



REDEVELOPMENT AUTHORITY MEETING AGENDA

WEDNESDAY, APRIL 19, 2023 AT 5:30 PM

CITY HALL, LOWER LEVEL ROOM 0041, 106 JONES STREET

IN-PERSON/VIRTUAL MEETING

By Phone or GoToMeeting: <https://global.gotomeeting.com/join/471703029>

For the Public, Members of the media and the public may attend **by calling:** (US)+1 (872) 240-3412

Access Code: 471-703-029

1. PLEDGE OF ALLEGIANCE

2. ROLL CALL

3. DETERMINATION OF QUORUM AND CALL TO ORDER

4. APPROVAL OF PRIOR MEETING MINUTES

[A.](#) Approval of March 15 Meeting Minutes

5. OPENING FOR PUBLIC COMMENT

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

6. INTRODUCTION OF NEW RDA BOARD MEMBERS

7. STATUS REPORTS

[A.](#) Community Support/Communication-Mueller

1. Social Media and Web Analytics Update

[B.](#) Common Council Update-Bartz

[C.](#) Executive Director Update

1. Town Square Construction

a. Work in Progress Update

b. Historic Art Wall Update

c. Budget and Funds Update

2. Town Square

a. Grand Opening Planning

b. Programming Event Coordinator Status

3. T. Wall Update

4. Revolving Loan Fund Update

a. Application Update-Zastrow/Becker

5. Discussion of Future RDA Areas of Focus

8. BUSINESS

[A.](#) Review and Possible Action: Requested contribution of \$2,500.00 towards entertainment for Bentzin Family Town Square Grand Opening (Rockapella)

[B.](#) Review and Possible Action: ARPA Home Rehab Grant Program

9. ADJOURN

Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at mdunneisen@CityofWatertown.org, 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



Redevelopment Authority for the City of Watertown
Turning Opportunity into Results

Wednesday, March 15, 2023

5:30 pm

In-PERSON/VIRTUAL MEETING

Room 0041, City Hall

By Phone or GoToMeeting:

<https://global.gotomeeting.com/join/471703029>

For the Public, Members of the media and the public may attend by calling: (US) +1 (872) 240-3412

Access Code: 471-703-029

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

RDA STRATEGIC PRIORITIES

- 1) ~~100 W. Main St. block demolition, Town Square design etc., and publicizing town square project for possible funding from sources other than the City.~~
- 2) Facilitating quality development in downtown, and
- 3) Creating an approach and working to attract development projects downtown.

AGENDA

1. Pledge of Allegiance
2. Roll Call
 - a. Present: Becker, Salas, Zimmermann, Ruetten, Wagner,
 - b. Absent: Bartz, Kuenzi, Zastrow
 - c. Also Present: Melissa Lampe, Kristine Butteris
3. Determination of Quorum and Call to Order at 5:40 pm
4. **Review/Approve:** Minutes of Previous Meetings – February 15, 2023
 - a. **Zimmermann motioned to approve. Wagner seconded the motion. Minutes were unanimously approved.**
5. Public Comment
 - a. Lampe invited everyone to Main Street Matters Open Forum and Wisconsin Main Street Awards (Watertown is receiving two awards).
6. Status Reports
 - a. Mueller reported on website, social media, and Impact Report is finished and will be emailed to members/city staff/community groups/etc. Some will be printed for limited distribution.
 - b. Ruetten provided update on City Council activities. Creation of Town Square Programming Commission passed. To include: 7 voting/2 non-voting/Programming Events Director. Final approval is April Council Meeting.
Salas thanked Ruetten for his service on the RDA board
(Ruetten's Common Council term is up in April and he will not seek re-election).
 - c. Executive Director Update - Becker
 - i. Town Square – Butteris reported
 1. Town Square Programming Event Coordinator position interviewing on 3/16.
- 34 candidates applied, selected 6 to interview.
Bartz will represent the RDA in interviews
Grand Opening working on getting invites/save the dates to be public on March 22
- Entertainment all day, working on activities, food, etc.
- Programming so far: 1x month on Tuesday/Thursday evenings acoustic and Friday Beer Garden, plus other activities for children

