



TOWN SQUARE PROGRAMMING COMMISSION-AMENDED AGENDA

WEDNESDAY, APRIL 03, 2024 AT 4:15 PM

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

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

- 1. Call to order**
- 2. Review and approval of minutes**
 - A. Review and Approve Minutes from March 6, 2024
- 3. Review and approval of financial reports**
 - A. Review and approve: Financial Reports
- 4. Citizens to be heard**

Each individual who requests to address the Council will be permitted up to three minutes for their comments.
- 5. Business**
 - A. Introduction of new commission member - Erica Schneekloth
 - B. Discuss: New Time and Location Options for Commission Meeting
 - C. Discuss: placement of vendors for summer concert series
- 6. Event Coordinator's report**
 - A. Event Coordinators Report
- 7. Adjournment**

Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at mdunneisen@watertownwi.gov, phone 920-262-4006

A quorum of any City of Watertown Council, Committee, Board, Commission, or other body, may be present at this meeting for observing and gathering of information only



TOWN SQUARE PROGRAMMING COMMISSION AGENDA MINUTES

WEDNESDAY, MARCH 06, 2024 AT 4:15 PM

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

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

1. Call to order at 4:19pm

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

2. Review and approval of minutes

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

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

4. Citizens to be heard

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

No one present

5. Business

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

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

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

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

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

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

D. Discuss: Alternate Options for Revenue other than Sponsors

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

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

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

F. Review and Discuss: bollards options & quotes

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

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

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

6. Event Coordinator's report

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

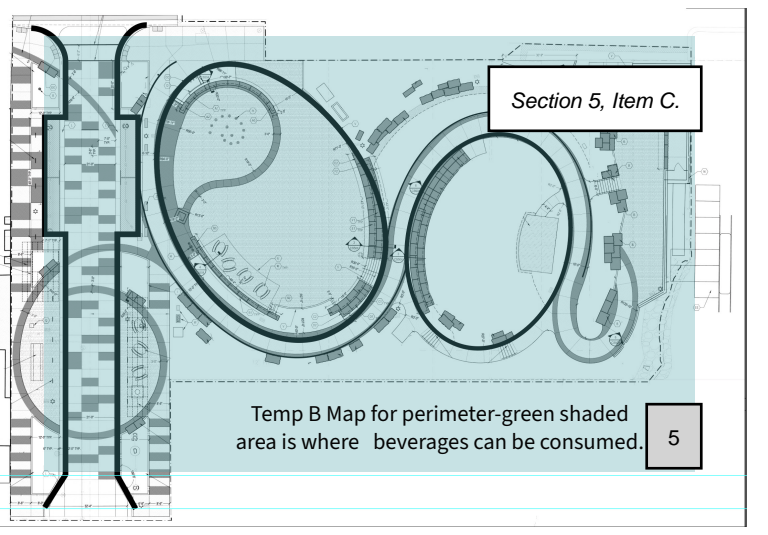
7. Adjournment

Kaufmann motioned to adjourn and Hertel seconded.

