



TOWN SQUARE PROGRAMMING COMMISSION AGENDA

WEDNESDAY, JANUARY 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. Town Square Programming minutes from November 1, 2023

3. Review and approval of 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. Review and discuss: surveys and feedback

B. Review and take action: Mission Statement for the BFTS

C. Review and discuss: food and beverage fees

D. Review and discuss: new proposed Ordinance 428-10

E. Review and discuss: Remembering our Fallen Program

6. Event Coordinator's report

A. Review and discuss: items in 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

Bentzin Family Town Square COMMISSION

MINUTES

Wednesday, November 1, 2023

1. Call to order

The Bentzin Family Town Square Commission in person on November 1, 2023. The meeting was called to order by Brian Konz. Members present were: Melissa Lampe, David Zimmerman, Brian Konz, Bonnie Hertel, Robin Kauffman, Katie Keepman. Not present: Dan Bartz. Also present were: Kristine Butteris, Stephanie Juhl.

2. Review and approval of minutes:

Melissa made motion to approve. Dave seconded. So moved.

3. Review and approval of financial reports

Steph to check on payment received by RDA for grand opening funds. Robin made motion to approve financial report. Melissa seconded. So moved.

4. Citizens to be heard

No one present – someone mentioned for Steph to check into Sugar Island on food truck vendors and rates.

5. Business

a. Discuss and Approve: final reservation packet

Melissa made a motion to approve the packet as presented with the option to re-evaluate in November 2024. Bonnie seconded. All approved.

b. Discuss and Approve: potential groups exempt from fees

Policy is to have group wanting fees waived to write a letter to the commission for fees to be waived or adjusted. Dave made a motion. Melissa seconded. All approved.

c. Discuss event banners at BFTS – Banners can go up the day of the event or day prior to event. Steph to approve design. Discussion on size requirements but the topic was tabled for next meeting or when Steph puts together a policy to review.

d. Discuss priorities from year to year

Parks receive first choice on all dates, then open to everyone else. New reservations open October 31 for the following year. Steph reserves the right to stagger “like” events. Policy to be made.

e. Discuss Winter programming ideas from members: Send event ideas to Steph. Snow machine, snow person contest, ice skating, curling lessons, cocoa and smores pop up event, traveling light show, globes, dog sled pulling race.

6. Event Coordinator's Report:

*Review and discuss report.

7. Adjournment – Next meeting date December 4, 2023

Brian motioned to adjourn the meeting. Bonnie 1st, Melissa seconded. All approved.

1. Mission Statement Approval

At Bentzin Family Town Square our mission is to be the vibrant heart of our community, providing a dynamic outdoor space that fosters connection, celebrates diversity, and cultivates a sense of belonging. We are dedicated to:

- 1. Community Hub: Serve as the central gathering place where residents and visitors alike converge to connect, share experiences, and strengthen the bonds that define our community.
- 2. Cultural Celebration: Celebrate the rich tapestry of our community's cultural diversity by hosting events that showcase art, music, food, and traditions, creating an inclusive space for all to appreciate and enjoy.
- 3. Event Excellence: Offer a versatile event space that accommodates a wide range of activities, from local markets and festivals to live performances and community gatherings, ensuring a diverse and engaging calendar of events throughout the year.
- 5. Local Collaboration: Foster partnerships with local businesses, artisans, and performers, promoting economic growth and providing a platform for showcasing the talents and offerings of our community.
- 6. Family-Friendly Atmosphere: Design a welcoming space that caters to individuals of all ages, offering family-friendly events, recreational areas, and amenities that make the town square a destination for everyone in the community.
- 9. Educational Initiatives: Facilitate learning and cultural exchange through educational programs, workshops, and informative events that empower individuals and contribute to the intellectual growth of the community.
- 10. Adaptability and Flexibility: Remain responsive to the evolving needs and preferences of the community, regularly updating our offerings and amenities to ensure that the Bentzin Family Town Square remains a relevant and cherished space for generations to come.

By steadfastly pursuing this mission, we aim to create a town square that not only reflects the spirit of our community but actively contributes to its vitality, creating a space where memories are made and shared by all.

