



SENIOR CENTER ADVISORY BOARD MEETING AGENDA

TUESDAY, AUGUST 18, 2026 AT 9:00 AM

514 S. FIRST ST, WATERTOWN, WI 53094

1. CALL TO ORDER

2. REVIEW AND APPROVAL OF MINUTES

A. Review and take action: Senior Center Advisory Board minutes from June 16, 2026

3. REVIEW AND APPROVAL OF FINANCIAL REPORTS

A. Review and take action: Financial reports

4. CITIZENS TO BE HEARD

Each individual who would like to address the Committee will be permitted up to three minutes for their comments

5. BUSINESS

A. Review and take possible action: Quarterly birthday party date and room changes

B. Review and take possible action: 2027 movie license renewal

C. Review and take possible action: Membership upgrade system

D. Review and take possible action: Membership rollover, renewal discount, and membership rates for 2027

6. CHAIRPERSON COMMITTEE REPORTS

A. Update from fundraising committee

B. Update from membership committee

C. Update from community services committee

D. Update from program committee

7. DIRECTOR'S REPORT

A. Building updates: Lighting, elevator, and front door replacement

B. Review upcoming events: Senior Citizen Day, Veteran's Day, Holiday Party, and community events

8. 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

SENIOR CENTER ADVISORY BOARD

Tuesday, June 16, 2026

9:00 a.m.

The Senior Center Advisory Board met on the above date and time. The following members were present: Betty Jimenez, Dawn Justman, Tracy Rusch, and John Wanke, as well as Andrea Draeger. Lynn Fredrick and Peggy Brown were not present. No members of the public were present.

1. Call to Order

The meeting was called to order at 9:08 a.m.

2. Review and Approval of Minutes

John Wanke moved to approve the Senior Center Advisory Board minutes from April 21, 2026, seconded by Betty Jimenez, and carried by unanimous voice vote.

3. Review and Approval of Monthly Financial Report

John Wanke moved to approve the monthly financial report as presented, seconded by Dawn Justman, and carried by unanimous voice vote.

4. Citizens to be Heard

None.

5. Business

A. Election of Chair Positions

Dawn nominated Betty to serve as Board President. John seconded the nomination. Betty accepted and was elected by unanimous consent.

Betty nominated Dawn to serve as Vice President. John seconded the nomination. Dawn accepted and was elected by unanimous consent.

Committee assignments were reviewed as follows:

- Community Services Committee – John
- Fundraising Committee – Betty and Dawn
- Membership Committee – Lynn
- Program Committee – Peggy

Betty moved to approve the committee assignments as presented, seconded by Dawn, and carried by unanimous voice vote.

6. Chairperson's Committee Reports

A. Fundraising Committee Report

The Board discussed current and upcoming fundraising efforts, including preparations for the June cookout fundraiser and future 50/50 raffles. Members discussed utilizing future

raffle proceeds for popcorn supplies, special bingo days, and other program enhancements. Additional discussion included donation request letters, increasing promotion of donation opportunities through the newsletter, and potential future fundraising efforts to assist with equipment purchases such as a floor scrubber.

The committee reviewed available sponsorship opportunities for birthday parties and discussed pursuing additional business sponsorships, including a potential round-up campaign with Piggly Wiggly.

B. Membership Committee Report

Discussion focused on membership growth and retention efforts. Members reviewed the possibility of transitioning membership records to RecDesk by the end of the year and discussed evaluating prorated membership rates for 2027. The Board agreed to place membership fee options on the August agenda for further review.

Additional discussion included a reminder of membership coupons and scholarship information through the Chamber of Commerce to attract new members.

C. Community Services Committee Report

The committee discussed future community service projects, including school supply drives, food drives, and partnerships with local organizations. Members expressed interest in exploring opportunities to support assisted living facilities, local schools, the Humane Society, and other community organizations through donation drives and volunteer efforts.

John agreed to gather additional information regarding potential partnerships with schools, the Humane Society, and local public safety initiatives. A school supply drive is planned for August.

D. Program Committee Report

The committee reviewed current and potential future programming opportunities, including educational presentations, webinars, card games, wellness programming, musical performances, and day trip promotion.

Discussion included exploring a health and wellness support group, highlighting programs on the hallway bulletin board and in the newsletter, and developing a monthly featured program promotion plan.