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Period End Date							
02/24 (02/29/2024)							
Drag a column header here to group by that column							
Fund ↑ 1	Account No	Title	Period	Budget	Segment	YTD	
26	Q	Q	Q	Q	Q	(All)	
26 -	26-44-62-10	TS REVENUE- NONTAXABLE(...	(\$25.00)	(\$1,200.00)	-	(\$175.00)	
26 -	26-44-62-11	TS REVENUE- TAXABLE(R)	(\$580.00)	(\$24,500.00)	-	(\$1,210.00)	
26 -	26-44-62-50	CONTRIBUTIONS FR GENER...	\$0.00	(\$75,300.00)	-	\$0.00	
26 -	26-44-62-66	TS FUTURE FUND CONTRIBU...	\$0.00	(\$114,000.00)	-	\$0.00	
26 -	26-55-43-10	SALARIES(E)	\$0.00	\$65,478.00	-	\$0.00	
26 -	26-55-43-16	PART-TIME SALARIES(E)	\$0.00	\$0.00	-	\$0.00	
26 -	26-55-43-18	SUPPLIES(E)	\$456.59	\$0.00	-	\$456.59	
26 -	26-55-43-19	ADVERTISING(E)	\$0.00	\$7,000.00	-	\$0.00	
26 -	26-55-43-20	REPAIR/MAINTENANCE(E)	\$2,723.03	\$12,300.00	-	\$3,723.03	
26 -	26-55-43-30	ELECTRICITY(E)	\$479.60	\$2,600.00	-	\$479.60	
26 -	26-55-43-31	WATER(E)	\$373.44	\$42,744.00	-	\$373.44	
26 -	26-55-43-33	WISCONSIN RETIREMENT(E)	\$0.00	\$4,518.00	-	\$0.00	
26 -	26-55-43-34	SOCIAL SECURITY(E)	\$0.00	\$4,060.00	-	\$0.00	
26 -	26-55-43-35	MEDICARE(E)	\$0.00	\$949.00	-	\$0.00	
26 -	26-55-43-36	HEALTH INSURANCE(E)	\$0.00	\$0.00	-	\$0.00	
26 -	26-55-43-37	LIFE INSURANCE(E)	\$0.00	\$295.00	-	\$0.00	
26 -	26-55-43-38	DENTAL INSURANCE(E)	\$0.00	\$0.00	-	\$0.00	
26 -	26-55-43-41	EVENTS EXPENSES(E)	\$0.00	\$44,325.00	-	\$5,290.93	
26 -	26-55-43-60	CAPITAL OUTLAY(E)	\$0.00	\$10,000.00	-	\$0.00	

The image shows a detailed architectural floor plan of a stadium, likely for a temporary event. The plan features a large central oval field, a smaller oval field to the right, and a long, narrow rectangular area on the left. The perimeter of the stadium is shaded in light green, indicating designated areas for beverage consumption. A white box with a black border is positioned in the upper right quadrant of the plan, containing the text 'Section 5, Item C.'.

Section 5, Item C.

Temp B Map for perimeter-green shaded area is where beverages can be consumed.

5

COORDINATOR'S REPORT

April 3, 2024

2024 CURRENT CALENDAR OF EVENTS

THE SUMMARY BELOW IS THE TENTATIVE STATUS OF SCHEDULING



- May 18: 1st Annual Birthday Bash/Splash Pad Opens
- May 28: WHS Art Walk
- Newly added--June 6: Last Day of School Pop up (Thur 11-7)**
- June 8: Boy Band (Sat 7-9)
- June 14: Share the Love Series (Fri 5-8)
- June 15: Conscious Pilot (Sat 7-9)
- Newly added—June 17 Cookie Decorating (6-7)**
- June 19: YMCA Zumba on the Square 6pm
- June 21: Mallrats (7-9)
- June 23: Set Apart Art - Kids
- June 28: Share the Love Series (Fri 5-8)
- June 29: Dueling Pianos (Sat 6-9)
- Newly added--June 29: Hope Church from OCO event (Sat 11-2)**
- July 9: YMCA Pound 8am & 6pm
- July 12: Share the Love Series (Fri 5-8)
- July 13: Panchromatic Steel
- July 14: Kids Fest/YMCA Family Zumba
- Newly added--July 17: Pop Up Treats @ the Square (11-1)**
- July 19: Share the Love Movie time TBD
- July 20: 33RPM (Sat 7-9) & Sidewalk Sales
- July 26: Share the Love Series (Fri 5-8)
- July 28: Sip & Paint (need help on how to make the sip part happen)**
- Newly added—Aug TBD Terrarium Class**
- Aug ? : YMCA Body Combat
- Aug 2: Share the Love Movie
- Aug 3: WRMC Breastfeeding Coalition Event
- Aug 11: Community Worship Service (8-12)
- Aug 16: Share the Love Series (Fri 5-8)
- Aug 17: Ask Your Mother (7-9)
- Aug 18: Art in Park (kids craft)
- Aug 23: Share the Love Movie
- Aug 24: Bootjack Road Band (Sat 7-9)
- Newly added—Aug 25: Koine Concert (Sun 4-7)**
- Aug 25: Family Fun Day (11-1)
- Aug 31: Fiesta @ the Park (Time TBD)
- Sept 7: Last Bees (Sat 7-9)
- Sept 14: Back Bay Band (7-9)
- Sept 22: Art in Park
- Oct 1-4: EZ Promotion Homecoming Pop Up w/ Fuelify
- Oct 8: Halloween Party (6-9)
- Oct 26: Pumpkin Palooza
- Nov 16: Tree Lighting
- Dec. 7: Jingle Bell on the Rock

