



REDEVELOPMENT AUTHORITY MEETING AGENDA

WEDNESDAY, JUNE 18, 2025 AT 6:00 PM

CITY HALL, UPPER LEVEL ROOM 2044, 106 JONES STREET WATERTOWN WI 53094

Virtual Meeting Info: <https://us06web.zoom.us/join> Meeting ID: 617 065 5357 Passcode: 53094 One tap mobile +16469313860

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

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 from May 21, 2025, and June 9, 2025

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. OLD BUSINESS

A. Rock River District Vision

i. Development update

B. Discussion on future goal setting

i. Review and possible action: WEDA Economic Development 101 Proposal

7. NEW BUSINESS

A. Introduction of new board member

B. Election of RDA vice-chair

C. Review and discuss: RDA history and mission

D. Review and discuss: Presentation from resident on downtown market concept

E. Review and discuss: Messaging calendar update

8. STATUS REPORTS

A. Housing Rehab Grants

B. Beltz Foundation Grants

C. Proposed Citywide Grant Program

D. Social media/messaging update (Famularo)

E. Council update (Berg/Arnett)

F. Executive Director update

i. Items for next agenda

ii. Next meeting: July 16, 2025 at 6pm

9. ADJOURN

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



Wednesday, May 21, 2025, 6:00 pm

In-PERSON/VIRTUAL MEETING

Room 2044, City Hall

By Phone or Zoom Meeting:

<https://us06web.zoom.us/join>

For the Public, Members of the media and the public may attend by calling: (US) +1 (646)931-3860

Meeting ID: 617-065-5357

Pass Code: 959083

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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: Mason Becker, Ald. Arnett, Jacob Maas, Steve Board, Ald. Berg, Ryan Wagner
 - B. Virtual: Karissa Hurtgen
 - C. Absent: Dave Zimmermann
 - D. Other attendees: Paape, Kaddesh, Broere, Budewitz, **Smith, Smith**, Larson Luhman, Schroeder, other residents. Virtual: Amber Smith and Zach Goodrow (WDT)
3. Determination of Quorum and Call to Order at 6:01 pm
4. Approval of meeting minutes
 - A. Regular Board Minutes 4.16.25
Berg motioned to approve
Mass seconded the motion. Motion carried, Board abstained.
5. No public comment
6. Old Business:
 - A. **Rock River District Vision**
 - a. Development update: Becker discussed the status of the talks with Intrepid Investments and continued to work on the Oxbow project.
 - b. Discussion of fundraising planning: Wagner and Becker discussed recent meeting with the Greater Watertown community Health Foundation on potential grant opportunities and other options.
 - D. **Bentzin Family Town Square: Historic Art Wall & plaques**
 - a. Update on Historic Art wall: Becker shared that planned ribbon cutting in conjunction with the "Birthday Bash" on May 31, 2025
7. New Business:
 - A. **Introduction of new board members:** Steve Board, returning board member, introduced himself
 - B. Review and discussion: Downtown parking. David Paape gave a presentation on his personal survey of downtown parking options and potential future needs for parking. Some residents and business

owners in attendance shared their feedback. Budewitz will share older parking survey results with Becker and he will pass on to the board. Paape's slides will also be shared with the RDA board.

- C. Discussion on goal setting and future planning: Arnett brought up the idea of using a facilitator. Discussion followed. Arnett will email Becker information on past school board collaboration with the Greater Watertown Community Health Foundation on this topic.

8. Status Reports:

A. **Housing Rehab Grants:**

- a. The two submitted applications recommended by Thrive Ed were brought for approval.
Board motioned to approve both as presented
Mass seconded the motion. Motion carried unanimously.

B. Beltz Foundation Grants:

- a. Becker mentioned that he had recently spoken with two potential applicants, and John Beltz brought up the idea for another. Becker will discuss.

C. **Social media/messaging update:**

- a. Famularo's report was emailed to the board.

D. **Council update:**

- a. Berg discussed the Riverfest cost-share agreement with the city.
- b. Arnett discussed the approved plats for Edge Field and the Enclave, as well as the rezoning of the former Johnsonville site.

E. **Executive Director update:**

- a. Becker discussed the information shared regarding the city-owned property on County Rd. A.
- b. Items for next agenda:
 - a. Update on the proposed Citywide Sign Grant Program
 - b. Berg mentioned a resident's idea for use of the site by the Bentzin Family Town Square
- c. Next meeting June 18, 2025, at 6 pm

9. Adjournment at 7:15 pm

Berg motioned to adjourn.

Arnett seconded the motion. Motion carried unanimously. Meeting adjourned.



