORMATION:

Name of person, entity, or organization holding the special event:
Habitat for Humanity Waukesha - Jefferson - Rock

Address: Street, City, State, Zip
2020 Springdale Road, Waukesha, WI 53186

Phone: 262-309-6025 Email: anna@habitatwaukesha.org Website: www.habitatwjr.org

Non-profit Group For Profit Other, please describe: Nonprofit Tax-Exempt Number
39-1642114
501(c)3, if applicable (include photocopy)

Is this the applicant's 1st special event application for the calendar year? Yes No

Wisconsin Seller Permit Number: Sales Tax, if applicable (include photocopy)
If the named applicant is not required to hold a Wisconsin Seller's Permit pursuant to s. 77.54 (7m), Wis. Stats., check this box

EVENT INFORMATION:

Event Name: Dream Builders Gala Event Date(s): 6/13/2026

Event Location Address include parking locations and streets to be used if applicable:
113 N. Votek Drive ; 109 N. Votek Drive; 117 N. Votek Drive, Watertown, WI 53098

A DETAILED map is required upon submittal of application, is it included? Yes No

Is the event located in a City Park? Yes No
If yes, do you have a park reservation? Yes No Park name: _____

Is the event closing of a Street/Alley/Right-of-Way/Parking Lot? Yes No

Will you need City Services for your event? Yes No for _____

Is the event on private property? Yes No If yes, do you have written permission? Yes No

Is the event a city sponsored parade or celebrating a Federal Holiday? Yes No
If yes, please explain:

Event start/end time: 5:30 PM - 10 PM Event set up/take down times: 12 PM - 11:30 PM

Total Attendance: # 375 Alcohol consumed, sold, or served? Yes No Vendors? Yes No

Event Description (purpose, activity, who can participate, etc. Attach additional sheet if necessary.)
Fundraising gala for affordable housing, private event (ticket purchase required), wine/beer served, catered by Chef Jack's

Will your event be selling food? Yes No If yes, please explain: (Type of food and sold by who)
Included in price of ticket, Chef Jack's catering; no food sales on site

MAIN EVENT ORGANIZER – PRIMARY CONTACT IF DIFFERENT FROM APPLICANT:

Contact Name: First, Middle, Last Anna-Grace Rousseau

Address: Street, City, State, Zip N701 Highview Road, Ixonia, WI 53036 Phone: 414-875-7684 Email: anna@habitatwaukesha.org

OFFICE USE ONLY:
APPROVED ON: _____ PERMIT # _____

Indemnification and Hold Harmless
(Read carefully before signing!)

Section 4, Item C.

Indemnification: By signing below, I acknowledge that for good and valuable consideration, I (applicant), on behalf of myself and the organization, if applicable, agree to indemnify, defend and hold harmless the City of Watertown and its officers, officials, employees and agents from and against any and all liability, loss, damage, expenses and costs, including attorney fees, arising out of the activities performed as described herein, caused in whole or in part by any negligent act of omission of the applicant/organization, anyone directly or indirectly employed by any of them or anyone whose acts may be liable, except where caused by the sole negligence or willful misconduct of the City.

Certification: By signing below, I certify that I am at least 18 years of age and that I have reviewed and understand the City's Insurance Requirements and Ordinance for Special Events. My signature further confirms: (i) I understand the filing of this application does not ensure the issuance of a Special Event Permit; (ii) The special event application fee is non-refundable (iii) I will be responsible for ensuring the event and event participants comply with all applicable City ordinances, traffic rules, park rules, state health laws, fire codes, alcohol licensing regulations, and any other applicable laws, rules and regulation;. (iv) Fees for park facilities, food vendor permits, fireworks permit, any other applicable City of Watertown permits or licenses, other municipal services and equipment, etc., are in addition to the Special Event Permit application fee; (v) I am authorized to apply for this Special Event Permit on behalf of the organization holding the event (if applicable). (vi) The information contained in this application is true and correct to the best of my knowledge. I understand that intentionally providing false or misleading information in this application will be the basis for denial/revocation of the permit and may lead to civil or criminal penalties.

If there are any changes to the Special Event after submittal of the application, I agree to notify the City of Watertown of these changes for review.

Name of Applicant: Anna Rousseau Signature:  Date: 5/6/2020
(Habitat for Humanity
Waukesha-Jefferson-Rock)

SPECIAL EVENT APPLICATION FEE & EXTRAORDINARY SERVICES

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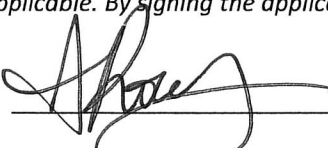
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Signature of Applicant:  Date: 5/6/2020

Submit Special Event Application and fee (cash or check) in person or by mail to:

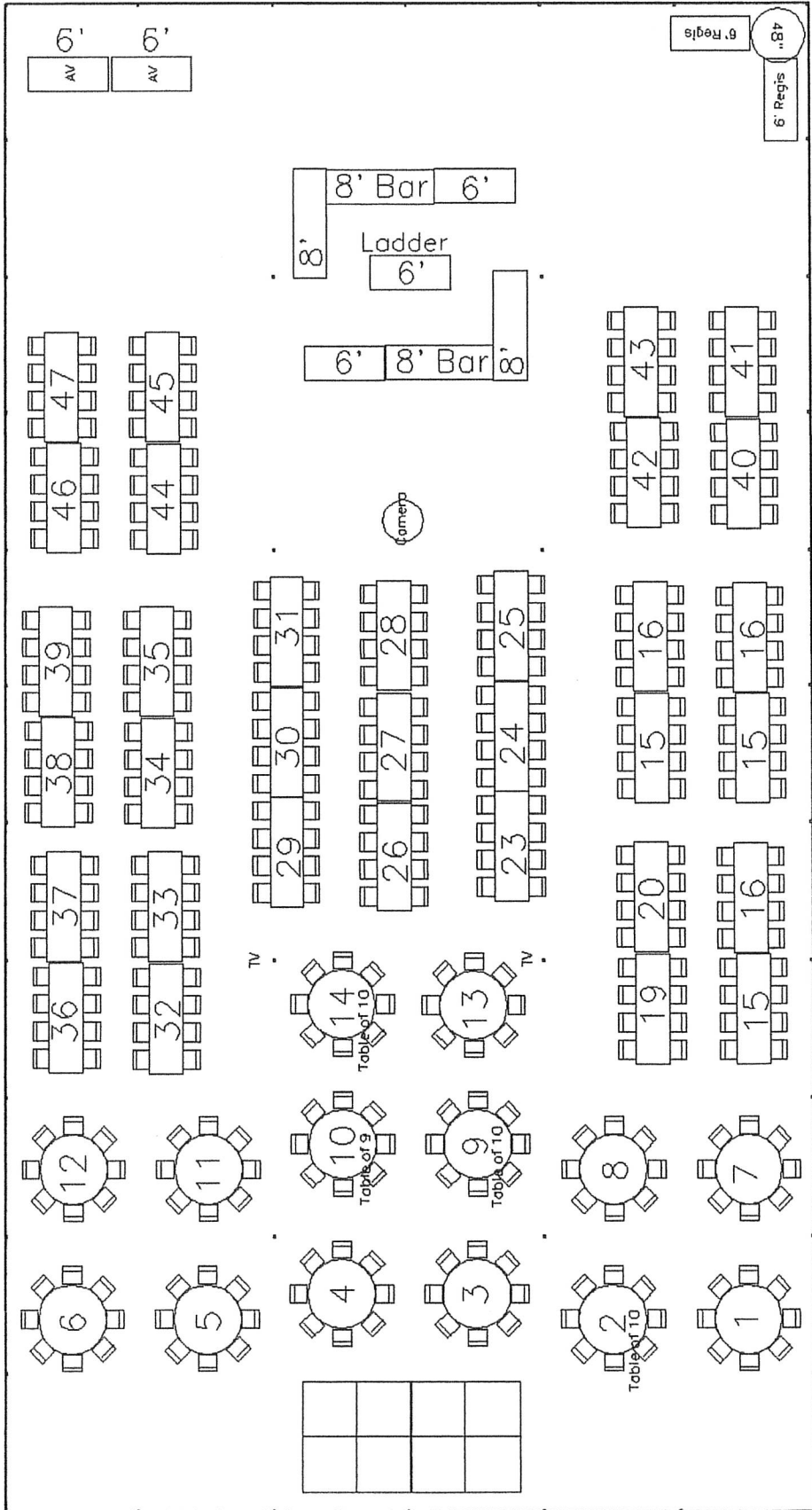
City Clerk 106 Jones Street

PO Box 477

Watertown, WI 53094

Questions: 920-262-4010 or email cityclerk@watertownwi.gov









Office of the
Clerk
106 Jones Street
PO Box 477
Watertown, WI 53094-0477
(920) 262-4006