2. Town Square Construction Update – Becker
 - Security cameras installed by end of March
 - Pavers/landscaping/updates/lighting-wiring – updates
 - Dock and water feature waiting for warmer weather
 - Historic Wall update/contract signed
 - Possible history wall incline, funds set aside for possibility
 - Suggested sod for south border vs final landscaping (pending TWall start)
 - Plaques to be installed by May 10
3. TWall closed on south property in late February.
Currently scheduled to pull permits in May and then start construction. This will likely be pushed back. Mayor is negotiating.
- d. Revolving Loan Fund – Becker
 1. Working on the new program features with banks.
Grants may be funded through private/foundations. Still in negotiations.
7. Future Agenda Items: Salas asked Becker to provide information on future projects/directions, possible training/best practices presentations
8. Adjournment at 6:17 pm
Ruetten motioned to adjourn, Wagner seconded the motion. Motion carried unanimously. Meeting adjourned.

Watertown Redevelopment Authority Social Media Report - April 12

Section 7, Item A.

Facebook (last 28 days)	Mar	Feb
Post Reach:	681	3,795
Post Engagement:	50	1,105
Shares:	0	8
Followers:	1,383	1,378
New Followers:	5	4
Link Clicks	5	185

Definitions:

Post Reach: The post appeared on user's News Feed.

Post Engagement: User clicked anywhere on page posts (e.g. liked, comment, share)

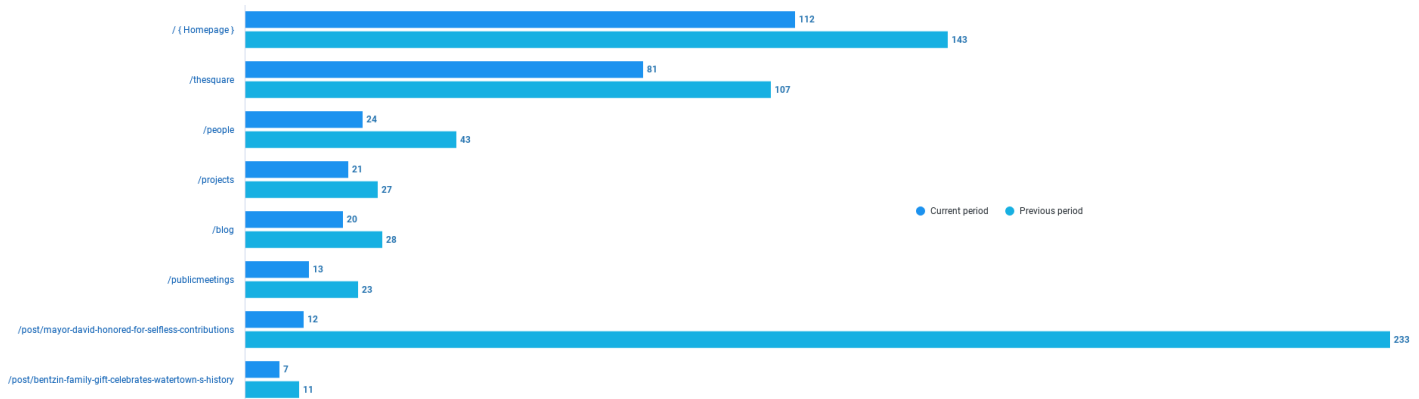
Followers: People who click "follow" to receive posts in their News Feed.

Top Posts (Last 28 days)	Reach	Engage
3-22: Town Square Grand Open	4,061	
2-28 Mayor David	3,815	1,114
1-13: Check Out Business	912	253

Website (Last 30 days - End Date April 12)

	April	March	February
Page Views - Site Sessions (# site page was visited/refreshed):	135	370	166
Unique Visitors (A person visited at least once):	111	310	120
Clicks to Contact	2	4	N/A
New Visitors:	96 (86%)	263 (85%)	80 (66%)
Returning:	15 (14%)	47 (15%)	41 (34%)
Av. Session Duration:	5m 50s	5m 47s	3m 50s