Monday, June 9, 2025, 5:00 pm

In-PERSON/VIRTUAL MEETING

Room 2044, City Hall

By Phone or Zoom Meeting:

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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: Mason Becker, Ald. Berg

B. Virtual: Ald. Arnett, Jacob Maas, Ryan Wagner, Dave Zimmermann

C. Absent: Steve Board

3. Determination of Quorum and Call to Order at 5:01 pm

4. No public comment

5. New Business:

A. **Review and take possible action: approval of Housing Rehab Grant Program applications as recommended by Thrive ED**

a. There was some discussion

Zimmermann motioned to approve the two applications as recommended.

Maas seconded the motion. Motion carried 4-1. (Berg opposed)

6. Adjournment at 5:10 pm

Berg motioned to adjourn.

Maas seconded the motion. Motion carried unanimously. Meeting adjourned.



MEMO

Watertown Redevelopment Authority (RDA)

To: RDA Board

From: Mason Becker, RDA Executive Director

Date: June 18, 2025

Subject: WEDA Economic Development 101 Proposal

Background

We have had some discussions about future planning and goal setting for the Watertown RDA at recent meetings.

I was recently able to attend the Basic Economic Development Course offered through the Wisconsin Economic Development Association (WEDA), which is the first step in reaching a Certified Economic Developer certification (CEcD) which is a professional goal that I have. Recall that the RDA has a small organization membership with WEDA.

During this class session, I received info on the Economic Development 101 session that WEDA offers to local communities and organizations. Info on this is included in your agenda packet.

Melissa Hunt, the WEDA President, would be conducting this session. Deb Reinbold (from Thrive ED) and I would likely co-facilitate certain portions.

This is normally a single three-hour session. We could choose to do this in one session, or split into two 90-minute sessions if the board prefers. There would be no impact to the total cost.

If the RDA approves participating in this Economic Development 101 session, we could also invite the Common Council, Mayor Stocks, and possibly other local stakeholders (e.g. the WUSD school board or others).

This session could also serve as a good way to set up the RDA for future strategy and planning sessions.

Financial Impact

A one-time fee of \$1,000 would cover the cost of the Economic Development 101 session.



MEMO

Recommendation

I recommend that the RDA board approve spending \$1,000 for WEDA Economic Development 101. This cost would be covered through our marketing budget, which has ample room remaining for this year.

Economic Development 101

Wisconsin Economic Development Association (WEDA)

The Wisconsin Economic Development Association (WEDA) Economic Development 101 is an informative and immersive session. This special event is designed for local elected officials and others who aim to enhance their understanding and proficiency in economic development. By participating in this session, officials will be better equipped to relate to their staff and support the economic growth initiatives that drive their communities forward.

Purpose and Objectives

Economic Development 101 may be a deep dive but is not intended to transform elected officials into economic development practitioners. Instead, it aims to provide a comprehensive understanding of the principles, strategies, and challenges that underpin economic development efforts. This knowledge will enable officials to engage more effectively with their staff, board members, and residents, fostering a collaborative environment where economic development initiatives can thrive.

Curriculum Overview

The curriculum for this session is based on the standards and best practices established by the International Economic Development Council (IEDC). It offers a structured and detailed overview of the key components of economic development, tailored to address the specific issues affecting cities and counties in Wisconsin.

Key Topics Covered

Economic Development Fundamentals:

- Understanding the core concepts and goals of economic development.
- Exploring the economic development ecosystem and the roles of various stakeholders.

Strategic Planning and Implementation:

- The importance of planning in economic development.
- Steps to develop and implement effective economic development plans.

