



REDEVELOPMENT AUTHORITY MEETING AGENDA

WEDNESDAY, MARCH 13, 2024 AT 6:00 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 prior meeting minutes 2.21.24

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. NEW BUSINESS

A. Update on 2024 Bentzin Family Town Square planning-Steph Juhl

B. Presentation from Deb Reinbold, Thrive ED/JCEDC

7. OLD BUSINESS

A. Update on Downtown River Corridor RFP

i. Current application period

B. Housing Rehab Grant Program update

8. STATUS REPORTS

A. Community Support/Communication

i. Social media report-Lisa Famularo

B. Common Council Update- Bartz/Lampe

C. Executive Director Update

i. 111 S. Water St. development update

ii. Revolving Loan Fund update

a. Application update - Becker

iii. Beltz Grant update - Becker

9. FUTURE POSSIBLE AGENDA ITEMS

A. Future guest speakers (tentative)

i. Tom Coogan, Wisconsin DNR- 4.17.24

10. ADJOURN Confirm next meeting time: April 17, 2024 at 6 pm

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



Wednesday, February 21, 2024, 6:00 pm

In-PERSON/VIRTUAL MEETING

Room 0041, City Hall

By Phone or GoToMeeting:

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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.

1. Pledge of Allegiance
2. Roll Call
 - A. Present: Becker, Bartz, Nowatka, Lampe and Wagner
 - B. Absent: Hurtgen, Maas, and Zimmermann
 - C. Other attendees: Famularo and an online resident
3. Determination of Quorum and Call to Order at 6:03 pm by Chair Ryan Wagner
4. **Review/Approve:** Minutes of Previous Meetings – January 17, 2024
 - A. **Nowatka motioned to approve.**
Bartz seconded the motion. Motion carried unanimously.
5. Public Comment: None
6. New Business: None
7. Old Business:
 - A. Current applications for the Downtown River Corridor RFP are due on March 15th. Q&A document is going out on Friday 2/23. Mason has received several inquiries.
 - B. We have received 8 applications for the Housing Rehab Grant Program. One was disqualified. RoxAnne Witte from Thrive is currently reviewing.
8. Status Reports:
 - A. Community Support/Communication
 1. Social media update. Lisa Famularo gave a report on the RDA's social media efforts. Site visits saw a large spike in January. Discussion on messaging on housing.
 - B. Common Council Update
 1. Bartz – Ald. Bartz gave an update on the ordinance relating to the city sale of alcohol, which was tabled. Also discussed was the report from Steph Juhl on the Town Square. Fire Station bonding was passed.
 2. Lampe – Ald. Lampe talked about the discussion on housing developments from the Committee of the Whole meeting.
 - C. Executive Director Update

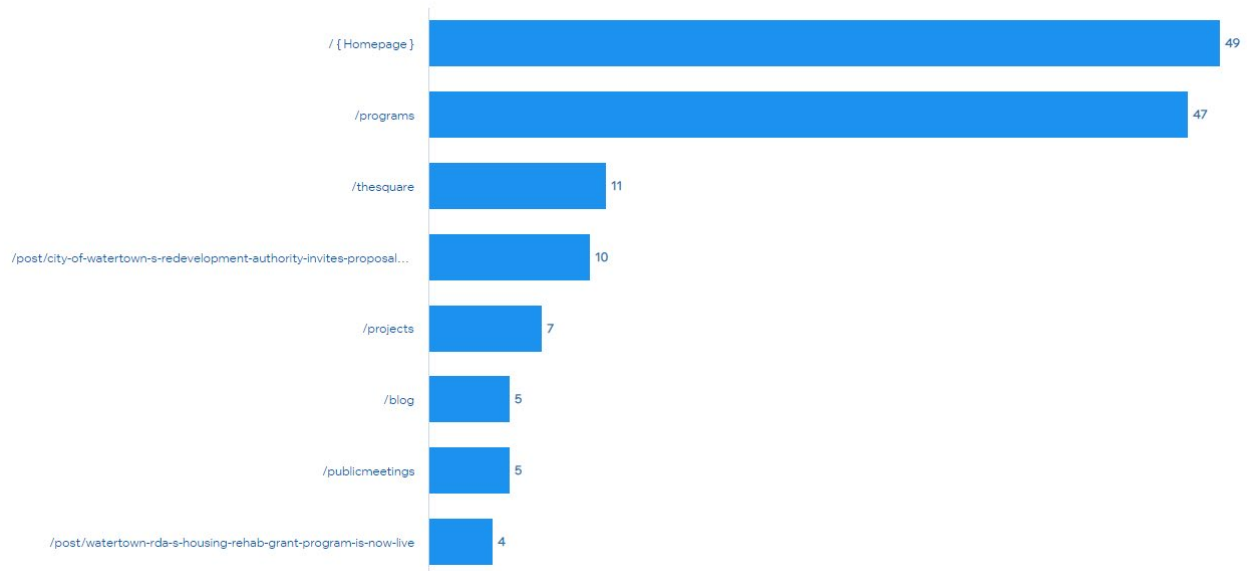
1. 111 S. Water Street update. RFP status: One proposal was received from a qualified and known developer. Another project was submitted by a developer for a different downtown parcel. The Finance Committee will be reviewing the proposal for 111 S. Water St this coming Monday. Hope to proceed after that.
 2. Revolving Loan Fund:
 - a. Application Update: Recently re-publicized and received one inquiry already from a home-based business looking to move into a recently vacated spot on Main Street. About \$105,000 on hand right now to loan out.
 3. Update on Beltz Grants
 - a. Hope to republicize soon. Waiting on feedback from Dr. Beltz and Ryan Wagner.
 4. Future Agenda Items: Steph Juhl and Deb Reinbold will guest speak in March, Tom Coogan from DNR in April.
 5. Next Meeting: Wednesday, March 20, 2024 at 6 pm (Note: This meeting may be rescheduled to March 13, 2024, 6 pm, due to schedule conflicts with multiple board members).
9. Adjournment at 6:45 pm
- Nowatka motioned to adjourn**
- Lampe seconded the motion. Motion carried unanimously.**
- Meeting adjourned.**

Watertown Redevelopment Authority Social Media Report – 3/16/24

Section 8, Item A.

Website Metrics (Since 2/19/24)

- 118 site sessions
- 88 unique visitors (66 new, 22 returning)
- Page visits:



Facebook (last 28 days)

- Post Reach: 1,288
- Post Engagement: 43
- Shares: 0
- Followers: 1,481
- New Followers: 0
- Link Clicks: 11