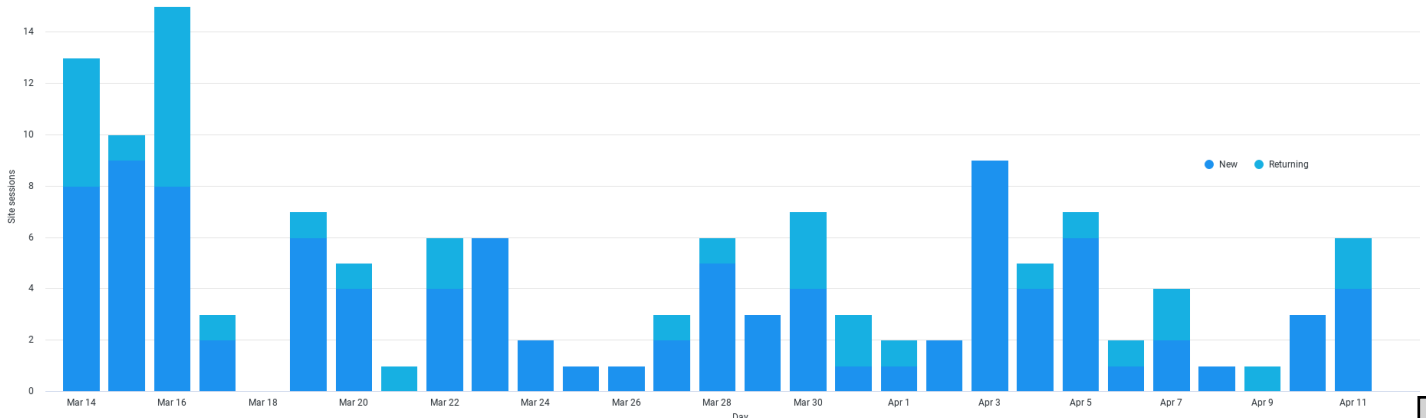
Page Visits:



Traffic by Entry Page:	Page	Visits
	Home Page	68
	The Square	38
	Post: Mayor David	7
	Post: Elias Inn	5

Traffic Sources: Google 70 ↑8%, Direct 30 ↓29%, Facebook 10 ↓95%, ci.watertown.wi.us 6 ↓62%

