



TOWN SQUARE PROGRAMMING COMMISSION - AMENDED AGENDA

WEDNESDAY, JULY 16, 2025 AT 12:00 PM

514 S. FIRST STREET, WATERTOWN ROOM

Virtual Meeting Info: <https://us06web.zoom.us/join> Meeting ID: 563 709 0828 Passcode: 53094 One tap mobile +16469313860

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

1. CALL TO ORDER

2. REVIEW AND APPROVAL OF MINUTES

[A.](#) Review and approve: minutes from June 18, 2025

3. REVIEW AND APPROVAL OF FINANCIAL REPORTS

[A.](#) Review and approve: financial report

4. CITIZENS TO BE HEARD

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

5. BUSINESS

A. Review and take possible action: sunsetting the Town Square Programming Commission

6. EVENT COORDINATOR'S REPORT

[A.](#) Coordinators' report for July 2025

7. ADJOURNMENT

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

TOWN SQUARE PROGRAMMING COMMISSION MINUTES**WEDNESDAY, JUNE 18, 2025 AT 12:00 PM****514 S. FIRST STREET, WATERTOWN ROOM**

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1. CALL TO ORDER at 12:00 PM

Present: Zimmerman, Konz, Bartz, Peacy, Butteris, Broere, Juhl

2. REVIEW AND APPROVAL OF MINUTES

- A. Approve Minutes from April 16, 2025
Zimmerman motioned; Bartz seconded; all approved

3. REVIEW AND APPROVAL OF FINANCIAL REPORTS

- A. Approve Financial Report
Konz mentioned it would be nice to see a comparison of where we are now officially and where we thought we would be in our planning. Zimmerman motioned; Konz seconded; all approved

4. CITIZENS TO BE HEARD

Present: John Kattish

5. BUSINESS

- A. Review: Concessions in Parks Fee Schedule Changes – 2025 fees that are on going no action needed.
- B. Review and take action: ordinance to amend Section 428-7(C)(5) Exemptions and create Section 428-10 Bentzin Family Town Square scheduled events.
ACTION: motion to table by Bartz, seconded by Peacy, all approved. PRF Commission has requested to make some changes and resubmit.
- C. Review and take action: ordinance to amend Section 410-52(b) and create Section 410-52(c) Possession of Alcohol Beverages on Pubic Ways.
ACTION: motioned by Konz, seconded by Zimmerman, all approved.
- .

6. EVENT COORDINATOR'S REPORT

- A. Updated Event List
- B. Coordinators Report
New events added, attendance updates for prior events, Beltz grant, RDA new sponsor for Badger Game. We do still have sponsorship opportunities. Glow Run – August 2nd. October 4th will need volunteers – Badger Game and last market is this same date.
- C. Updated Sponsor List
Still need a music sponsor potential for Badger Game if it is a late game. Still need t-shirt sponsors for Glow Run.

7. ADJOURNMENT

Konz motioned to adjourn Peacy Seconded

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Account	
10	
11	
66	
Account	
18	
19	
20	
30	
31	
41	
60	

TRANSACTION
Beginning Future Fund Balance Jan 1, 2025 (set by Mark S. Feb 2025)
Revenues
TS Revenue - No Taxable
TS Revenue - Taxable
TS Future Fund Contributions - not using this account
Total Revenue
Expenses
Supplies
Advertising
Repair/Maintenance
Electricity
Water
Event Expenses
Capital Outlay
Projected Total Expenses
Projected Total Profit/Loss
Projected Future Fund Balance 12/31/25

Salaries are not included as they are paid out of PRF

TOWN SQUARE
May 2025 (as of 5/31/25)

Modified Budget Year		Prev Mo. Balance	current Mo. Deposits
\$ 223,335.00			
\$	(38,000.00)	\$ (6,200.00)	\$ (1,100.00)
\$	(17,000.00)	\$ (2,430.00)	\$ (915.00)
		\$ -	\$ -
\$	(55,000.00)	\$ (8,630.00)	\$ (2,015.00)
\$	7,650.00	\$ 1,202.32	
\$	3,400.00	\$ 1,877.90	
\$	17,300.00	\$ 3,388.60	
\$	1,952.00	\$ 1,088.11	
\$	25,000.00	\$ 757.64	
\$	40,000.00	\$ 2,481.94	
\$	10,000.00	\$ -	
\$	105,302.00	\$ 10,796.51	
\$	50,302.00	\$ 2,166.51	
\$	173,033.00		