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

Food Truck Mondays (4-7) almost every Monday June 10th and ends on Oct 28th. **Would love some suggestions.**

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



FOOD TRUCK MONDAYS

MEMBER OF THE Bentzin Family Town Squares
Summer 24
4-7PM

BOOKED SO FAR-NO ORDER

Month	Date	Vendor
JUNE	10	ROSITIS
	17	BLOWIN SMOKE
	24	TOTS ON THE STREET
JULY	1	PIZZA RANCH
	8	C&J BBQ
	15	MARIAS
	22	18 ACRES
	29	HERBIES COFFEE
AUG	19	BUDDA BELLY PIZZA
	26	FUELFY
		BIG DADDY DAWGS
SEPT	9	DOYLES DOGS
	16	SUGAR SPUN
	23	BEN'S PRETZELS
	30	HARVEST MOON COFFEE
OCT	7	TRACIA ICE CREAM TRUCK
	14	IRON PIG
	21	AMERICAN LEGION
	28	

FOR MORE INFORMATION VISIT
EMAIL STJHL@WATERTOWNWI.GOV



FOOD TRUCK POP-UPS

MEMBER OF THE Bentzin Family Town Squares
Summer 24

**TENTATIVE SCHEDULE
2 PER DATE**

11AM-2PM

JUNE 24
BUDDA BELLY PIZZA
TRAVLIN TOM'S COFFEE

JULY 22
DOYLES DOGS

AUGUST 26
SUNRISE ACAI

SEPTEMBER 23
BUDDA BELLY PIZZA

OCTOBER 14
HERBIES COFFEE CAMPER

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THURSDAY NIGHT MARKET AT THE SQUARE

LOOKING FOR:
FARMERS, MUSICIANS,
ENTERTAINERS, FOOD
& LOCAL ARTISANS!

June 27th
July 25th
August 22nd
September 26th

Bentzin Family Town Squares

4-7 P.M.

MARKET WILL INCLUDE PRODUCE, LOCAL ARTISANS, FOOD AND MUSIC

QUESTIONS? SEE US AT CONTACT: STJHL@WATERTOWNWI.GOV



CQC
Clasen Quality Chocolate

25 Booths so far. Application on city website now under BFTS
Looking for 3 more nightly \$300 sponsors.
Would still like some unique artisans and musicians/entertainers.
Still working on getting Farmers. Approved to be able to attend at no cost from PR&F Commission last month.

Grants & Sponsorships Update

- Beltz Grant:** Submitted \$10,000 request beginning of March
- Tourism Grant:** Received \$5000
- Konz Sponsorship:** \$300 Thursday Night Market nightly sponsor

Alcohol Serving Organizations for Concert Series

Section 6, Item A.

NOTE: We added wine sales options to events.

May 18 + **wine** - Rotary

June 8 - Main Street

June 15 -NEED

June 21- Rotary

June 29 – Galaviz

July 13 - Rotary

July 20 - Rotary

Aug 17-White Tails (Bartz)

Aug 24- White Tails (Bartz)