Session Format

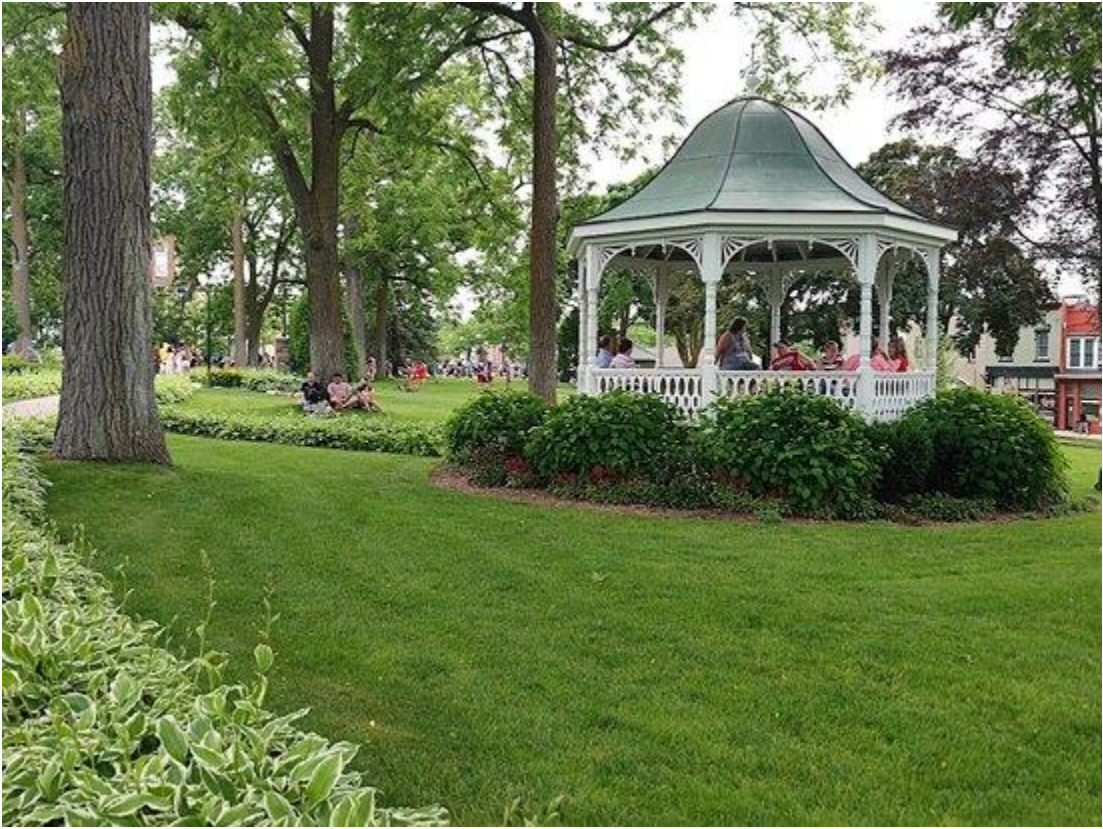
Economic Development 101 is designed as a three-hour training session, ensuring a thorough exploration of the topics while allowing ample time for discussion and interaction. The format includes presentations, community examples, and interactive exercises that encourage participants to apply what they have learned to real-world scenarios.

Benefits for Participants

By attending this session, local elected officials will:

- Gain a solid foundation in economic development principles and practices.
- Enhance their ability to support and advocate for economic development initiatives.
- Build stronger relationships with economic development staff and other stakeholders.
- Increase their community's capacity for sustainable economic growth and resilience.





Info provided by Gene Schmidt:

June 9, 2025

Wasserstadt Market Square-----Or Bavarian Market Square.....

Watertown needs tourism, and I find in many cities that I travel to that certain things that bring in tourism.

When you type in tourism stats for Watertown, WI on google you don't even get a numerical figure.... You type in Frankenmuth, Michigan, a small city of 5300 people, and you find that 3 million tourists visit a year. They have a river as we do, but it's what they have done along that river and downtown area that has made this little town a magnet for tourists with a tree- lined and flower- lined main street filled with tourist shops and restaurants. The smell of food is in the air, and their German heritage is found in their architecture and buildings and resorts, all in a Bavarian architectural style. They have a small river, but we have 7 miles of river branching its way through Watertown.

They have a steamboat on the river, which the water is only 3 feet deep. They have horse -drawn carriages taking people to learn about its rich missionary, and church, and settler history. Watertown could be a city with millions of tourists, but we have to ask what draws people to these tourist destinations. We need to seriously consider that in our town.

We have a beautiful park on Main St now (Bentzin Family Town Square) and I am proposing a full- time Bavarian market building with the ability to have vendors drive in and set up their booths, making the building useful for 10 months out of the year except January and February. There would be a green space with a gazebo, picnic benches, and places to picnic. There would be a walkway made of bricks with the names placed on them of all those who donate to Wasserstadt Market Square and a wall of plaques as well of those who donate larger amounts. We would have bathrooms and all of these things would be on the .8 acre lot next to Bentzin Park. This would be an area used and visited daily with a bustling tourist foott. Let's make it a community project. Our city is comprised of mostly German and Irish heritage, and we have a wonderful chance to unite 2 wonderful places together, and I am sure this will trigger and ignite our downtown becoming more of a destination place for tourism.

Gene Schmidt

Cost-Market Building (Estimated) -----Amish Built 300,000 Cement foundation----Open truss concept with side panels that can open and close.

We can also enlist volunteers to help as well that are licensed.

Electric.....