May 29, 2026

TO: Members of the Public Safety & Welfare Committee

The following application has been made for a Special Event Permit:

Family Fun Friday from River Valley Alliance Church to be held on June 19, 2026.

There are no estimated extraordinary charges from any city departments.

Respectfully Submitted,

Megan Dunneisen, City Clerk

nf/MD



SPECIAL EVENT PERMIT APPLICATION

New Event Repeat Event Date Received: 4/14/26 Date of Event: 6/19/2026 Fee Amount: \$35.00

APPLICANT INFORMATION:			
Name of person, entity, or organization holding the special event: <u>FAMILY FUN FRIDAY - River Valley Alliance Church</u>			
Address: Street, City, State, Zip <u>610 Welsh Road, Watertown, WI 53098</u>			
Phone: <u>920-261-4342</u>	Email: <u>rvaco@rivervalleyalliance.org</u>	Website: <u>rivervalleyalliance.org</u>	
<input checked="" type="checkbox"/> Non-profit Group	<input type="checkbox"/> For Profit	<input type="checkbox"/> Other, please describe:	Nonprofit Tax-Exempt Number <u>035869</u> <small>501(c)3, if applicable (include photocopy)</small>
Is this the applicant's 1 st special event application for the calendar year? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>			
Wisconsin Seller Permit Number: <i>Sales Tax, if applicable (include photocopy)</i>			
If the named applicant is not required to hold a Wisconsin Seller's Permit pursuant to s. 77.54 (7m), Wis. Stats., check this box <input checked="" type="checkbox"/>			
EVENT INFORMATION:			
Event Name: <u>Family Fun Friday</u>		Event Date(s): <u>6/19/26</u>	
Event Location Address <i>include parking locations and streets to be used if applicable:</i> <u>Bentzin Family Town Square</u>			
A DETAILED map is required upon submittal of application, is it included? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>			
Is the event located in a City Park? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>			
If yes, do you have a park reservation? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Park name: <u>Bentzin Family Town Square</u>			
Is the event closing of a Street/Alley/Right-of-Way/Parking Lot? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>			
Will you need City Services for your event? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> for _____			
Is the event on private property? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If yes, do you have written permission? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>			
Is the event a city sponsored parade or celebrating a Federal Holiday? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>			
If yes, please explain:			
Event start/end time: <u>6:00pm - 8:00pm</u>		Event set up/take down times: <u>4pm - 9pm</u>	
Total Attendance: # _____	Alcohol consumed, sold, or served? Yes <input type="checkbox"/> No <input type="checkbox"/>	Vendors? Yes <input type="checkbox"/> No <input type="checkbox"/>	
Event Description <i>(purpose, activity, who can participate, etc. Attach additional sheet if necessary.)</i>			
Will your event be selling food? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If yes, please explain: <i>(Type of food and sold by who)</i>			
MAIN EVENT ORGANIZER – PRIMARY CONTACT IF DIFFERENT FROM APPLICANT:			
Contact Name: First, Middle, Last <u>Mark Sina</u>			
Address: Street, City, State, Zip <u>610 Welsh Road</u>		Phone: <u>920-273-1598</u>	Email: <u>mark@rivervalleyalliance.org</u>
OFFICE USE ONLY:			
APPROVED ON:	PERMIT #		

Indemnification and Hold Harmless (Read carefully before signing!)

Indemnification: By signing below, I acknowledge that for good and valuable consideration, I (applicant), on behalf of myself and the organization, if applicable, agree to indemnify, defend and hold harmless the City of Watertown and its officers, officials, employees and agents from and against any and all liability, loss, damage, expenses and costs, including attorney fees, arising out of the activities performed as described herein, caused in whole or in part by any negligent act of omission of the applicant/organization, anyone directly or indirectly employed by any of them or anyone whose acts may be liable, except where caused by the sole negligence or willful misconduct of the City.

Certification: By signing below, I certify that I am at least 18 years of age and that I have reviewed and understand the City's Insurance Requirements and Ordinance for Special Events. My signature further confirms: (i) I understand the filing of this application does not ensure the issuance of a Special Event Permit; (ii) The special event application fee is non-refundable (iii) I will be responsible for ensuring the event and event participants comply with all applicable City ordinances, traffic rules, park rules, state health laws, fire codes, alcohol licensing regulations, and any other applicable laws, rules and regulation;. (iv) Fees for park facilities, food vendor permits, fireworks permit, any other applicable City of Watertown permits or licenses, other municipal services and equipment, etc., are in addition to the Special Event Permit application fee; (v) I am authorized to apply for this Special Event Permit on behalf of the organization holding the event (if applicable). (vi) The information contained in this application is true and correct to the best of my knowledge. I understand that intentionally providing false or misleading information in this application will be the basis for denial/revocation of the permit and may lead to civil or criminal penalties.

If there are any changes to the Special Event after submittal of the application, I agree to notify the City of Watertown of these changes for review.

Name of Applicant: Colleen Kluber Signature:  Date: 3-23-26

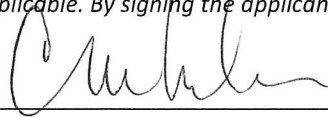
SPECIAL EVENT APPLICATION FEE & EXTRAORDINARY SERVICES

Application fee is due when the application is submitted and is nonrefundable if the event is cancelled. If the event is rescheduled for a date within 6-months, the application fee would apply to the rescheduled date; if the event is rescheduled for a date later than 6-months of the original event date the application fee is nonrefundable.