Site Session: Traffic over Time



Bentzin Family Town Square - Construction Budget			
Guaranteed Maximum Price Contract Work	Budgeted	Paid	Remaining
Sea Wall	676,850.00	676,850.00	-
Sea Wall Deduct	(18,000.00)	(18,000.00)	-
Water Feature	317,100.00	263,375.00	53,725.00
Site Development	152,675.00	108,250.00	44,425.00
General Trades and Steel	644,000.00	378,661.98	265,338.02
General Trades Add on	3,800.00		3,800.00
Masonry	250,201.11	215,201.11	35,000.00
Irrigation System	20,919.00		20,919.00
Landscaping	452,121.00	200,000.00	252,121.00
Site Plumbing	139,300.00	134,000.00	5,300.00
Site Electrical	277,300.00	153,000.00	124,300.00
Dock System	114,150.00	59,700.00	54,450.00
Geotech Engineer Allowance	20,000.00	4,500.00	15,500.00
Site Layout and Surveying Allowance	40,000.00	8,023.60	31,976.40
Project Sup./Gen. Conditions (6 mo.)	147,300.00	135,150.00	12,150.00
Site Fencing	3,146.01	3,146.01	-
CSM for site	1,600.00	1,600.00	-
Reimbursables - PM Software	4,760.00		4,760.00
Reimbursables - Bond Cost	22,105.00	22,105.00	
Reimbursables - Insurance Premium	10,000.00		10,000.00
CM Fee (4.5%)	147,569.72	101,427.95	46,141.77
Subtotal (Alex's details)	\$ 3,426,896.84	\$ 2,446,990.65	\$ 979,906.19
Through April 12, 2023:			
Original Contracted Amount	\$ 3,426,896.84	\$ 3,391,640.61	\$ 35,256.23
Contingency Funds			
Unsuitable Soils Contingency	200,000.00	177,861.29	22,138.71
10% Construction Costs Contingency	342,689.68		6,049.69
Change Order #1		35,245.18	
Change Order #2		37,303.93	
Change Order #3		34,684.07	
Change Order #4		21,790.82	
Change Order #5		9,412.40	
Change Order #6		14,885.32	
Change Order #7		(7,272.05)	
Change Order #8		25,911.30	
Change Order #9		2,732.52	
Change Order #10		1,614.84	
Change Order #11		160,331.66	
Subtotal	\$ 542,689.68	\$ 514,501.28	\$ 28,188.40
Permitting and Fees			
Water Department Impact Fees	66,000.00		66,000.00
Construction Permit Fees		647.00	(647.00)
Detour Signs and Barriers		1,359.45	(1,359.45)
Erosion Control and Stormwater Fees		1,038.58	(1,038.58)
Subtotal	\$ 66,000.00	\$ 3,045.03	\$ 62,954.97
RDA Held Construction Costs			
ATT Utility Relocation	83,969.32	83,969.32	-
WE Energies Utility Relocation	102,152.98	102,152.98	-
RipRap Bank Stabilization (2021)	1,219.75	1,219.75	-
Fence Rental (2021)	5,136.00	5,136.00	-
Subtotal	\$ 192,478.05	\$ 192,478.05	\$ -
Project Totals			
	\$ 4,228,064.57	\$ 4,101,664.97	\$ 126,399.60
RDA Held Design/Engineering			
Surveys (Chaput)	9,000.00	9,000.00	-
Environmental (Sigma)	40,851.79	39,141.39	1,710.40
SmithGroup	450,892.00	489,631.50	(38,739.50)
SmithGroup Grant Writing	20,000.00	18,610.00	1,390.00
Subtotal	\$ 520,743.79	\$ 556,382.89	\$ (35,639.10)
Additional Costs			
H&H Modeling and design iterations (SG)	18,658.00		18,658.00
TVall Coordination (SG)	8,870.00	8,870.00	-
Bid Package Coordination (SG)	1,050.00		1,050.00
Food Truck Electrical Adds (SG)	3,088.00		3,088.00
DNR additional grant info (SG)	3,045.00		3,045.00
Stage revision and donor recognition (SG)	3,660.00	3,660.00	-
Revise guardrail per Site Plan (SG)	810.00	25.00	785.00
Donor recognition additions (SG)	4,770.00		4,770.00
Add security cameras per Site Plan (SG)	3,005.00	3,005.00	-
Main Street Sidewalk added (SG)	2,130.00	2,130.00	-
Railing and Sawcut added (SG)	2,010.00	2,010.00	-
Irrigation System added (SG)	2,160.00	2,160.00	-
Cut/Fill exhibit for Sigma and DNR (SG)	945.00	945.00	-
DNR permit added	675.00	675.00	-
State plumbing permit fee	510.00	510.00	-
Amend DNR grant to move BMPs (SG)	3,000.00		3,000.00
Library window coordination (SG)	3,710.00	3,710.00	-
Art/History Wall (SG)	23,940.00	17,955.00	5,985.00
Security Camera Install (Digicorp)	19,327.50	19,601.22	(273.72)
Subtotal	\$ 105,363.50	\$ 65,256.22	\$ 40,107.28
Anticipated Additional Costs			
Site Furnishings	67,000.00	37,315.03	29,684.97
History Wall Installation	-	-	-
Donor plaques/Signage	39.46	39.46	-
Grand Opening (plans as of 4-6-23)	20,000.00		
Subtotal	\$ 87,039.46	\$ 37,354.49	\$ 49,684.97
Total	\$ 4,941,211.32	\$ 4,760,658.57	\$ 180,552.75
		\$ 180,552.75	Total unpaid to SmithGroup: \$1659.40

Total of CO:
336,639.99

Smithgroup has invoiced for this already. All paid. Amendment #006.

Smithgroup has invoiced for all of this except for \$239.40. Amendment #007.
Total paid to Digicorp, after change order for wiring, etc. RDA was responsible for this expense.
All other "Additional Cost" items were in Amendment #005. \$42,000.00 total.
Smithgroup was paid for all of this except \$420.00.

\$9,110.00 remaining to be paid for Community Table (Graber Manuf.). Has not been shipped or invoiced yet. Possibly late March?
History Wall covered by Change Order #11.
Mayor John David special presentation plaque. Rest covered by Change Order #11.

Possible Future RDA Activities

Some of these redevelopment activities might not be appropriate or viable for Watertown, but they represent a list of what other RDA groups are currently doing throughout the State of Wisconsin.

- Cleanup of disused industrial and brownfield locations.
- Identify “catalytic” redevelopment sites (i.e., cluster areas that will spur further growth). Could include redevelopment of disused corridors.
- Waterfront redevelopment. Riverwalk expansion, etc.
- Rental assistance program (“Housing Choice Voucher”).
- Develop a “Business Toolbox” webpage, listing available resources and programs (this partially exists already).
- “Scattered Sites” program, to offer housing to low-income families, in properties located throughout the city. Rent is paid, based on an income formula. Wausau has a program like this.
- Housing down payment assistance program.
- An employer sponsored housing assistance program, such as “Live It Up” in Wausau.
- Develop a guidance document for fair market rent standards (Sheboygan).
- Inventory of available properties for development, listed on RDA website.