Staff noted that a refrigerator has been added to support senior and community center programming activities.

7. Director's Report

A. Building and Facility Updates

Andrea Draeger provided updates on several facility improvement projects, including the elevator replacement, front door project, generator fence installation (completed).

Upcoming community events include a day trip to Lake Geneva on July 10.

8. Adjournment

John Wanke moved to adjourn the meeting, seconded by Betty Jimenez, and carried by unanimous voice vote. The meeting adjourned at 10:34 a.m.

Next meeting date: Tuesday, August 18, 2026.

Respectfully submitted,

Andrea Draeger
Senior Center, Enrichment & Office Manager

Note: These minutes are uncorrected, and any corrections made thereto will be noted in the proceedings at which these minutes are approved.

Beginning Balance	-38,744.93								
Non-Taxable Revenue	January	February	March	April	May	June	July	August	2025 YTD Revenue
Donations	107.45	45.25	523.25	42.21	112.50	146.00	10.93	1.00	988.59
Memorials									0.00
Popcorn Donations	29.84	24.34	33.37	39.25	29.89	26.25	39.41		222.35
Beverage Sales/Concessions	240.40	157.75	249.75	173.00	240.50	240.60	303.50	6.00	1,611.50
Trip Commissions							689.80		689.80
WI Lottery Pull Tabs	358.50	121.50	118.00	82.00	235.50	266.50	218.50		1,400.50
Bake Sale	261.00					430.00			691.00
Soup Sale	501.00								501.00
Kwik Trip Gas/Scrp Cards	155.00	240.00	120.00	385.00	575.00	605.00	430.00		2,510.00
Care Fair Donations			775.00	175.00	175.00	125.00			1,250.00
Raffles	254.50	235.50	313.00	203.00	298.00	312.00	318.50		1,934.50
Taxi Voucher Donation									0.00
Taxi Voucher Repayment (Jeff Cty ADRC)	147.00	150.00	210.00	447.00			168.00	201.00	1,323.00
Event Tickets							301.00	25.00	326.00
Bday Party Revenue				10.00	32.00				42.00
Brat Fry/Cookout						797.00	120.00		917.00
Senior Citizen Day sponsorship			200.00						200.00
Veteran's Day Meal Donation		35.25							35.25
Veteran's Day Event Sponsorship			1,700.00						1,700.00
Generations of Joy	50.00								50.00
Dept of Administration - Raffle License Refund								25.00	
Bingo Machine Donation	1,300.00								1,300.00
Refrigerator Donation					652.00	652.00			1,304.00
Senior Membership Donation									0.00
Total Non-Taxable	3,404.69	1,009.59	4,242.37	1,556.46	2,350.39	3,600.35	2,599.64	258.00	18,996.49 \$ 19,021.49
Taxable Revenue	January	February	March	April	May	June	July	August	YTD Revenue
Equip Rental	30.00								30.00
Greeting Cards	58.00	108.00	118.00	78.00	85.00	111.00	129.00	5.00	692.00
Misc Rev						5.00			5.00
Total Taxable Revenue	88.00	108.00	118.00	78.00	85.00	116.00	129.00	5.00	727.00 \$ 727.00
Expenses	January	February	March	April	May	June	July	August	YTD Expenses
Lottery/payouts		111.00	139.00	9.00	1.00	421.00	11.00		692.00
Raffle	50.00								50.00
Movies & License/Netflix	1,064.68	17.99	17.99	17.99	19.99	19.99	19.99		1,178.62
Tax/WI Dept of Admin	-25.00				2.61				-22.39
Watertown Daily Times							204.30		204.30
Fundraising:									0.00
Snack Shop Supplies/coffee/popcorn			220.40			68.87	31.99	170.73	491.99
Concessions (chips, candy bars, etc)	84.07		78.55	36.90	103.51	52.11	56.66		411.80
Soda/water Purchases	105.96	50.60	37.95	66.40	106.08	56.92	210.86		634.77
Bake sale supplies									0.00
Soup Sale	113.43								113.43
Brat Fry/cookout						283.38			283.38
Greeting Cards								139.74	139.74
Decorations									0.00
Flowers/plants					144.19				144.19
Refrigerator					975.97				975.97
Yard Signs						29.56			29.56
Office supplies					61.99	18.99			80.98
TV mount	109.24								109.24
Scrp Cards - RaiseRight/Kwik Trip	231.10			1,085.40		1,559.50		701.00	3,577.00
Program Supplies:									0.00
Card/wii/game supplies						30.98			30.98
Bingo Expenses		1,364.40					30.90		1,395.30
Promotional Items/giveaways									0.00
Taxi Vouchers	225.00	273.00	633.00	270.00	243.00	222.00			1,866.00
Program Refreshments									0.00
ID Tag System & Supplies for System						28.49	1,041.00		1,069.49
Floor stripper							1,096.08		1,096.08
Photo Processing					3.37				3.37
Pool Table		4.99							4.99
Events:									0.00
Care Fair					172.18				172.18
Seasonal/bingo Parties							30.90		30.90
Senior Citizen Day								100.00	100.00
Birthday Event Supplies		224.67			49.45		285.00		559.12
Vets Day Event/Paver			150.00				48.97		298.97
Holiday Party									400.00
Total Expenses	1,958.48	2,046.65	1,276.89	1,485.69	1,883.34	2,791.79	3,067.65	1,111.47	16,121.96 \$ 16,121.96
Ending Monthly Balance	40,279.14	39,350.08	42,433.56	42,582.33	43,134.38	44,058.94	43,719.93	42,871.46	42,346.46
Monthly Net Income	1,534.21	-929.06	3,083.48	148.77	552.05	924.56	-339.01	-848.47	3,601.53