- \$50.00- first application for the year of the applicant if submitted 45 days or more prior to event date.
- \$35.00- each subsequent application of the applicant if submitted 45 days or more prior to event date.
(The fee is doubled if submitted less than 45 days prior to event date)

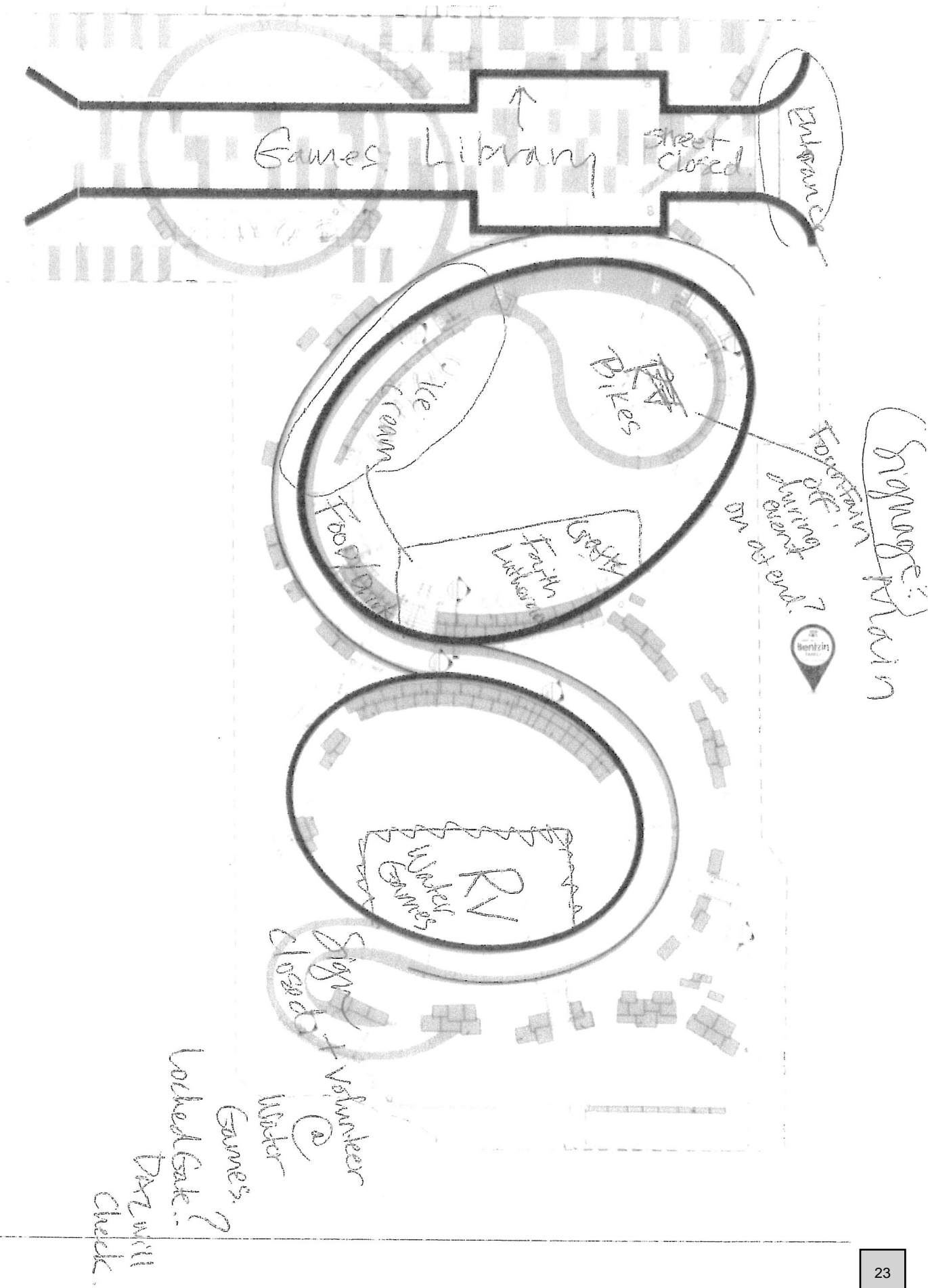
Extraordinary Services - measurable financial costs which are above and beyond the normal levels of public health and safety services on a nonevent day. See the special event fee schedule for more information. Extraordinary services do not include the provision of police protection against hostile individuals targeting the event's message or intentions.

The applicant is liable for and must pay to the city clerk the actual cost of all extraordinary services provided by the city and is required to pay 50% of the estimated extraordinary services prior to the special event with the remaining amount billed at the conclusion of the event. Sales tax will be added if applicable. By signing the applicant acknowledges that they have been made aware of this information.

Signature of Applicant:  Date: 3-23-26

Submit Special Event Application and fee (cash or check) in person or by mail to:

City Clerk 106 Jones Street
PO Box 477
Watertown, WI 53094
Questions: 920-262-4010 or email cityclerk@watertownwi.gov





Office of the
Clerk
106 Jones Street
PO Box 477
Watertown, WI 53094-0477
(920) 262-4006

May 29, 2026

TO: Members of the Public Safety & Welfare Committee

The following application has been made for a Special Event Permit:

The Big Pop-Up from the Watertown Area Chamber to be held on August 8, 2026.

Estimated extraordinary charges from city departments include- Streets Total \$408.00 - For sign placement and Class III barricades. Police total \$264.96 - For Auxiliary Officers. Park and Rec Total \$278.00 – For picnic tables, benches and trash cans.

Respectfully Submitted,

Megan Dunneisen, City Clerk

nf/MD



SPECIAL EVENT PERMIT APPLICATION

New Event Repeat Event Date Received: 4/21/26 Date of Event: 8/8/26 Fee Amount: \$ 35.00

APPLICANT INFORMATION:			
Name of person, entity, or organization holding the special event: <u>Watertown Area Chamber</u>			
Address: Street, City, State, Zip <u>519 E Main St Watertown WI 53094</u>			
Phone: <u>920-261-6320</u>		Email: <u>linden@watertownchamber.com</u>	Website: <u>bar.com</u>
<input checked="" type="checkbox"/> Non-profit Group <u>501(c)(6)</u>	<input type="checkbox"/> For Profit	<input type="checkbox"/> Other, please describe:	Nonprofit Tax-Exempt Number <u>501(c)3, if applicable (include photocopy)</u>
Is this the applicant's 1 st special event application for the calendar year? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>			
Wisconsin Seller Permit Number: Sales Tax, if applicable (include photocopy)			
If the named applicant is not required to hold a Wisconsin Seller's Permit pursuant to s. 77.54 (7m), Wis. Stats., check this box <input type="checkbox"/>			
EVENT INFORMATION:			
Event Name: <u>The Big POP-UP</u>		Event Date(s): <u>August 8th 2026</u>	
Event Location Address include parking locations and streets to be used if applicable: <u>Main St - 1st - 6th + Market to Madison</u>			
A DETAILED map is required upon submittal of application, is it included? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>			
Is the event located in a City Park? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>			
If yes, do you have a park reservation? Yes <input type="checkbox"/> No <input type="checkbox"/> Park name: _____			
Is the event closing of a Street/Alley/Right-of-Way/Parking Lot? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>			
Will you need City Services for your event? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> for <u>Asphaltly's Road closure</u>			
Is the event on private property? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If yes, do you have written permission? Yes <input type="checkbox"/> No <input type="checkbox"/>			
Is the event a city sponsored parade or celebrating a Federal Holiday? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>			
If yes, please explain:			
Event start/end time: <u>9am</u>		Event set up/take down times: <u>5pm</u>	
Total Attendance: <u>#1500</u>	Alcohol consumed, sold, or served? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	Vendors? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
Event Description (purpose, activity, who can participate, etc. Attach additional sheet if necessary.) <u>Vendor / Street fair to bring people to Watertown</u>			
Will your event be selling food? Yes <input checked="" type="checkbox"/> No <input checked="" type="checkbox"/> If yes, please explain: (Type of food and sold by who) <u>individual vendors might sell food</u>			
MAIN EVENT ORGANIZER – PRIMARY CONTACT IF DIFFERENT FROM APPLICANT:			
Contact Name: First, Middle, Last <u>Linden Marie Peacy</u>			
Address: Street, City, State, Zip		Phone:	Email: <u>linden@watertownchamber.com</u>
[REDACTED]		[REDACTED]	[REDACTED]
OFFICE USE ONLY:			
APPROVED ON:		PERMIT #	

Indemnification and Hold Harmless
(Read carefully before signing!)

Section 4, Item E.