Bentzin Family Town Square - Construction Budget			
Guaranteed Maximum Price Contract Work	Budgeted	Paid	Remaining
Sea Wall	676,850.00	676,850.00	-
Sea Wall Deduct	(18,000.00)	(18,000.00)	-
Water Feature	317,100.00	263,375.00	53,725.00
Site Development	152,675.00	108,250.00	44,425.00
General Trades and Steel	644,000.00	378,661.98	265,338.02
General Trades Add on	3,800.00		3,800.00
Masonry	250,201.11	215,201.11	35,000.00
Irrigation System	20,919.00		20,919.00
Landscaping	452,121.00	200,000.00	252,121.00
Site Plumbing	139,300.00	134,000.00	5,300.00
Site Electrical	277,300.00	153,000.00	124,300.00
Dock System	114,150.00	59,700.00	54,450.00
Geotech Engineer Allowance	20,000.00	4,500.00	15,500.00
Site Layout and Surveying Allowance	40,000.00	8,023.60	31,976.40
Project Sup./Gen. Conditions (6 mo.)	147,300.00	135,150.00	12,150.00
Site Fencing	3,146.01	3,146.01	-
CSM for site	1,600.00	1,600.00	-
Reimbursables - PM Software	4,760.00		4,760.00
Reimbursables - Bond Cost	22,105.00	22,105.00	
Reimbursables - Insurance Premium	10,000.00		10,000.00
CM Fee (4.5%)	147,569.72	101,427.95	46,141.77
Subtotal (Alex's details)	\$ 3,426,896.84	\$ 2,446,990.65	\$ 979,906.19
Through March 9, 2023:			
Original Contracted Amount	\$ 3,426,896.84	\$ 3,391,640.61	\$ 35,256.23
Contingency Funds			
Unsuitable Soils Contingency	200,000.00	177,861.29	22,138.71
10% Construction Costs Contingency	342,689.68		6,049.69
Change Order #1		35,245.18	
Change Order #2		37,303.93	
Change Order #3		34,684.07	
Change Order #4		21,790.82	
Change Order #5		9,412.40	
Change Order #6		14,885.32	
Change Order #7		(7,272.05)	
Change Order #8		25,911.30	
Change Order #9		2,732.52	
Change Order #10		1,614.84	
Change Order #11		160,331.66	
Subtotal	\$ 542,689.68	\$ 514,501.28	\$ 28,188.40
Permitting and Fees			
Water Department Impact Fees	66,000.00		66,000.00
Construction Permit Fees		647.00	(647.00)
Detour Signs and Barriers		1,359.45	(1,359.45)
Erosion Control and Stormwater Fees		1,038.58	(1,038.58)
Subtotal	\$ 66,000.00	\$ 3,045.03	\$ 62,954.97
RDA Held Construction Costs			
ATT Utility Relocation	83,969.32	83,969.32	-
WE Energies Utility Relocation	102,152.98	102,152.98	-
RipRap Bank Stabilization (2021)	1,219.75	1,219.75	-
Fence Rental (2021)	5,136.00	5,136.00	-
Subtotal	\$ 192,478.05	\$ 192,478.05	\$ -
Project Totals			
	\$ 4,228,064.57	\$ 4,101,664.97	\$ 126,399.60
RDA Held Design/Engineering			
Surveys (Chaput)	9,000.00	9,000.00	-
Environmental (Sigma)	40,851.79	39,141.39	1,710.40
SmithGroup	450,892.00	489,631.50	(38,739.50)
SmithGroup Grant Writing	20,000.00	18,610.00	1,390.00
Subtotal	\$ 520,743.79	\$ 556,382.89	\$ (35,639.10)
Additional Costs			
H&H Modeling and design iterations (SG)	18,658.00		18,658.00
TVall Coordination (SG)	8,870.00	8,870.00	-
Bid Package Coordination (SG)	1,050.00		1,050.00
Food Truck Electrical Adds (SG)	3,088.00		3,088.00
DNR additional grant info (SG)	3,045.00		3,045.00
Stage revision and donor recognition (SG)	3,660.00	3,660.00	-
Revise guardrail per Site Plan (SG)	810.00	25.00	785.00
Donor recognition additions (SG)	4,770.00		4,770.00
Add security cameras per Site Plan (SG)	3,005.00	3,005.00	-
Main Street Sidewalk added (SG)	2,130.00	2,130.00	-
Railing and Sawcut added (SG)	2,010.00	2,010.00	-
Irrigation System added (SG)	2,160.00	2,160.00	-
Cut/Fill exhibit for Sigma and DNR (SG)	945.00	945.00	-
DNR permit added	675.00	675.00	-
State plumbing permit fee	510.00	510.00	-
Amend DNR grant to move BMPs (SG)	3,000.00		3,000.00
Library window coordination (SG)	3,710.00	3,710.00	-
Art/History Wall (SG)	23,940.00	17,955.00	5,985.00
Security Camera Install (Digicorp)	19,327.50	19,601.22	(273.72)
Subtotal	\$ 105,363.50	\$ 65,256.22	\$ 40,107.28
Anticipated Additional Costs			
Site Furnishings	67,000.00	37,315.03	29,684.97
History Wall Installation	170,000.00		170,000.00
Donor plaques/Signage	15,155.64	39.46	15,116.18
Grand Opening (plans as of 4-6-23)	20,000.00		
Subtotal	\$ 272,155.64	\$ 37,354.49	\$ 234,801.15
Total	\$ 5,126,327.50	\$ 4,760,658.57	\$ 365,668.93
		\$ 365,668.93	Total unpaid to SmithGroup: \$1659.40

