



## REDEVELOPMENT AUTHORITY MEETING AGENDA

WEDNESDAY, MARCH 15, 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. February 15th RDA 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. **STATUS REPORTS**

A. Community Support/Communication- Mueller

1. Social Media and web analytics update

B. Common Council Update-Ruetten

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 Building Update.
4. Revolving Loan Fund Update
  - a. Application Update-Zastrow/Becker

7. **ADJOURN**

*Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at [mdunneisen@CityofWatertown.org](mailto: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*



**Wednesday, February 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, Zastrow, Ruetten
  - b. Absent: Wagner, Bartz, Kuenzi
  - c. Also Present: Melissa Lampe
3. Determination of Quorum and Call to Order at 5:49 pm
4. **Review/Approve:** Minutes of Previous Meetings – January 18, 2023
  - a. **Zastrow motioned to approve. Zimmermann seconded the motion. Minutes were unanimously approved.**
5. Public Comment
  - a. No public comment.
6. Status Reports
  - a. Mueller reported on website (profile updates), social media, press releases, City Connect, and 2022 Impact Report.
  - b. Ruetten provided update on City Council activities including new committee for Riverfest, new Fire Station, and Main Street bridge issues/progress
  - c. Executive Director Update - Becker
    - i. Town Square
      1. Major items are installed. Lighting and dock will be installed when weather allows. Cameras to be installed in March. Fencing will be kept up to preserve landscape until Grand Opening. Town Square project is on budget.  
Salas asked Becker to review remaining unpaid SmithGroup charges and site furnishing needs.
      2. Ad hoc committee meets 2-21 to plan Town Square Grand Opening celebration.
      3. Town Square Programming Event Coordinator position reposted.
  - d. Revolving Loan Fund – Zastrow/Becker
    - i. Zastrow/Becker met with banks. Banks want to continue the program.  
All will recommit \$200,000.  
Revolving Loan Fund balance: \$236,000 (approximately).  
Possible revisions to Revolving Loan Fund:
      - Interest Rate: 4.5-5%
      - Banks will underwrite at no charge (previously RDA outsourced/paid for service).
      - RDA will receive .5% approximately (currently receiving 1%).

- Focus: Banks were in favor of opening up the geography/purpose parameters.  
RDA Discussion: Do not dilute the focus on downtown.  
Ruetten reported other loans available for borrowers outside of the downtown.
- Balance in grant program = \$0. Becker/Salas exploring grant funding opportunities.

e. History Wall

- i. Sign Art presented first draft of wall. Committee to ask for firm schedule, sequencing of set expectation, and milestones. Committee to manage schedule to meet installation goal – possible end of June. Plaques must be installed before May 20 Grand Opening.

f. Bike Racks change order reviewed.

**Zimmerman motioned to approve, Ruetten seconded the motion.**

**Approve change order. Motion passed unanimously. Salas abstained.**

7. Becker has possession of RDA checkbook.

Becker/Salas authorized as signers, all previous signers to be removed.

**Ruetten motioned to approve. Zimmerman seconded the motion. Motion passed unanimously.**

Becker will notify banks of the change. Becker/Salas update signature cards at banks.

8. Future Agenda Items: TWall development.

9. Adjournment at 6:45 pm

**Ruetten motioned to adjourn, Zastrow seconded the motion. Motion carried unanimously.**

**Meeting adjourned.**

# Watertown Redevelopment Authority Social Media Report - March 9

Section 6, Item A.

<b>Facebook</b> (last 28 days)	<b>Mar</b>	<b>Feb</b>
Post Reach:	3,795	1,033
Post Engagement:	1,105	456
Shares:	8	2
Followers:	1,378	1,373
New Followers:	4	6
Link Clicks	185	40

## 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.

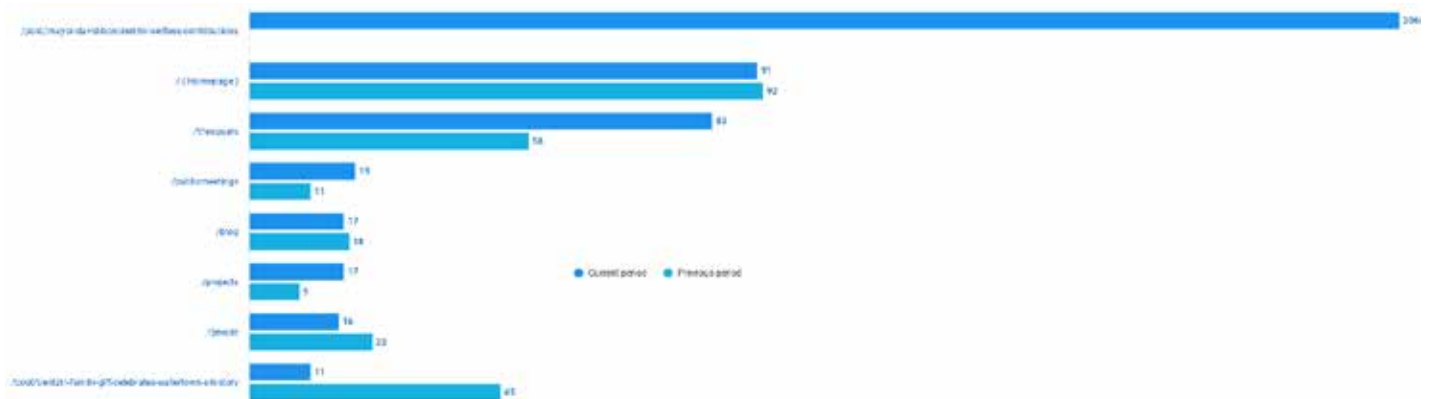
## Top Posts (Last 28 days)