Current Mo. Withdrawals	Current Balance	Notes
\$ -	\$ (7,300.00)	sponsors
	\$ (3,345.00)	vendors, permits
\$ -	\$ (10,645.00)	
\$ 168.13	\$ 1,370.45	Umbrella ring, extra coasters promo, Google Storage
\$ 30.15	\$ 1,908.05	concert 24x36 poster
\$ 377.69	\$ 3,766.29	new orange boards, 3 umbrellas
\$ 190.12	\$ 1,278.23	may bill
\$ 247.16	\$ 1,004.80	may bill
		<u>concerts:</u> AYM
		<u>Kids Fest:</u> face painting
		<u>Events:</u> Packers streaming, Badgers Streaming
\$ 7,448.00	\$ 9,929.94	
\$ -	\$ -	
\$ 8,461.25	\$ 19,257.76	
	\$ 8,612.76	
Current Mo actual Fund Balance	\$ 214,722.24	

Column H numbers will move to column E- do not copy and paste just type them in due to formulas

Sponsorships Upcoming Events.



Section 6, Item A.

May 31: 3rd Annual Birthday Bash w/ NEW Dueling Pianos
\$6500 Band; Kids Activities \$2500; Treats \$1000; ~~Beverage Sponsor \$500~~; Giveaway Promo \$1000

June 12, ~~July 10~~, August 28, ~~September 25~~: Thursday Night Markets Music
October 4 Saturday Fall Market
~~Series all 5 dates (1 available): \$1000~~; Individual date \$300 (4 available)

June 21: Ask Your Mother Concert
\$5000 Band; ~~Beverage Sponsor \$500~~

July 13: Kids Fest
~~Entire Event \$2500~~

July 18: Mallrats Concert
\$6000 Band; Beverage Sponsor \$500; Entire Event \$6000

July 20: Eagles Tribute w/ 18 Acres Food Truck
\$5000 Band; ~~Beverage Sponsor \$500~~; Entire Event \$5000

August 2: Glo-Motion @ Brandt Quirk
~~\$1000 Event Sponsor (1 available); T-shirt Sponsors: \$500 (2 available); \$200 (10-4 available)~~

September 6: Boogie & the Yo Yoz Concert
Band \$10,500; ~~Beverage Sponsor \$500~~

September 21: Packers Game
~~Streaming approx \$1500; Beverage Sponsor \$500~~

September 26: Cranfest Tour @ Senior Center
Bus \$2500; Snacks \$500; Sole T-shirt Sponsor \$750

October 4: Badger Game
~~Streaming approx \$1500~~; Beverage Sponsor \$500

October 25: Boo Bash
~~Kids Activities \$1000 Sponsor~~; Living Statues \$275

November-December: Make Your Business Sparkle Tree Decorating
Program Sponsor \$1000; \$200 per tree (~~18~~ 14 trees avail); Trophy \$350

December 12: Craft & Shop Event @ Senior Center (select children come in and shop for parents)
\$2500-\$3500 helps buy gifts for them to select

Holiday Decorations
\$500-\$10,000 Any and all donations welcome, any amount.

**PLEASE RESPOND BY
ASAP
WITH LEVEL OF
SPONSORSHIP
INTEREST - SOME
MARKETING HAS BEGUN**

City & Co-Sponsored Public Events

Section 6, Item A.



February 22: Candlelight Hike @ BQ

March 16: Lucky Leprechaun (12-2pm)

May 31: 3rd Annual Birthday Bash (5-9pm) w/ NEW Dueling Pianos (6-9pm) & History Art Wall Reveal (5pm)

June 8: Fire Department Open House @ New Fire Station (12-4pm)

June 10: Summer's Out, Hang Out (11am-5pm) Co-Host w/ Fuelify

June 12: Thursday Night Market (5-8pm) Music by Ezra Suhr

June 21: SCS-Ask Your Mother Concert (6-9pm) Food & Drinks (5-9pm)

June 23: Food Truck Monday (11-2pm & 4-8pm)

July 10: Thursday Night Market (5-8pm) Music By Emily Peplin

July 11: Chick-Fil-A Pop Up (11-2pm)

July 13: Kids Fest w/ Kart Park(11-2pm)

July 18: SCS-Mallrats Concert (6-9pm) Food & Drinks (5-9pm)

July 20: SCS-Take it Easy Eagles Tribute (1-3pm) Beer & 18 Acres Food Truck (11-3pm)