Indemnification: By signing below, I acknowledge that for good and valuable consideration, I (applicant), on behalf of myself and the organization, if applicable, agree to indemnify, defend and hold harmless the City of Watertown and its officers, officials, employees and agents from and against any and all liability, loss, damage, expenses and costs, including attorney fees, arising out of the activities performed as described herein, caused in whole or in part by any negligent act of omission of the applicant/organization, anyone directly or indirectly employed by any of them or anyone whose acts may be liable, except where caused by the sole negligence or willful misconduct of the City.

Certification: By signing below, I certify that I am at least 18 years of age and that I have reviewed and understand the City's Insurance Requirements and Ordinance for Special Events. My signature further confirms: (i) I understand the filing of this application does not ensure the issuance of a Special Event Permit; (ii) The special event application fee is non-refundable (iii) I will be responsible for ensuring the event and event participants comply with all applicable City ordinances, traffic rules, park rules, state health laws, fire codes, alcohol licensing regulations, and any other applicable laws, rules and regulation; (iv) Fees for park facilities, food vendor permits, fireworks permit, any other applicable City of Watertown permits or licenses, other municipal services and equipment, etc., are in addition to the Special Event Permit application fee; (v) I am authorized to apply for this Special Event Permit on behalf of the organization holding the event (if applicable). (vi) The information contained in this application is true and correct to the best of my knowledge. I understand that intentionally providing false or misleading information in this application will be the basis for denial/revocation of the permit and may lead to civil or criminal penalties.

If there are any changes to the Special Event after submittal of the application, I agree to notify the City of Watertown of these changes for review.

Name of Applicant: _____ Signature: Linden Peacy Date: 4/20/20

SPECIAL EVENT APPLICATION FEE & EXTRAORDINARY SERVICES

Application fee is due when the application is submitted and is nonrefundable if the event is cancelled. If the event is rescheduled for a date within 6-months, the application fee would apply to the rescheduled date; if the event is rescheduled for a date later than 6-months of the original event date the application fee is nonrefundable.

*\$50.00 - first application for the year of the applicant if submitted 45 days or more prior to event date.
\$35.00 - each subsequent application of the applicant if submitted 45 days or more prior to event date.
(The fee is doubled if submitted less than 45 days prior to event date)*

Extraordinary Services - measurable financial costs which are above and beyond the normal levels of public health and safety services on a nonevent day. See the special event fee schedule for more information. Extraordinary services do not include the provision of police protection against hostile individuals targeting the event's message or intentions.

The applicant is liable for and must pay to the city clerk the actual cost of all extraordinary services provided by the city and is required to pay 50% of the estimated extraordinary services prior to the special event with the remaining amount billed at the conclusion of the event. Sales tax will be added if applicable. By signing the applicant acknowledges that they have been made aware of this information.

Signature of Applicant: _____ Date: 4/20/20

Submit Special Event Application and fee (cash or check) in person or by mail to:

City Clerk 106 Jones Street
PO Box 477
Watertown, WI 53094
Questions: 920-262-4010 or email cityclerk@watertownwi.gov



* Red - Road closed

* Purple - Vendors in middle of Street back to back facing Store fronts.

* Vendors / Activities on side Streets



Office of the
Clerk
106 Jones Street
PO Box 477
Watertown, WI 53094-0477
(920) 262-4006

May 29, 2026

TO: Members of the Public Safety & Welfare Committee

The following application has been made for a Special Event Permit:

Blocktoberfest from The Drafty Cellar to be held on September 19, 2026.

Estimated extraordinary charges from city departments include- Streets Total \$48.00 – For Class III barricades. Police total \$331.20 - For Auxiliary Officers. Park and Rec Total \$212.00 – For picnic tables, orange boards and trash cans.

Respectfully Submitted,

Megan Dunneisen, City Clerk

nf/MD



SPECIAL EVENT PERMIT APPLICATION

New Event Repeat Event Date Received: 4/23/26 Date of Event: 9-19-26 Fee Amount: \$50

APPLICANT INFORMATION:

Name of person, entity, or organization holding the special event:

THE DRAFTY CELLAR

Address: Street, City, State, Zip

110 S. THIRD STREET

Phone: 920-390-4373 Email: draftyjosh@gmail.com Website: www.draftycellar.com

Non-profit Group For Profit Other, please describe: Nonprofit Tax-Exempt Number
501(c)3, if applicable (include photocopy)

Is this the applicant's 1st special event application for the calendar year? Yes No

Wisconsin Seller Permit Number: *Sales Tax, if applicable (include photocopy)*
 If the named applicant is not required to hold a Wisconsin Seller's Permit pursuant to s. 77.54 (7m), Wis. Stats., check this box

EVENT INFORMATION:

Event Name: BLOCKTOBERFEST Event Date(s): 9-19-26

Event Location Address *include parking locations and streets to be used if applicable:*
3RD ST. 100 BLOCK OF SOUTH THIRD STREET. FROM MAIN ST TO MARKET ST.

A DETAILED map is required upon submittal of application, is it included? Yes No

Is the event located in a City Park? Yes No
 If yes, do you have a park reservation? Yes No Park name: _____

Is the event closing of a Street/Alley/Right-of-Way/Parking Lot? Yes No

Will you need City Services for your event? Yes No for _____

Is the event on private property? Yes No If yes, do you have written permission? Yes No

Is the event a city sponsored parade or celebrating a Federal Holiday? Yes No
 If yes, please explain: _____

Event start/end time: 1 - 11 PM Event set up/take down times: 10am - 1am

Total Attendance: # 1000 Alcohol consumed, sold, or served? Yes No Vendors? Yes No

Event Description *(purpose, activity, who can participate, etc. Attach additional sheet if necessary.)*
BLOCKTOBERFEST is an Oktoberfest themed celebration with live music and food trucks. It's open to the public, but with ID checking at entrance since there will be alcohol as well.

Will your event be selling food? Yes No If yes, please explain: *(Type of food and sold by who)*
Food Trucks to be determined, will notify health dept.

MAIN EVENT ORGANIZER – PRIMARY CONTACT IF DIFFERENT FROM APPLICANT:

Contact Name: First, Middle, Last Joshua J Mueller

Address: Street, City, State, Zip _____ Phone: _____ Email: draftyjosh@gmail.com

OFFICE USE ONLY:

APPROVED ON: _____ PERMIT # _____

Indemnification and Hold Harmless (Read carefully before signing!)

Indemnification: By signing below, I acknowledge that for good and valuable consideration, I (applicant), on behalf of myself and the organization, if applicable, agree to indemnify, defend and hold harmless the City of Watertown and its officers, officials, employees and agents from and against any and all liability, loss, damage, expenses and costs, including attorney fees, arising out of the activities performed as described herein, caused in whole or in part by any negligent act of omission of the applicant/organization, anyone directly or indirectly employed by any of them or anyone whose acts may be liable, except where caused by the sole negligence or willful misconduct of the City.

Certification: By signing below, I certify that I am at least 18 years of age and that I have reviewed and understand the City's Insurance Requirements and Ordinance for Special Events. My signature further confirms: (i) I understand the filing of this application does not ensure the issuance of a Special Event Permit; (ii) The special event application fee is non-refundable (iii) I will be responsible for ensuring the event and event participants comply with all applicable City ordinances, traffic rules, park rules, state health laws, fire codes, alcohol licensing regulations, and any other applicable laws, rules and regulation; (iv) Fees for park facilities, food vendor permits, fireworks permit, any other applicable City of Watertown permits or licenses, other municipal services and equipment, etc., are in addition to the Special Event Permit application fee; (v) I am authorized to apply for this Special Event Permit on behalf of the organization holding the event (if applicable). (vi) The information contained in this application is true and correct to the best of my knowledge. I understand that intentionally providing false or misleading information in this application will be the basis for denial/revocation of the permit and may lead to civil or criminal penalties.

If there are any changes to the Special Event after submittal of the application, I agree to notify the City of Watertown of these changes for review.