50/50 RAFFLES
Jan bingo machine
Feb programming supplies
March flower pots/flowers
April annual flowers/plants patio
May cook out supplies
June cook out supplies
July bingo treats & supplies
Aug popcorn supplies
Sept special bingo days
Oct membership system upgrades
Nov membership system upgrades
Dec holiday party?

6/26 Cookout - \$1,500 revenue

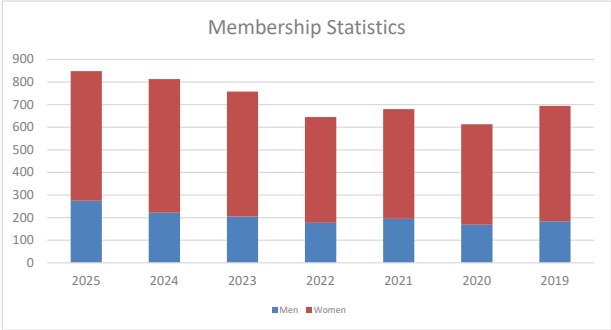
Section 3, Item A.

2026 Membership Report					
Memberships	Base >2024	Inactive	2026 Paid	2026 New	2025 Unpaid
January	731	0	522	11	205
February	741	2	586	18	155
March	759	0	614	15	145
April					
May	778	13	642	19	136
June	787	1	655	8	132
July	799	0	670	10	129
August	809	3	681	9	128
September					
October					
November					
December					
Total		19		90	

2025 Membership Report					
Memberships	Base >2023	Inactive	2025 Paid	2025 New	2024 Unpaid
January	763	3	564	30	169
February	768	4	599	16	169
March	772	2	607	3	168
April	781	2	619	8	162
May	793	1	631	12	162
June					
July	804	2	646	11	161
August	807	1	650	4	157
September	829	5	673	21	156
October	835	0	676	6	156
November	843	3	689	8	154
December	848	0	691	5	154
Total		23		124	

Section 3, Item A.

Membership Statistics						
	Total Member-ship	Men	Women	New Members	Avg Age	Deceased
2025	848	275	573	124	76	29
2024	813	222	591	119	77	12
2023	758	205	553	126	77	31
2022	645	177	468	136	77	21
2021	680	195	485	62	77	30
2020	613	169	444	47	77	12
2019	694	184	510	103	76	21
2018	694	192	502	97	75	28
2017	698	202	496	134	74	21
2016	661	191	471	103	75	23
2015	658	190	468	130		11
2014	609	180	427	91		15
2013	598	167	431	101		24
2012	605	173	432	70		20
2011	636	179	457	109		7
2010	670	189	481	144		
2009	619			91		