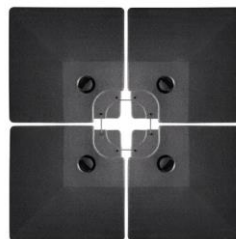
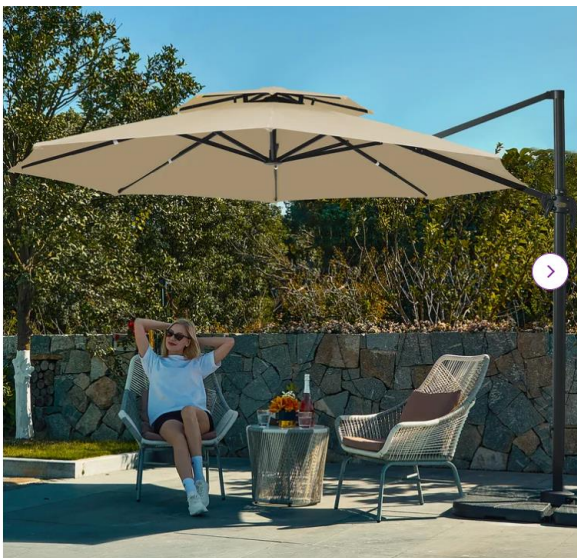
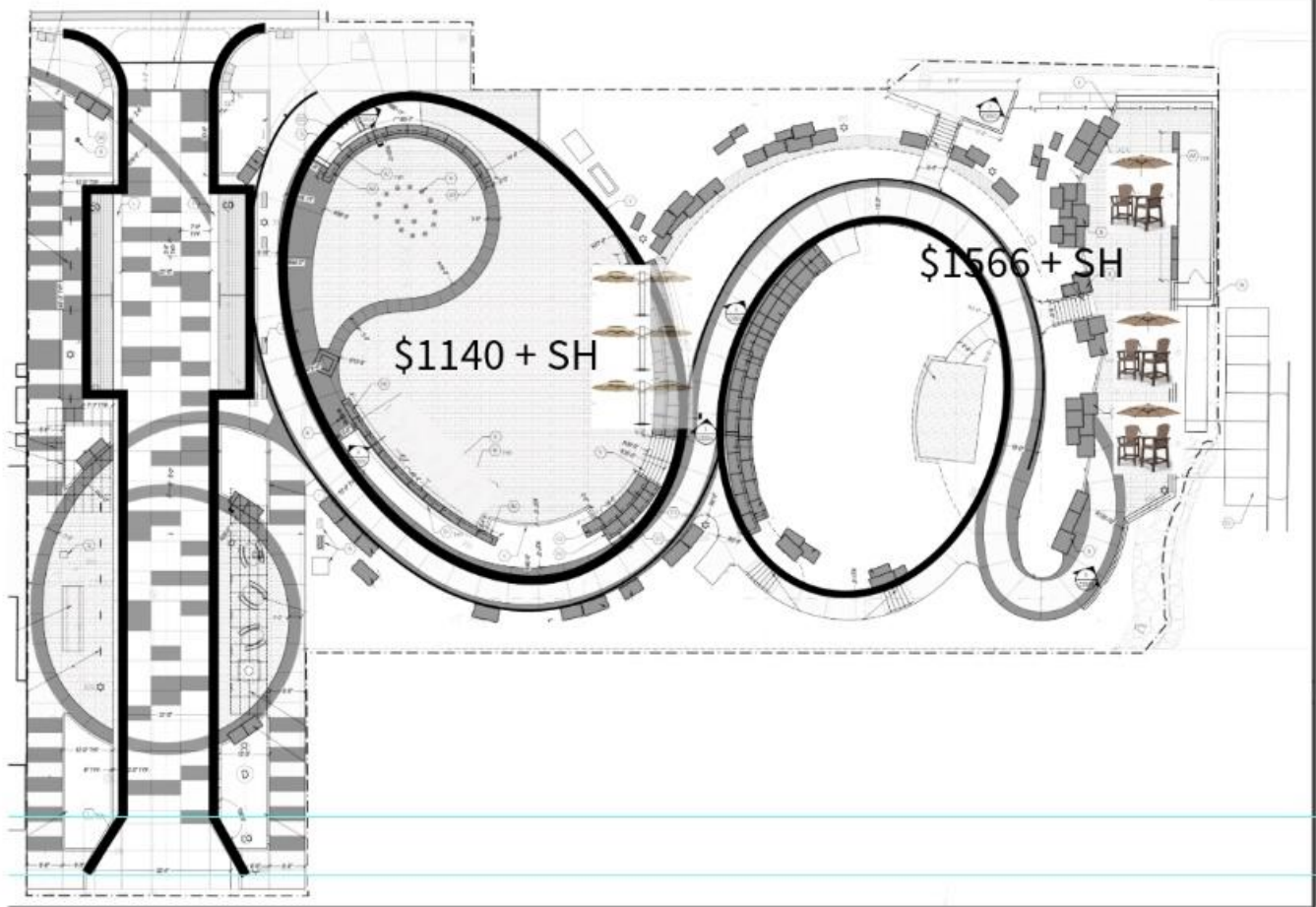
Sept 7 + **wine** - Rotary

Sept 14 – WHS Booster Club

Past Events Update



Went great! Had approx. 30 kids for the younger group and 30 for the older group. Everyone seemed to have a great time and thanked us for coming out in the freezing cold to do the event.



Pulk Plastic Free Standing Umbrella Base
by Arlmont & Co.



not purchased yet