Gazebo-25,000 dollars

Picnic Tables 250.00 each

Restrooms---200,000--simple construction.

Landscaping--Grading TBD

Here's an updated **July–December 2025** social media messaging calendar for the Watertown Redevelopment Authority. This continuation maintains the established format and content mix: education, engagement, success stories, program highlights (including TIF, the Revolving Loan Fund, and Beltz grants), and consistent updates on the Rock River District Vision.

July 2025

Week 1

- **Post 1:** Celebrate Independence Day: Patriotic post highlighting celebration in Watertown.
- **Post 2:** Summer Construction Season: Imagery of Rock River Ridge or another development (another drone flyover would be great, if possible)

Week 2

- **Post 1:** Revolving Loan Fund 101: What it is, who it's for, and how to apply.
- **Post 2:** Housing Highlight: Adaptive reuse of older buildings for new residential space. [Can be examples]

Week 3

- **Post 1:** Partner Spotlight: Jefferson County Economic Development Consortium
- **Post 2:** Business Testimonial: "The RLF gave me the boost I needed." [Quote + photo]

Week 4

- **Post 1:** Beltz Grant Highlight: Meet a recipient and their project.
 - **Post 2:** Community Q&A: Ask us anything about downtown revitalization
-

August 2025

Week 1

- **Post 1:** Rock River District Vision: What's next for the riverwalk? [Infographic update]
- **Post 2:** 50 Years of TIF: An infographic on this economic development tool's history in Wisconsin

Week 2

- **Post 1:** Revolving Loan Fund Spotlight: Funding available—apply now!
- **Post 2:** Community Voices: “Here’s what I love about downtown Watertown...” [Engagement Post]

Week 3

- **Post 1:** Partner Spotlight: Wisconsin Housing and Economic Development Authority (WHEDA)
- **Post 2:** Highlight the Plaza project [possibly feature construction photos]

Week 4

- **Post 1:** Back to School, Back to Business: How quality education fuels community development and growth
- **Post 2:** Alleyway Revitalization: Highlight Leadership Watertown Class Project and mention RDA donation

September 2025**Week 1**

- **Post 1:** Labor Day: Honoring the workforce that powers Watertown.
- **Post 2:** Downtown business activities/stats [could be vacancy rate, new business openings, etc]

Week 2

- **Post 1:** Citywide Sign Grant Program: How to Apply (if approved by Common Council)
- **Post 2:** Revolving Loan Fund Highlight: Before-and-after success story.

Week 3

- **Post 1:** Housing Highlight: What’s in the pipeline for multifamily and infill?
- **Post 2:** Comprehensive Plan Lookback: Bullet points highlighting some of the concepts that have been brought to the forefront from the 2019 document

Week 4

- **Post 1:** Grant Tips: Writing a strong Beltz Foundation proposal.

- **Post 2:** Community Poll: “What would you love to see along the riverfront?”
-

October 2025

Week 1

- **Post 1:** Fall Focus: Planning for growth in 2026—share your priorities.
- **Post 2:** Construction update: Share photos of a major construction project (ideally downtown).

Week 2

- **Post 1:** Partner Spotlight: Local banks supporting the Revolving Loan Fund.
- **Post 2:** TIF Explained: What happens when a TID closes? (TID #4 example)

Week 3

- **Post 1:** RDA Success Story: From blight to beauty—highlighting a redevelopment.
- **Post 2:** Housing Highlight: Recap of the Housing Rehab Grant Program successes

Week 4

- **Post 1:** Halloween Post: “Don’t let your project ideas haunt you—apply for RDA support!”
 - **Post 2:** Community Engagement: What are some activities you’d like to see more of in downtown Watertown?
-

November 2025

Week 1

- **Post 1:** Economic Development and Gratitude: Giving thanks for our growing community.
- **Post 2:** Beltz Grant Recipient Feature: Fall check-in on a project in progress.

Week 2

- **Post 1:** WHEDA Housing Tools
- **Post 2:** Partner Spotlight: Small Business Development Center.

Week 3

- **Post 1:** Promoting local holiday shopping
- **Post 2:** Rock River District Vision: Top 5 Questions We Hear—Answered! [FAQ Post]

Week 4

- **Post 1:** Thanksgiving: Community Gratitude Wall—What are *you* thankful for in Watertown?
- **Post 2:** Beltz Grants: Thank you to the Dr. John Beltz Charitable Foundation

December 2025

Week 1

- **Post 1:** Year in Review: Top 5 downtown milestones
- **Post 2:** Revolving Loan Fund: Meet our newest borrowers! (or just general post about the RLF's available funding)

Week 2

- **Post 1:** Partner Spotlight: WEDA
- **Post 2:** Holiday Highlight: Bentzin Family Town Square decorations and events.