Greeting Card Sales											
	2026	2025	2024	2023	2022	2021	2020	2019	2018	2017	2016
January	80	49	59	111	46	0	70	45	137	65	92
February	108	63	113	57	56	2	91	96	178	135	181
March	118	69	63	106	58	0	32	62	150	154	177
April	78	72	122	63	108	11	0	136	118	120	163
May	85	85	70	106	75	5	0	71	147	145	117
June	111	100	178	90	90	28	1	108	166	119	157
July	129	69	76	70	88	49	0	78	106	100	85
August	5	83	63	60	50	80	3	65	115	150	104
September		85	107	74	95	58	2	74	77	127	106
October		94	97	93	83	36	2	90	75	106	115
November		60	57	90	70	85	11	95	119	170	98
December		105	100	138	140		0	121	128	219	99
Total	714	934	1,105	1,058	959	354	212	1,041	1,516	1,610	1,494
Avg/Mth	89	78	92	88	80	32	18	87	126	134	125

MEMO

Parks, Recreation, and Forestry Department

To: Parks, Recreation, and Forestry Commission

From: Andrea Draeger – Senior Center, Enrichment, and Office Manager

Date: 8/18/2026

Subject: Quarterly Birthday Party Dates and Room Changes

Background

The Watertown Senior & Community Center currently hosts its quarterly birthday parties on the third Wednesday of each quarter in Conley Hall. These events continue to be well attended and are an important social opportunity for members.

In recent years, Conley Hall has become increasingly utilized on Wednesdays for programs and events. As a result, the same regularly scheduled user group is displaced several times throughout the year. Staff would like the Advisory Board to consider whether changing the room location and/or day of the week for the quarterly birthday parties would help distribute facility usage more evenly while minimizing disruptions to recurring programs.

Budget Goal

4. Encourage community growth by assessing opportunities, involving all stakeholders, environmental needs, modern code and policy priorities.

Financial Impact

There is no anticipated financial impact. Any changes to the room location or event date would be accommodated within existing staff schedules and operating budget

Recommendation

Staff recommends the Advisory Board review the current quarterly birthday party schedule and discuss whether changing the room location, day of the week, or both would better balance facility use and reduce recurring impacts on other programs. Staff will incorporate any approved changes into future event planning and calendars.

Motion

Motion to approve changing the quarterly birthday party schedule and/or room location as discussed, with staff authorized to implement the approved changes beginning with future quarterly birthday parties.

MEMO

Parks, Recreation, and Forestry Department

To: Parks, Recreation, and Forestry Commission

From: Andrea Draeger – Senior Center, Enrichment, and Office Manager

Date: 8/18/2026

Subject: Movie License Continuation in 2027

Background

The Watertown Senior & Community Center currently maintains an annual public performance movie license, allowing staff to legally show movies as part of Center programming. Movies are currently offered on a weekly basis and average approximately 15 attendees per showing.

The cost of the annual license has continued to increase over the past several years. The license cost was \$860 in 2025 and increased to \$1,046 in 2026. The 2027 renewal cost has not yet been announced but may increase again.

As staff begin planning the 2027 budget, the Advisory Board is asked to consider whether to continue the annual movie license. If the Board wishes to continue offering movies, it may also wish to discuss strategies to increase participation and maximize the value of the license, such as adding additional movie showings, offering themed movie events, partnering with sponsors, or implementing other ideas to increase attendance.

Budget Goal

2. Maintain indoor and outdoor recreational facilities to enhance safety, overall health, and quality of life.

Financial Impact

Renewing the annual movie license will require funding in the 2027 operating budget. The final cost is currently unknown but is expected to exceed the 2026 cost of \$1,046.

Recommendation

Staff recommends the Advisory Board discuss whether to continue the annual movie license in 2027 and provide direction regarding the renewal. If the Board supports renewal, staff also recommends discussing opportunities to increase participation and overall value of the license through expanded programming or other promotional efforts.

MEMO

Proposed Motion:

Motion to recommend renewal of the annual movie license for 2027 and direct staff to include the anticipated expense in the 2027 operating budget, while exploring opportunities to increase participation and maximize the value of the license.