	<u>Reach</u>	<u>Engage</u>	<u>Reach</u>	<u>Engage</u>
2-28 Mayor David	3,751	1,097	12-20: Update on Town Square	613 171
1-13: Check Out Business	893	252		
1-11: History Wall	679	192		

## Website (Last 30 days - End Date March 8)

	March	February	January
Page Views - Site Sessions (# site page was visited/refreshed):	370	166	184
Unique Visitors (A person visited at least once):	310	120	141
Clicks to Contact	4	N/A	N/A
New Visitors:	263 (85%)	80 (66%)	95 (67%)
Returning:	47 (15%)	41 (34%)	46 (33%)
Av. Session Duration:	5m 47s	3m 50s	3m 19s

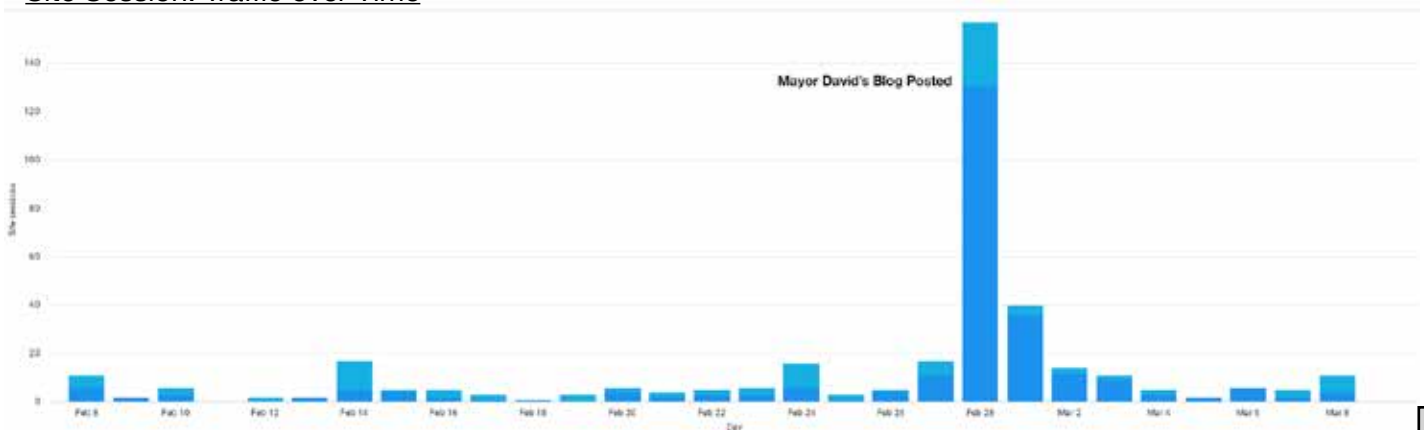
## Page Visits:



Traffic by Entry Page:	Page	Visits
	Post - Mayor David	200
	Home Page	75
	The Square	52
	Projects	6

Traffic Sources: Facebook 196 ↑292%, Google 64 ↓2%, Direct 38 0%, ci.watertown.wi.us 17 ↑13%

## 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	-
Reimburseables - PM Software	4,760.00		4,760.00
Reimburseables - Bond Cost	22,105.00	22,105.00	-
Reimburseables - 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
<b>Through March 9, 2023:</b>			
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		166,381.35
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	
Subtotal	\$ 542,689.68	\$ 354,169.62	\$ 188,520.06
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	\$ -
<b>Project Totals</b>			
	<b>\$ 4,228,064.57</b>	<b>\$ 3,941,333.31</b>	<b>\$ 286,731.26</b>
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
Subtotal	\$ 86,036.00	\$ 45,655.00	\$ 40,381.00
Anticipated Additional Costs			
Site Furnishings	67,000.00	37,315.03	29,684.97
History Wall Installation	100,000.00		100,000.00
Donor placques/Signage	15,155.64	39.46	15,116.18
Subtotal	\$ 182,155.64	\$ 37,354.49	\$ 144,801.15
Total	\$ 5,017,000.00	\$ 4,580,725.69	\$ 436,274.31
		\$ 436,274.31	Total unpaid to SmithGroup: \$1659.40

Total of CO:  
176,308.33

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

Smithgroup has invoiced for all of this except for \$239.40. Amendment #007.  
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?