Name of Applicant: Joshua Mueller Signature: Josh Mueller Date: 4-23-26

SPECIAL EVENT APPLICATION FEE & EXTRAORDINARY SERVICES

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\$50.00 - first application for the year of the applicant if submitted 45 days or more prior to event date.
\$35.00 - each subsequent application of the applicant if submitted 45 days or more prior to event date.
(The fee is doubled if submitted less than 45 days prior to event date)

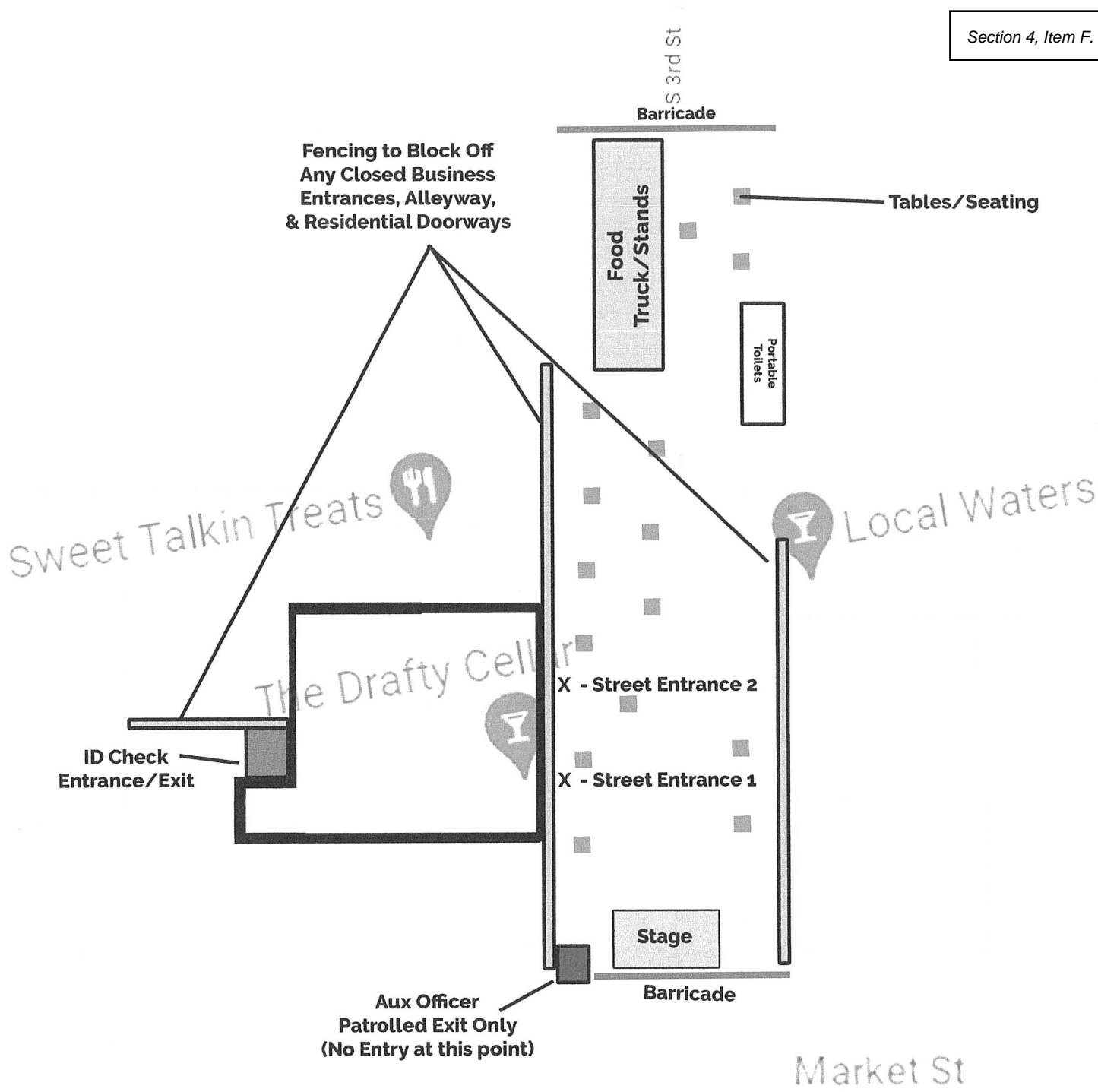
Extraordinary Services - measurable financial costs which are above and beyond the normal levels of public health and safety services on a nonevent day. See the special event fee schedule for more information. Extraordinary services do not include the provision of police protection against hostile individuals targeting the event's message or intentions.

The applicant is liable for and must pay to the city clerk the actual cost of all extraordinary services provided by the city and is required to pay 50% of the estimated extraordinary services prior to the special event with the remaining amount billed at the conclusion of the event. Sales tax will be added if applicable. By signing the applicant acknowledges that they have been made aware of this information.

Signature of Applicant: Josh Mueller Date: 4-23-26

Submit Special Event Application and fee (cash or check) in person or by mail to:

City Clerk 106 Jones Street
PO Box 477
Watertown, WI 53094
Questions: 920-262-4010 or email cityclerk@watertownwi.gov



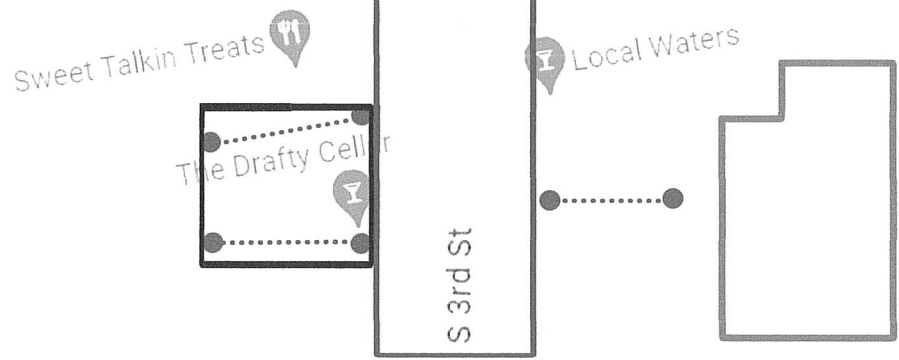
N 2nd

(16)

S 2nd St

Premise Amendment includes
Area of 3rd Street
approximately
225-250 feet long
(Main to Market)
and 60 feet wide
(Business Front to Business Front)
2026

(16)