Week 3

- **Post 1:** Partner Spotlight: Watertown Main Street Program
- **Post 2:** What's Coming in 2026: Teaser for Rock River District milestones

Week 4

- **Post 1:** Happy Holidays from the RDA!
- **Post 2:** New Year's Goals: What are your hopes for Watertown next year? [Engagement Post]

Notes for Execution:

1. **Visual Content:** Use infographics, photos, and videos to enhance engagement.
2. **Engagement Focus:** Encourage community interaction with occasional Q&A, polls, and feedback requests.

3. **Regular Updates:** Highlight ongoing progress for major projects like the Rock River District Vision and new Beltz Grant recipients.
4. **Measurement:** Track post performance monthly to adjust content strategies as needed.

| ARPA Monies Budgeted | | Received | | | | | |
|--|---|---|--------------------------------------|-----------|---|-------------------------|--|
| FY 2024 | | City transferred money to RDA | 100,000.00 | | | | |
| | | RDA fee for administrtion of grant program (5%) | 5,000.00 | | | | |
| | | Remaining total available | 95,000.00 | | | | |
| Property Address | Project Description | Requested | Approved Amount (Thrive ED & RDA) | Disbursed | Status | RDA Approve/Deny | CHK # |
| 408 Baxter St | Replace windows, enclose screen porch structure | 10,000.00 | 3,000.00 | 3,000.00 | Agreement signed. Invoice and photos showing completion received 12-4-24 | Approved March 26, 2024 | Invoice received. Check #1682 mailed 12-5-24 |
| 915 N Second St | Exterior pressure wash & paint, gutter replacement | 13,350.00 | 9,345.00 | 9,345.00 | Agreement signed. Paint job finished. | Approved June 19, 2024 | #1665 (Heuel Painting), #1666 Midwest Repair Svcs |
| 512 Pearl St | New windows, entry door, roof repair | 10,000.00 | 10,000.00 | 10,000.00 | Agreements have been signed 11-12-24. Signed agreement w/ MTB 11-27-24 | Approved June 19, 2024 | Paid C&D Construction \$7250 - #1696, Carew Heating \$2750 - #1697 |
| 702 S Tenth St | Porch and stairway repair, roof and railing repair. | 10,000.00 | 10,000.00 | 8,500.00 | Agreement signed. Roofing contractor (Kent Const.) said roof be finished first thing in spring. Approved. Agreement signed 10-11-24. | Approved June 19, 2024 | Complete Roofing (Jesus Garcia) finished roofing portion. Chk #1683 mailed 12-5-24 |
| 218 S Montgomery St | Drainage upgrades, interior/exterior repairs | 10,000.00 | 10,000.00 | 10,000.00 | | Approved 10-2-24 | Mailed check #1686 12-23-24 |
| 410 Baxter St | Replace windows | 10,000.00 | 5,460.18 | 0.00 | Approved. Agreement signed 10-24-24. | Approved 10-2-24 | Windows are done, waiting for pics/invoices. |
| 208 S 8th St | AC replacement/chimney rehab | 1,817.70 | 1,817.70 | 1,817.70 | Approved. Agreement signed 10-8-24. Work completed, inspection done. | Approved 10-2-24 | Some windows arrived damaged, need replacement. #1657 Daizy Sweeps |
| 310 S Monroe St | Exterior painting, basement water/flooding issues | 9,473.11 | 10,000.00 | 0.00 | In approval process w/ Thrive...probably going up to \$10K w/ lead paint found Submitted paperwork to HOME Consortium. | Approved 6-9-25 | |
| 808 Cole St | New plumbing, fix sewer issues | 16,000.00 | 10,000.00 | 0.00 | In initial review with Thrive. Approved for HOME Consort. Added more work (beam etc) Submitted updated paperwork 3-26-25. | Approved 6-9-25 | |
| 320 E Green St | Furnace replacement | 10,000.00 | 4,678.10 | 0.00 | Grant agreement signed. | Approved 5-21-25 | |
| 407 Terry Ln | Window replacements | 10,000.00 | 10,000.00 | 0.00 | Grant agreement signed. | Approved 5-21-25 | |
| This list does not include applications rejected or projects no longer moving forward. | | | | | | | |
| Totals to date: | | 110,640.81 | 84,300.98 | 42,662.70 | | | |
| | | Remaining Available: | 10,699.02 | | | | |
| | | On-Hand Balance: | 57,337.30 | | | | |

This list does not include applications rejected or projects no longer moving forward.