**ORDINANCE TO
AMEND SECTION 398-20 CONCESSION IN THE PARKS OF THE CITY
OF WATERTOWN GENERAL ORDINANCES**

**SPONSOR: ALDERPERSON JONATHAN LAMPE
FROM: PARKS, RECREATION & FORESTRY COMMISSION**

THE COMMON COUNCIL OF THE CITY OF WATERTOWN DOES ORDAIN AS
FOLLOWS:

SECTION 1. E. Fees. Each concessionaire shall pay **a fee** ~~fees based on a percentage of the total gross sales of the concessionaire~~ except for city facilitated events where no commission would be required. ~~The concessionaire shall report all sales figures for each calendar month not later than the 10th day of the following month. The report shall be accompanied by payment of the fee required by this section.~~ The concessionaire's fee for any concessionaire not using any building or equipment furnished by the City shall be **\$75 per visit to the City of Watertown or \$300 for the calendar year**. The report and payments shall be made to the Clerk/Treasurer of the City. ~~5% of the gross receipts and the fees for all other concessionaires shall be 15% of the gross receipts.~~

SECTION 2. All ordinances or parts of ordinances inconsistent with the provisions of this ordinance are hereby repealed.

SECTION 3. This ordinance shall take effect and be in force the day after its passage and publication.

DATE:	First meeting date		Second meeting date	
READING:	1ST		2ND	
	YES	NO	YES	NO
DAVIS				
LAMPE				
RUETTEN				
BARTZ				
LICHT				
SMITH				
SCHMID				
WETZEL				
ROMLEIN				
MAYOR MCFARLAND				
TOTAL				

ADOPTED Type meeting date

CITY CLERK

APPROVED Type meeting date

MAYOR

**ORDINANCE TO
ADD-CREATE SECTION 428-10 CONCESSION IN THE SALE OF
FERMENTED MALT BEVERAGES IN PUBLIC PARKS OF THE CITY OF
WATERTOWN GENERAL ORDINANCES**

**SPONSOR: KRISTINE BUTTERIS ALDERPERSON DAN BARTZ
FROM: PARKS, RECREATION & FORESTRY COMMISSION
BENTZIN FAMILY TOWN SQUARE COMMISSION**

THE COMMON COUNCIL OF THE CITY OF WATERTOWN DOES ORDAIN AS FOLLOWS:

SECTION 1: §428-10 is hereby created to read:

428-10 PURPOSE

~~The purpose of this ordinance is to regulate the sale and dispensing of fermented malt beverages during special events at the Bentzin Family Town Square and Riverside Park within the City of Watertown.~~

SECTION 2: DESIGNATED STATIONS SALE OF FERMENTED MALT BEVERAGES IN PUBLIC PARKS.

~~Pursuant to Wis. Stat. § 125.06(6) Fermented malt beverages may be sold by officers or employees of the City of Watertown at designated stations within the confines of the Bentzin Family Town Square and Riverside Park during the course of special events.~~

SECTION 3: EXCEPTION TO LICENSE REQUIREMENT

~~A license for the sale of fermented malt beverages is not required pursuant to § 125.06(6), Wis. Stats., Public parks, for the sale of fermented malt beverages in the Bentzin Family Town Square and Riverside Park during special events.~~

SECTION 4: AUTHORIZED SELLERS

~~Fermented malt beverages shall be sold by officers or employees of the City of Watertown under an ordinance, resolution, rule, or regulation enacted by the governing body.~~

SECTION 5: EMPLOYMENT OF DISPENSERS

~~The City of Watertown may hire employees and/or use volunteers to dispense fermented malt beverages at the Bentzin Family Town Square and Riverside Park during special events. The City is authorized to arrange whatever compensation it deems justified under the circumstances for these employees.~~

SECTION 62. All ordinances or parts of ordinances inconsistent with the provisions of this ordinance are hereby repealed.

SECTION 73. This ordinance shall take effect and be in force the day after its passage and publication.

(Type meeting date of the FIRST meeting the ordinance will be considered) Ord. #21-XX

Formatted: Font: Bold

Formatted: Font: Bold

Commented [SC1]: Several events in town square or riverside park which may want to utilize this authority are not designated as Special Events. I would suggest putting either a process in place to determine when such events may utilize the sale of fermented malt beverages or set a specific time or period during which the authority would be available. Some examples (at times designated by the Parks Director; Fridays from 7 - 11 p.m.; during the months of May - August Thursdays from 5 - 11.)