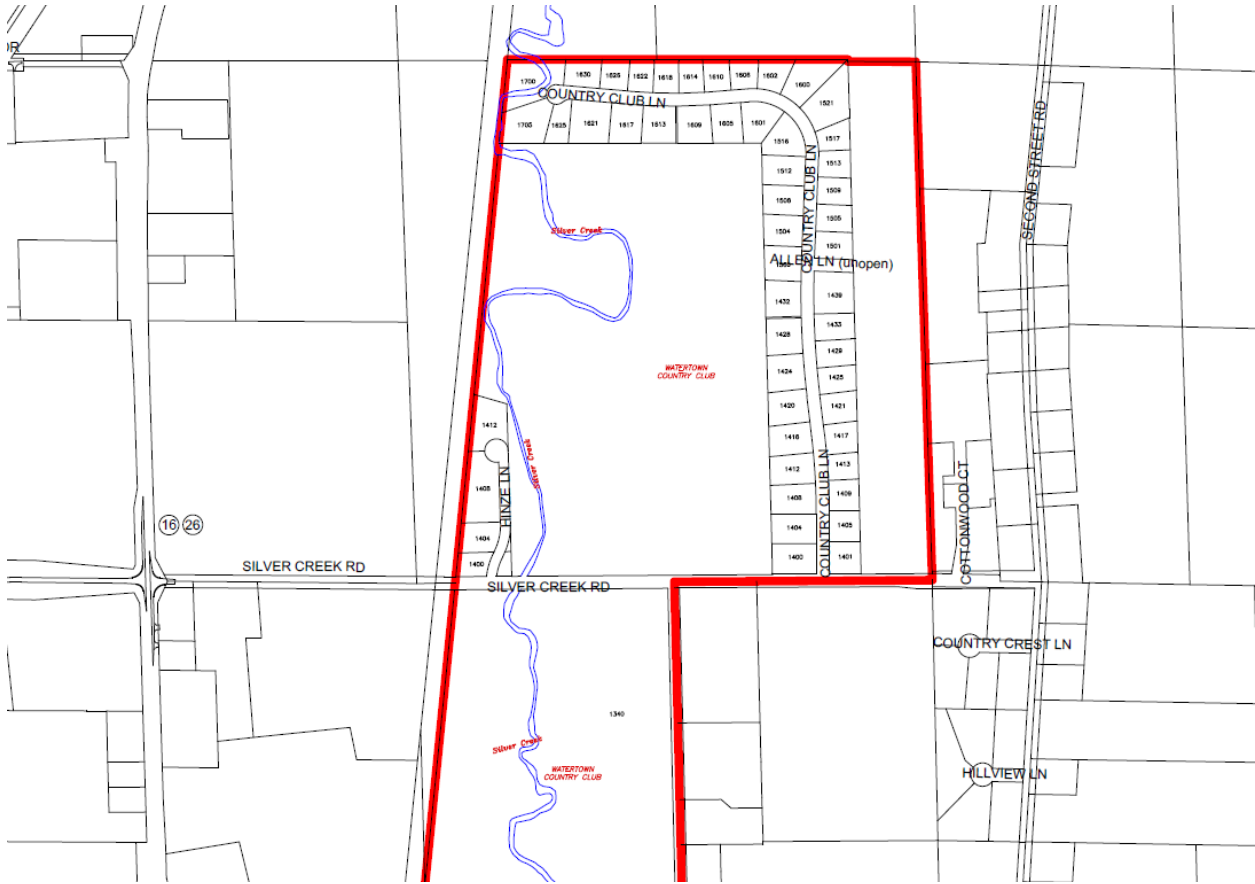
Market St

Market St

S 4th St



- Proposed Area for 3rd Street Blocktoberfest
- Business Holding Premise Amendment
- Alternative Public Parking Lots Available For Use
- Residential Entrances (To Show Tenant Accessibility)
- Public Sidewalk/Alleyways



MEMO

Engineering Division of the Public Works Department

To: Chairperson Davis and Committee Members
From: Nathan R. Williams, Civil Engineer I
Date: May 27, 2026
Subject: Public Safety & Welfare Committee Meeting of June 3, 2026

Review and take possible action: E Main Street Traffic Safety

Background

A resident concern was received regarding speed and pedestrian safety on E Main Street from Hall Street to STH 16. The concern cited excessive speed and poor visibility between Fairview Street and Oak Hill Court, specifically around school drop off and pick up times. Currently, there is sidewalk on the west and north sides of E Main Street in the area, a portion of which was installed in 2022 to improve pedestrian safety on the hill. The resident request is for a lower speed limit (15 MPH) either all day or 7am to 5pm. Currently, there is a 15 MPH speed limit when children are present.

Budget Goal

1. Involve those who are impacted before making decisions.

Financial Impact

Cost estimates can be prepared with further evaluation of the options below.

Recommendation

The following options exist to further improve safety in the area. These options would require further evaluation before implementation and have varying costs.

1. Add sidewalk to the east and south sides of E Main Street in the area
2. Add a dedicated crossing in the area with a Rectangular Rapid Flashing Beacon (RRFB)
3. Alter the speed limit in the area
4. Increase speed enforcement in the area around school drop off and pick up times
5. Add a crossing guard or traffic control personnel to the area

MEMO

Engineering Division of the Public Works Department

To: Chairperson Davis and Committee Members
From: Nathan R. Williams, Civil Engineer I
Date: May 27, 2026
Subject: Public Safety & Welfare Committee Meeting of June 3, 2026

Review and take possible action: S Eighth Street Two-Way Conversion from E Main Street to Market Street

Background

S Eighth Street from E Main Street to Market Street is under construction, with an anticipated completion date in July. By ordinance and prior to road reconstruction this street has functioned as a one-way street with a width of 28 feet from face of curb to face of curb (FOC to FOC). The new street design involves widening the roadway to 34 feet FOC to FOC, accommodating two-way traffic and parking on the east side of the roadway. Double-yellow centerline marking is planned to provide clarity for the new traffic pattern. Temporary conversion signage from previous projects can be placed at each end of the roadway.

This conversion is expected to create easier access to businesses in the area and increase safety for vehicles and pedestrians. The remainder of S Eighth Street, from Market Street to Western Avenue, will be evaluated at a later date for conversion.

Budget Goal

1. Involve those who are impacted before making decisions.

Financial Impact

The roadway reconstruction is funded through the Annual Streets program, and any signage costs associated with the conversion would be included in the project costs.

Recommendation

The Engineering Division recommends converting S Eighth Street to two-way traffic from E Main Street to Market Street upon completion of road reconstruction. This conversion will require an ordinance, which can be prepared and brought to the next Common Council meeting.

**ORDINANCE TO
AMEND CHAPTER 319 HEALTH AND SANITATION ARTICLE V.
PRACTICE OF CERTAIN TRADES AND PROFESSIONS REQUIRING
STATE LICENSING, REGISTRATION OR CREDENTIALS, SECTIONS
319-35, 319-36, AND 319-39 OF THE CITY OF WATERTOWN GENERAL
ORDINANCES**

**SPONSOR: ALD. DANA DAVIS
FROM: PUBLIC SAFETY & WELFARE COMMITTEE**

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

SECTION 1. §319-35. Definitions of the Watertown Code of Ordinances is hereby amended to read as follows:

§ 319-35. Definitions.

The following terms, as used in this article, shall be defined as follows:

~~COMMUNICABLE DISEASE~~

~~Tuberculosis, scabies, lice or any other type of disease which might be reasonably spread by this type of employment.~~

~~MASSAGE~~

~~The manipulation of the soft tissue of the body for therapeutic purposes and may include, but is not limited to, effleurage, petrissage, tapotement, compression, vibration, friction, stroking or kneading, either by hand or with mechanical or electrical apparatus, for the purpose of body massage. This may include the use of oil, salt glows, hot and cold packs or other recognized forms of massage therapy. The term does not include diagnosis or any service or procedure for which a license to practice medicine is required by law.~~

~~MASSAGE ESTABLISHMENT~~

~~A location where the primary or secondary function is to offer massage by a massage therapist.~~

~~MASSAGE ROOM~~

~~The area where the therapeutic massage is practiced.~~

~~MASSAGE THERAPIST~~

~~A person who holds a current and valid license for that purpose from the State Department of Regulation and Licensing under Ch. 460, Wis. Stats., and engages in the practice of massage therapy within the scope of his or her license.~~

~~ON-SITE MASSAGE~~

~~Includes home visits and massage in public buildings. This privilege shall be available only to those massage therapists who hold a current and valid state license as noted above.~~

MASSAGE THERAPY OR BODYWORK THERAPY

the science and healing art that uses manual actions and adjunctive therapies to palpate and manipulate the soft tissue of the human body, in order to improve circulation, reduce tension, relieve soft tissue pain, or increase flexibility. Massage therapy or bodywork therapy includes determining whether manual actions and adjunctive therapies are appropriate. Massage therapy or bodywork therapy does not include making a medical, physical therapy, or chiropractic diagnosis.