July 27: Art in the Park - Daisy Art (1-3:30pm)

July 27: Sound Bath (10-11:15am) Co-Host w/ Sacred Blue Waves

July 28: Food Truck Monday (11-2pm & 4-8pm)

August 2: Glo-Motion Family Fun Run @ Brandt Quirk (8pm) w/ Kart Park

August 24: Art in the Park - Wooden Feather Painting (1-3:30pm)

August 25: Food Truck Monday (11-2pm & 4-8pm)

August 28: Thursday Night Market (5-8pm) Music by Lola Blu

September 6: SCS-Boogie & the Yo Yoz Concert (6-9pm) Food & Drinks (5-9pm)

September 13: Color Run @ Brandt Quirk (8am) Co-Host w/ Jeff Cty Suicide Prevention

September 15: Food Truck Monday (11-2pm & 4-8pm)

September 21: Packers vs. Browns Streaming (11-4pm)

September 25: Thursday Night Market (5-8pm) Music By Back2Back Trio

September 26: Cranfest Tour @ Senior Center (6am-8pm)

October 4 : Badger Game Streaming (TBD)

October 4: Fall Market (11-3pm) Music By Elvis, Patsy Cline & Friends Tribute

October 6: Food Truck Monday (11-2pm & 4-8pm)

October 25: Boo Bash (12-3pm) w/ Kart Park

November 15: Tree Lighting (5:30pm)

December TBD: Stuff the Bus partnership w/ WUSD

December 6: Jingle Bell on the Rock TBD

December 7: Holiday Train TBD

December 12: Craft & Shop Event @ Senior Center

For more information, go to
Bentzin Family Town
Square's Facebook Page



Privately Sponsored Public Events.

Section 6, Item A.



May 28: Art Walk WUSD

June 18: Urban Poling Class - Beginner (10am)

June 20: Family Fun Friday

June 25: Urban Poling Class - Advanced (10am)

July 19: Hope Church Event

July 25: Share the Love Series - Movie

August 10: Immanuel Lutheran (9:30-11:30am)

August 13: Urban Poling Class - Beginner (10am)

August 16 : Koine Concert - St. Luke's Lutheran Church

August 20: Urban Poling Class - Advanced (10am)

August 22: Family Fun Friday

September 28: 20-pc Orchestra - Calvary Baptist

Maria's Food Truck: Tuesday's May - September

Yum Yum Food Truck: Friday's at Sharp Corner June -September

COORDINATOR'S REPORT

July 2025

Section 6, Item A.

Current list of Events & Updates

(List is attached to packet)
Glow Run name changed to Glo-Motion Family Fun Run w/ time change to 8pm
July 11 added Chick-Fil-A pop up food truck
Aug 9 Cousins Maine Lobster pop up moving to Sept 20 tentative
Privately hosted events updated (see page 2 of event list attached to packet)



NEW Grants & Sponsorships Update

Theder Landscaping \$200 Glo-Motion T-Shirt Sponsor
A&J Property Restoration \$200 Glo-Motion T-Shirt Sponsor
Domani Salon & Spa \$200 Glo-Motion T-Shirt Sponsor
WRMC \$200 Glo-Motion T-Shirt Sponsor
ITW \$200 Glo-Motion T-Shirt Sponsor
United Electric \$300 Glo-Motion T-shirt Sponsor
*see list sponsorship needs still outstanding

Maintenance Updates at the Square

Still trying to find money for the RJ Construction Quote for Shelter Cover
Interactive Water Feature is up and running on a regular schedule now. 10am-10pm daily

Needs

Need beer vendor for Packer game still – **ideas?**
Please share the fb events and help recruit vendors for markets
Still need Glow Run \$200 T-shirt Sponsors 4ct – **any suggestions?**
Will need volunteers for the Glo-Motion Family Fun Run - WBR will be volunteering- **anyone interested?**
Will need a couple volunteers to be on site for Oct 4th. **Anyone interested?**
Need sponsors still for music for markets on August 28, and October 4 - \$300 each - **Ideas of who I can reach out to?**

In Progress/ Just Completed

Continue to update and complete permits and applications for reservations/rentals/events
Assisting with private rentals navigating the special event process. Seems to be confusing for most people.
Continuing to work on ordinances to make events a bit less clunky at the square.

Event Summary

Urban poling classes went well.
Food truck Monday was horrible due to heat. They left early.