Formatted: Font: Bold

Commented [SC2]: Wis. Stat. Sec. 125.06 provides the authority to sell but does not require a separate section to reiterate that authority.

Formatted: Font: Bold

Commented [SC3]: This is defined by Wis. Stat. Sec. 125.06 as to who can sell alcohol on behalf of the City.

Formatted: Font: Bold

Commented [SC4]: This would be a request for new positions and should follow the standard procedures. Create a position, have them graded, and amend the city's payroll resolution. Also volunteers cannot be utilized as the state statute requires it be a city employee to sell the fermented malt beverages on behalf of the City.

DATE:	First meeting date		Second meeting date	
READING:	1ST		2ND	
	YES	NO	YES	NO
DAVIS				
LAMPE				
RUETTEN				
BARTZ				
LICHT				
SMITH				
SCHMID				
WETZEL				
ROMLEIN				
MAYOR MCFARLAND				
TOTAL				

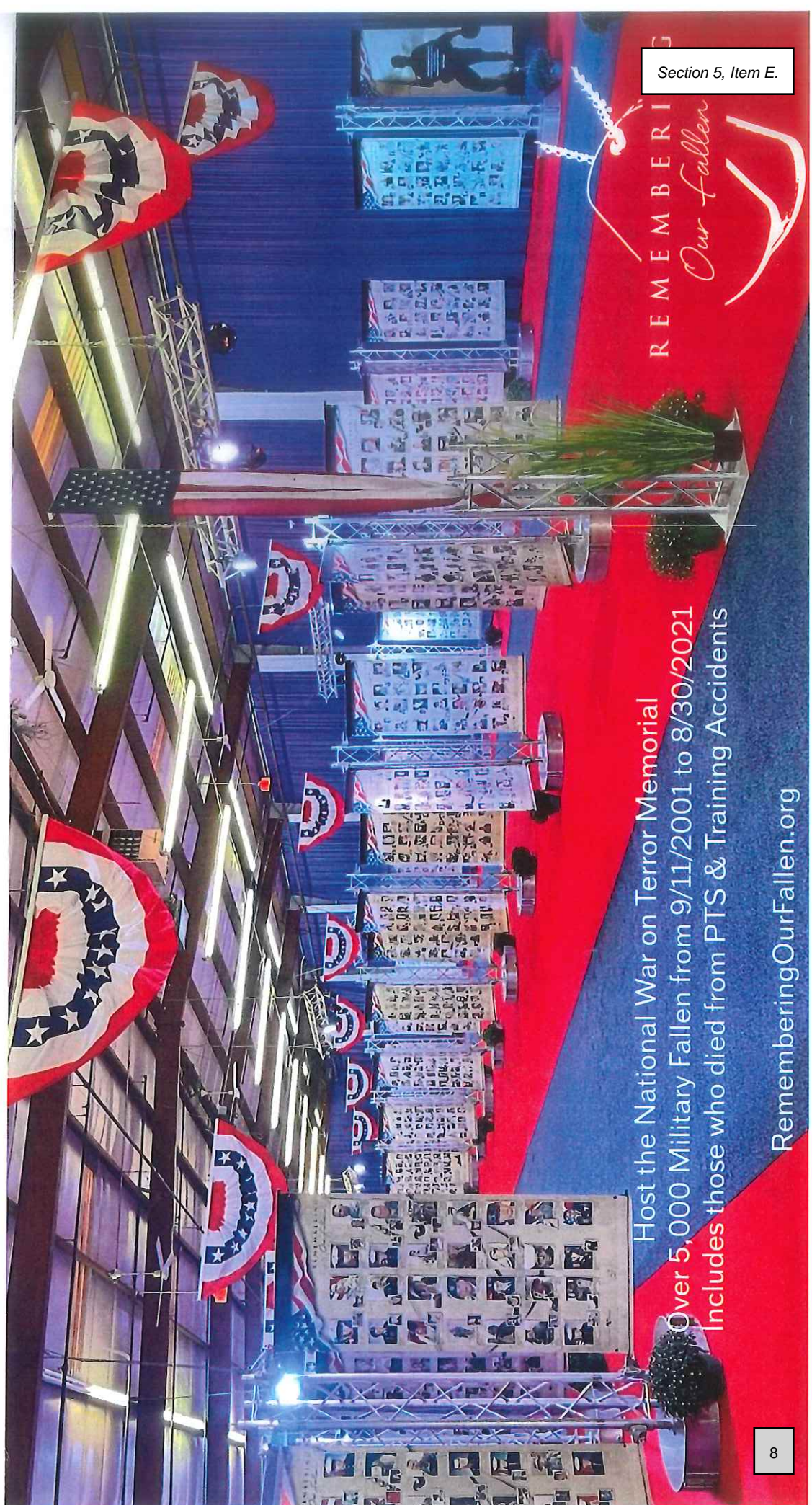
ADOPTED Type meeting date

CITY CLERK

APPROVED Type meeting date

MAYOR

(Type meeting date of the FIRST meeting the ordinance will be considered) Ord. #21-XX



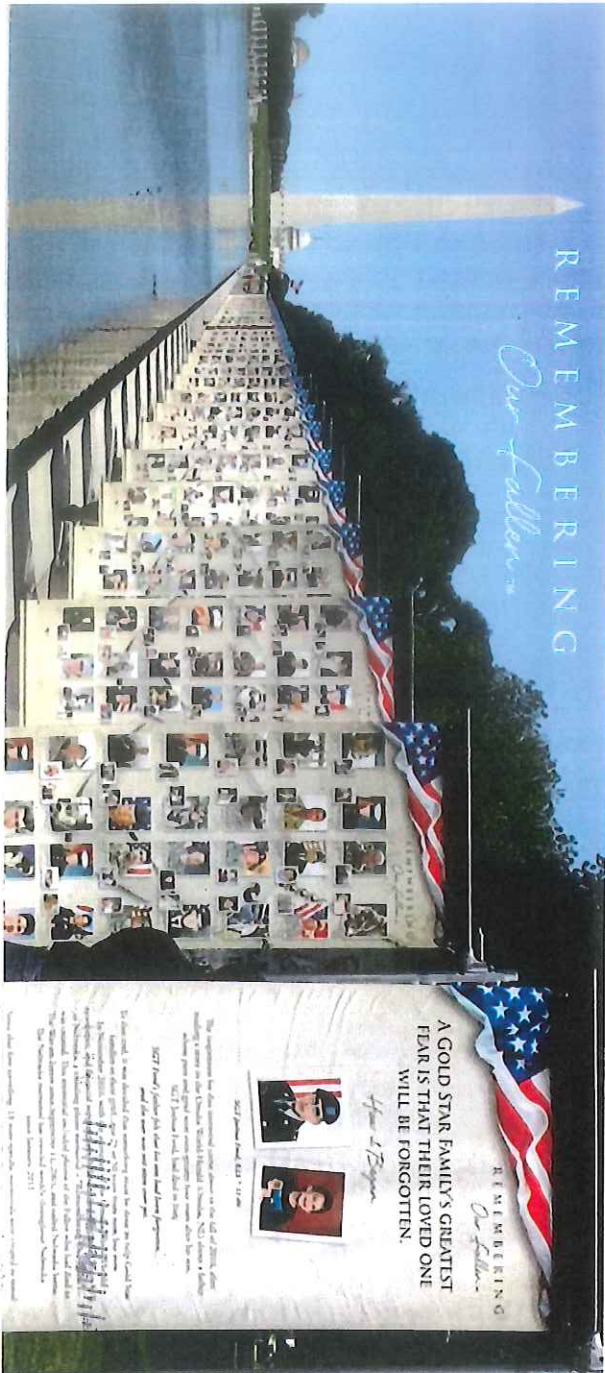
Host the National War on Terror Memorial
Over 5,000 Military Fallen from 9/11/2001 to 8/30/2021
Includes those who died from PTS & Training Accidents

REMEMBER
Our Fallen

RememberingOurFallen.org



To Host: Call 402-612-0210 or email info@RememberingOurFallen.org
Remembering Our Fallen is a program of Patriotic Productions, a 501(c)(3).



PATRIOTIC PRODUCTIONS

16213 Lamp St
Omaha NE 68118



When Veterans
Waken Town City Hall
PO Box 477
Waken Town, WI
53094