MASSAGE ESTABLISHMENT

Any business that advertises or offers massage therapy for compensation, excluding licensed medical offices and physical therapy practices.

MASSAGE ESTABLISHMENT LICENSE

A license issued by the City of Watertown under the authority of this ordinance, permitting the operation of a business where massage therapy services are offered or provided for compensation.

MASSAGE THERAPIST

An individual licensed by the State of Wisconsin under Wis. Stat. §460.04 to engage in the practice of massage therapy or bodywork therapy.

MASSAGE THERAPIST LICENSE

A valid and active credential issued by the Wisconsin Department of Safety and Professional Services (DSPS) pursuant to Wis. Stat. §460.04, authorizing an individual to practice massage therapy or bodywork therapy in the State of Wisconsin.

SEXUALLY EXPLICIT ADVERTISING

Any written, visual, or oral communication that: depicts or describes sexual conduct or nudity; suggests, implies, or offers sexual activity, erotic services, or other acts not permitted by Wisconsin law; includes terminology commonly associated with prostitution or escort services, such as “happy ending,” “sensual massage,” “erotic rub,” “sexy staff,” “special services,” or similar terms.

PROSTITUTION

As set forth, and as subsequently amended, in Wis. Stat. §944.30.

SOLICITATION OF PROSTITUTION

As set forth, and as subsequently amended, in Wis. Stat. §944.32.

SECTION 2. Purpose and Authority.

A. The purpose of this chapter is to protect public health and safety through the licensing and regulation of businesses and establishments providing massage therapy and bodywork therapy services, by preventing illicit and illegal operations and human trafficking, by establishing zero tolerance for sexual misconduct, and by providing an enforcement mechanism to ensure that only state-licensed providers provide massage therapy and bodywork services.

- B. The portions of this chapter that prohibit violations of Wis. Stat. Sec. 460.02, or prohibit employing or contracting for the services of an unlicensed person when a license is required by state law, are authorized by Wis. Stat. Sec. 460.17(2). Other portions of this chapter that regulate business operations are authorized by the City’s police power.
- C. No regulation of the practice of massage therapy or bodywork therapy is intended. Except as authorized by Wis. Stat. Sec. 460.17(2), no portion of this chapter shall be interpreted as regulating the practice of massage therapy.

SECTION 3. §319-36. Massage establishments, massage therapists; regulation of the Watertown Code of Ordinances is hereby amended to read as follows:

§ 319-36. Massage establishments, massage therapists; regulation.

No person shall suffer, cause or permit the operation of a massage establishment or operate as a massage therapist or employee, except in strict compliance with this article.

A. License Required.

1. No person shall operate a massage establishment within the City of Watertown without first obtaining a Massage Establishment License from the City Clerk upon approval of the Licensing Board. All persons providing massage therapy must possess a valid Wisconsin Massage Therapist or Bodywork Therapist license.
2. No Massage Establishment License shall be transferred between persons, entities, or locations. A license issued under this chapter is personal to the approved applicant and premises.

B. License Term. All Massage Establishment Licenses issued under this ordinance shall be effective for one year commencing July 1 and expiring on ~~December 31~~ June 30 of each year, regardless of the date of issuance. No person, corporation, or other legal entity shall operate after the expiration of their license.

C. Fee. The license fee shall be provided in the City Fee Schedule. License fees shall be nonrefundable. The application, whether new or a renewal, must be accompanied by payment of the license fee and any other applicable fees.

D. Application for Massage Establishment License. All applications shall be on forms provided by the City Clerk, and contain all required information, or shall be rejected by the City Clerk. All applications shall include the following:

1. The business name and address of the proposed establishment. Including all other names the business may be known as or advertised as for massage services.
2. A list of the name and address of each owner, each partner if partnership, all directors, officers, and agent who shall have been a resident of the state for at least 90 days if a corporation, and all managers and/or members if a limited liability company or limited liability partnership.

- ~~2.If the applicant is a partnership, a list of all partners.~~
- ~~3.If the applicant is a corporation, a list of all directors and officers of the corporate entity.~~
- ~~4.If the applicant is a limited liability company or limited liability partnership, a list of all managers and/or members of the limited liability company or limited liability partnership~~

- 3. A designation of a person whose principal employment location is the premises to be licensed, who shall be designated as the agent for receipt of all formal notices from the City pertaining to the establishment, and who is authorized to accept service of process on behalf of the license holder. In lieu of or in addition to service of process on such agent, the City may serve notices on any director, officer, partners, manager, or member, or in any manner under an authorized state statute.
- 4. The name, address, state license number, phone number and a copy of one form of government-issued ID of each person operating as a massage therapist or bodywork therapist by the applicant at the proposed establishment at the time of application.
- 5. A floor plan of the establishment premises showing all rooms and uses.
- 6. Proof of general liability insurance in an amount not less than \$1,000,000 per occurrence.
- 7. Each person listed in section D(2) above must provide all the following background information:
 - i. Whether they have had a massage business or massage therapy license revoked or suspended in any jurisdiction and, if so, the name of the municipality and the reason for the suspension or revocation.
 - ii. Whether they have been convicted of any crime or ordinance violation other than traffic offenses within the past three years and, if so, a listing of the same and the locations thereof.
 - iii. Signature authorizing the background check.
 - iv. If the business has new officers, directors, members or managers throughout the licensing term, the establishment shall notify the city clerk to update their application and submit a background check, plus applicable fees, within 30 days of such change.
- 8. Proof of approval from property owners of the establishment, if applicable.

E. Application Approval, Denial, and Renewal

1. Administrative approval steps.

- i. Prior to approval by the Licensing Board, the Clerk shall certify that the application is complete and contains all required information. Applications that are incomplete shall be rejected by the Clerk.
- ii. Prior to approval by the Licensing Board the Chief of Police or designee shall conduct all background checks and inspect the physical premises. If necessary, the Chief of Police or designee shall request the Building Inspector to perform an inspection of the physical premises.
- iii. Prior to approval by the Licensing Board the Chief of Police or designee shall certify that the application has successfully completed all background checks and physical premises check , including applicable building and fire code requirements and shall determine whether the

application should be approved and a license issued, or whether the application should be denied and no license issued. No license shall be issued if the premises is not in compliance with such laws and regulations.

- 2. **License Approval.** Upon successful completion of the administrative approval steps, the City Clerk will furnish the Licensing Board the Chief of Police or designee’s recommendation for approval. The licensing Board may approve the application for a massage establishment license.
- 3. **License Denial.** If the Chief of Police or designee gives recommendation to Licensing Board to deny the license the applicant shall be entitled to a hearing before the Licensing Board following the same notice and hearing procedures described in Section 319-36(K) of this chapter.
- 4. **License Renewal.** All Massage Establishment Licenses issued under this ordinance expire on ~~December 31~~ June 30 of each year, regardless of the date of issuance.
 - i. Renewal applications shall be submitted no later than 45 days prior to expiration of the current license term (June 30) on forms provided by the City Clerk.
 - ii. Renewal applications shall contain all required information outlined in 319-36(D).
 - ~~1. Updated ownership and operator information.~~
 - ~~2. Proof of continued compliance with applicable state licensing requirements.~~
 - ~~3. Certification that all massage therapists employed hold valid Wisconsin licenses.~~
 - ~~4. Authorization for updated background checks on owners and operators.~~
 - ~~5. Payment of a renewal fee as set by the Common Council.~~
 - iii. **Grounds for Denial of Renewal.** Renewal may be denied for:
 - a. Failure to comply with the requirements of this ordinance.
 - b. Outstanding fines, forfeitures, or unpaid taxes owed to the City of Watertown.
 - c. Pending or prior disciplinary action against the massage establishment or its employees.
 - d. A material misstatement or omission on the renewal application.
 - iv. If the Licensing Board intends to deny renewal, the licensee shall be entitled to a hearing before the Licensing Board, following the same notice and hearing procedures described in Section 319-36(K) of this chapter.