Total of CO:
336,639.99

Smithgroup has invoiced for this already. All paid. Amendment #006.

Smithgroup has invoiced for all of this except for \$239.40. Amendment #007.
Total paid to Digicorp, after change order for wiring, etc. RDA was responsible for this expense.
All other "Additional Cost" items were in Amendment #005. \$42,000.00 total.
Smithgroup was paid for all of this except \$420.00.

\$9,110.00 remaining to be paid for Community Table (Graber Manuf.). Has not been shipped or invoiced yet. Possibly late March?

Housing Rehab Grant Program

Funded via \$100,000 of ARPA

Purpose

The ARPA Housing Rehabilitation Program is intended to provide access to capital to assist property owners, both owner-occupied and landlords, with necessary maintenance of their properties to preserve and increase housing stock and property values.

Details

Eligible Expenses

Through working with the Building Inspector, Code Enforcement Officer and Zoning Administrator, the categories below are being considered high priority for eligible expenses.

1. Roofs
2. Porches
3. Exterior Paint
4. Windows and doors
5. Power service upgrades on their panels with a correlating plan for their upgrading in wiring

Not only are the categories above some of the city's most common issues that affect property value, but they are also improvements that effect safety and the aesthetic value of the community.

Scope

The city is proposing a matching grant requirement for owner-occupied units that would be on a sliding scale based on the income of the owner. Further, for leased units, landlords would pay 70% of the expenses with the grant paying for 30%. All housing units are eligible.

Priority will be given to applications where the home is on a major thoroughfare or is near a current redevelopment area (such as the RDA's existing RLF service area). The grant will have an opening and closing period so that proper priority can be identified.

Operations

Considering the RDA has an existing operational infrastructure to process applications and issue financial awards, the city is proposing the \$100,000 allocated to this topic, be provided to the RDA for administration. The RDA will be permitted to accept a 5% administrative cost from the grant funds.

Next Steps

Upon conceptual approval, final grant criteria will be determined and formalized into a policy. An application and associated redevelopment areas will be created, as well as a grant opening and closing period. Marketing of the grant will be created, and Thrive ED will assist in these efforts.



To: Watertown Redevelopment Authority
CC: Mayor McFarland
From: Mason Becker, Strategic Initiatives and Development Coordinator
Date: April 14, 2023
Re: ARPA Home Rehab Grant Program

RDA Board Members,

This past year, the City of Watertown received American Rescue Plan Act funds to earmark for various projects. Mayor McFarland and the Common Council had tentatively earmarked \$100,000 of these ARPA funds to use for preservation of affordable housing stock. Following discussions with city staff, the program has been targeted toward items that routinely come up as compliance issues and add to the property's value.

The following document outlines the tentative format of the program. I am recommending that the RDA board approve participation in facilitating this program, as this grant program falls in line with our mission to facilitate redevelopment within the City. If the board approves moving forward, this will advance to the City's Finance Committee for approval.

Sincerely,

Mason T. Becker
Strategic Initiatives and Development Coordinator