MEMO

Parks, Recreation, and Forestry Department

To: Parks, Recreation, and Forestry Commission

From: Andrea Draeger – Senior Center, Enrichment, and Office Manager

Date: 8/18/2026

Subject: Membership Upgrade System

Background

The Watertown Senior & Community Center currently utilizes a Microsoft Access database to manage memberships and Excel for participant sign-in statistics. As a result, staff must manually maintain a separate membership database from the City's existing RecDesk registration software. Additionally, participant attendance and building utilization data must be manually entered, requiring significant staff time and increasing the potential for data entry errors.

Staff has explored upgrading the membership system to integrate with RecDesk, allowing memberships to be managed within the same software currently used for program registration and facility reservations. Members would receive a barcode key tag to scan upon entering the facility, automatically recording attendance and building utilization.

The upgrade would eliminate the need to maintain two separate membership databases, streamline membership management, improve the accuracy of attendance records, and provide more efficient reporting of building utilization statistics.

Budget Goal

5. Involve those who are impacted before making decisions.

Financial Impact

The estimated one-time implementation cost is approximately \$2,500, including:

- Approximately \$1,000 for member barcode key tags.
- Approximately \$1,500 for a dedicated computer or device, barcode scanner, and related equipment.

Ongoing software costs are expected to be minimal, as the Center already utilizes the RecDesk registration platform.

MEMO

Recommendation

Staff recommends the Advisory Board review the proposed membership system upgrade and provide direction regarding implementation. Integrating memberships into RecDesk would streamline daily operations, reduce manual data entry, improve the accuracy of attendance and utilization reporting, and create a more efficient experience for both staff and members.

Proposed Motion:

Motion to recommend implementation of the RecDesk membership upgrade system and utilize approximately \$2,500 from the budget for the purchase of barcode tags, equipment, and implementation costs.

MEMO

Parks, Recreation, and Forestry Department

To: Parks, Recreation, and Forestry Commission

From: Andrea Draeger – Senior Center, Enrichment, and Office Manager

Date: 8/18/2026

Subject: Membership Rollover, Renewal Discount, and Membership Rates for 2027

Background

The Watertown Senior & Community Center currently offers annual memberships at the following rates:

- City Resident: \$9.00
- Nonresident: \$13.50

Members who purchase a new membership or renew by the early renewal deadline of January 31 receive a 25% discount.

The Advisory Board has previously expressed interest in implementing a membership rollover policy for new memberships purchased during the last quarter of the calendar year. Under this concept, individuals purchasing a new membership during the final quarter would have their membership remain valid through the end of the following calendar year, rather than expiring after only a few months. This approach may encourage more individuals to join later in the year without feeling they are paying for only a partial year's membership.

If a rollover policy is implemented, the Board may also wish to discuss whether the current 25% new member and early renewal discounts should be modified or eliminated. The rollover option may reduce the need for an additional incentive for late-year memberships. While the Board could continue offering the early renewal discount, doing so in conjunction with a rollover policy would create multiple membership pricing scenarios that may be more difficult to administer and communicate clearly to members.

Staff is also requesting the Board consider increasing annual membership fees beginning in 2027 to:

- City Resident: \$15.00
- Nonresident: \$22.50

MEMO

Current membership fees remain comparatively low when compared with many neighboring senior centers. While memberships do not cover the full cost of operating the facility, an increase would generate additional revenue to help offset building operations and maintenance costs while continuing to provide an affordable membership option for the community.

Budget Goal

5. Involve those who are impacted before making decisions.

Financial Impact

A membership fee increase would generate additional membership revenue to help offset operating expenses. The exact financial impact will depend on membership enrollment and renewal rates.

Implementing a membership rollover policy and any changes to the early renewal discount are not expected to have a significant budget impact but may influence membership participation and renewal patterns.

Recommendation

Staff recommends the Advisory Board discuss the proposed membership changes and provide direction regarding:

- Whether to implement a membership rollover policy for new memberships purchased during the final quarter of the calendar year.
- Whether to continue, modify, or eliminate the current 25% new member and early renewal discount.
- Whether to increase annual membership fees to \$15 for City residents and \$22.50 for Nonresidents beginning with the 2027 membership year.

Staff will incorporate the Board's direction into membership policies and promotional materials for the 2027 membership campaign.

Proposed Motion:

Motion to approve the membership rollover policy, establish the 2027 new member and early renewal discount policy, and approve annual membership fees of \$15 for City residents and \$22.50 for Nonresidents, effective with the 2027 membership year.