F. Conditions of Operation. Massage establishments shall:

- 1. Operate only between the hours of 7:00 AM and ~~9:00~~ 10:00 PM.
- 2. Keep the premises clean, sanitary, and well-lit at all times.

3. ~~Maintain a log of all massage therapy services provided, including client names (or initials) and times, for a period of one year, available for inspection by law enforcement upon lawful request.~~
4. ~~Ensure that massage therapists are properly clothed in professional attire and that no nudity or sexually explicit conduct occurs on premises. Professional attire shall exclude clothing that exposes intimate body parts.~~

4. Display each massage therapist's state license prominently.

5. ~~No person shall reside, sleep overnight, or maintain living accommodations at the massage establishment, including but not limited to the use of beds, cots, mattresses, or sleeping bags.~~
5. Licensees shall comply with all ordinances related to signs under Chapter 550 of the City of Watertown Code.
6. All external doors to the massage establishment accessible to the public shall remain unlocked during regular business hours when services are being provided, unless the business is closed to the public or Subsection C(9) applies.
7. Nothing in this subsection shall prevent the locking of doors during an emergency lockdown situation when necessary for safety or when only one massage therapist is present on premises and with a client in a massage therapy appointment.
8. ~~No advertising, display, or promotion of sexually explicit conduct, acts, or services shall be permitted at the establishment.~~

G. Prohibited Acts. No establishment license holder shall engage in any of the following prohibited activities on, within, or for the establishment premises, nor shall the establishment license holder cause, allow, permit, or fail to prevent another person from engaging in any of the following activities on, within, or for the establishment premises:

1. Allow, offer, or engage in sexual activity or conduct of a sexual nature on the premises
2. Wear clothing that exposes intimate body parts.
3. Display, post, publish, disseminate, or promote, whether through physical signage, printed materials, electronic communications, websites, social media, or other digital advertising media, sexually explicit advertising for acts or services on the premises.
4. Employ anyone as a massage therapist who does not possess a valid state license.
5. Operate as a front for prostitution, human trafficking, or other illegal activities, including, but not limited to violations of Wis. Stat. §944.30 – §944.36.

H. Duty to Report Solicitation of Prostitution.

1. Any massage therapist, employee, or license holder of a massage establishment who is directly solicited for prostitution by a client or other individual on the premises shall immediately report the incident to the Watertown Police Department or other law enforcement agency.

- ~~2. Reports may be made verbally or in writing and must include, to the extent known:
 - ~~i. The date and time of the incident;~~
 - ~~ii. A description of the individual making the solicitation;~~
 - ~~iii. Any identifying information (e.g., name, phone number, license plate, appointment record); and~~
 - ~~iv. A description of the conduct that constituted the solicitation.~~~~
- ~~3. Nothing in this Section shall require a massage therapist or employee to notify an employer or supervisor before making the report.~~
- 2. Failure by a licensed massage therapist or employee to report a known act of solicitation may result in penalties under Sections 319-36(J) and 319-39 of the Code of the City of Watertown.

I. Inspections. Any law enforcement officer, health department inspectors, and/or duly authorized officials may conduct reasonable inspections of licensed massage establishments during operating hours to ensure compliance with this ordinance. It is unlawful for any licensee, employee, or agent to refuse, hinder, or interfere with any lawful inspection authorized by this section.

J. Reporting of Violations to State Authorities. The Police Chief or designee will report any of the following to the Wisconsin Department of Safety and Professional Services (DSPS):

- 1. Any violation by a licensed massage therapist involving illegal sexual activity, controlled substances, fraud, or violations of professional licensing standards;
- 2. Any conviction of a massage therapist for a felony or misdemeanor related to their practice;
- 3. Any finding that a therapist has engaged in unlicensed practice of massage therapy or bodywork therapy.

K. License Suspension and Revocation.

- 1. The Licensing Board ~~City of Watertown~~ may suspend or revoke any Massage Establishment License for any of the following:
 - i. Violation of any provision of this ordinance or state law regulating massage establishments.
 - ii. Conviction of any owner, manager, or employee for a crime involving prostitution, human trafficking, sexual misconduct, or controlled substances.
 - iii. Refusal to allow a lawful inspection.
 - iv. Three or more ordinance violations occurring within a twelve (12) month period.
- 2. Before suspension or revocation, the licensee shall be entitled to a hearing before the Licensing Board or its designated hearing officer
- 3. Written notice stating the grounds for suspension or revocation and the time and place of the hearing shall be served at least ten (10) days prior to the hearing.

- 4. The licensee may appear at the hearing with or without legal counsel, present evidence, and cross-examine witnesses.
- 5. The Licensing Board may suspend the license for a period not to exceed ninety (90) days or revoke the license entirely.

L Appeals. Any applicant who has been denied a license-permit under this article or has been granted a license permit which has been suspended or revoked by the Licensing Board may seek review of the decision by the Common Council by filing a request for review of the denial with the City Clerk within thirty (30) days of the Licensing Board’s decision. Any applicant can seek a judicial review of the denial in the form of certiorari review to the Jefferson or Dodge County Circuit Court within thirty (30) days of the Common Council's decision.

SECTION 3. §319-39 Advertising and the allowing of state-regulable activities requiring licensing, registration or credentials of the Watertown Code of Ordinances is hereby repealed.

~~§ 319-39 Advertising and the allowing of state-regulable activities requiring licensing, registration or credentials.~~

- A. ~~No person who is required to hold a license, certificate of registration or other credential pursuant to Chs. 440 through 480, Wis. Stats., shall practice that profession within the corporate limits of the City of Watertown unless that person holds a valid, unexpired license, certificate of registration or credential issued by the State of Wisconsin.~~
- B. ~~No person who is required to hold a license, certificate of registration or other credential pursuant to Chs. 440 through 480, Wis. Stats., shall advertise the availability of services to be performed within the corporate limits of the City of Watertown unless they hold a valid, unexpired license, certificate of registration or credential issued by the State of Wisconsin.~~
- C. ~~No business whose employees, independent contractors or similarly interested associates or affiliates are required to hold a license, certificate of registration or other credential pursuant to Chs. 440 through 480, Wis. Stats., shall allow such employees, independent contractors or similarly interested associates or affiliates to practice that profession within the corporate limits of the City of Watertown unless the employee, independent contractor or similarly interested associate or affiliate holds a valid, unexpired license, certificate of registration or credential issued by the State of Wisconsin.~~
- D. ~~No business whose employees, independent contractors or similarly interested associates or affiliates are required to hold a license, certificate of registration or other credential pursuant to Chs. 440 through 480, Wis. Stats., shall advertise the availability of services to be performed within the corporate limits of the City of Watertown unless the employees, independent contractors or similarly interested associates or affiliates of the business hold a valid, unexpired license, certificate of registration or credential issued by the State of Wisconsin.~~

SECTION 4. All ordinances or parts of ordinances inconsistent with the provisions of this ordinance are hereby repealed.

SECTION 5. This ordinance shall take effect and be in force the day after its passage and publication.

DATE:	March 17, 2026		April 6, 2026	
READING:	1ST		2ND	
	YES	NO	YES	NO
DAVIS				
LAMPE				
BERG				
NITECKI				
BLANKE				
SMITH				
ARNETT				
HAASE				
MOLDENHAUER				
MAYOR STOCKS				
TOTAL				

ADOPTED April 6, 2026

CITY CLERK

APPROVED April 6, 2026

MAYOR