



REDEVELOPMENT AUTHORITY MEETING AGENDA

WEDNESDAY, MAY 20, 2026 AT 6:00 PM

**WATERTOWN MUNICIPAL BUILDING - 106 JONES STREET, WATERTOWN WI 53094 - RM
2044**

1. DETERMINATION OF QUORUM AND CALL TO ORDER

2. ROLL CALL

3. PLEDGE OF ALLEGIANCE

4. APPROVAL OF PRIOR MEETING MINUTES

A. Approval of minutes from April 15, 2026

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. BUSINESS

A. Review and discuss: RDA priorities (Mayor Stocks, Chair Wagner Presentation)

i. Business continuity Main Street

ii. RDA revolving loan

iii. Ease of starting a business

B. Review and take action: Beltz grant application - Big Pop-Up Event

7. UPDATES

A. Review and discuss: Riverwalk engineering design estimates (Kapur)

8. REPORTS

A. RDA financials

B. Executive director report

i. RDA revolving loan program

ii. Industry and innovation tours

iii. Amtrak

C. Communications report

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, April 15, 2026, 6:00 pm
In-PERSON/VIRTUAL MEETING
Room 2044, City Hall

By Phone or Zoom Meeting:

1. Pledge of Allegiance
2. Roll Call
 - A. Present: Ryan Wagner, Steve Board, Ald. Ken Berg, Ald. Tony Arnett, Todd Huhn, Deb Sybell, and Dave Zimmermann
 - B. Virtual: None
 - C. Absent: Jacob MaasOther attendees: Stefanie Broere, John Kadish, Hunter Karnitz
3. Determination of Quorum and Call to Order at 6:02 pm.
4. Approval of meeting minutes
 - A. Regular board minutes 3.18.26.
Ald. Ken Berg motioned to approve
Todd Huhn seconded the motion. Motion carried unanimously.
5. Public Comment
 - A. None
6. Business
 - A. Review and take possible action: Watertown Parks & Rec Sponsorship Request
Dave Zimmermann motioned for the RDA to sponsor a Bentzin Family Town Square Concert at the \$2,000 level
Steve Board seconded.
After further discussion:
Steve Board motioned to table.
Dave Zimmerman seconded the motion. Motion carried unanimously.
Board will be seeking additional information.
 - B. Review and take possible action: RDA Sign Grant Program Amendment
Board discussed opening up the RDA Sign Grant program to applicants who would otherwise be eligible for the Main Street Sign Grant program had not the application window closed.
No action taken.
7. Updates
 - A. Riverwalk update
 - a. Kapur is working on estimates for design/engineer work for identified catalytic sites south of Main Street with a site visit planned for April 17

RDA STRATEGIC PRIORITIES

- 1) ~~400 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.

B. Development Update

- a. Common Council approval of the Dodge County grant for the Wilbur Street extension for the College Park Development.
- b. Developer agreement for the Oxbow is still being worked on to address all issues associated with a complex development crossing Dodge and Jefferson Counties with an easement for the Riverwalk
- c. Developers of River Crossing working with the City on stormwater items

C. Executive Director Update

- a. The City anticipates applying for a grant to fund a study to identify best practices to support business during Main Street Reconstruction including access strategies, improvements during construction, wayfinding maps and signage, communication planning, and funding strategy to be translated into actionable plans.
- b. In partnership with the Watertown Chamber, the City is conducting business retention and expansion visits which include a tour, photos, growth opportunities, engagement on how the City can be most helpful, and news coverage. Mayor Stocks and Economic Development Manager have visited Rosy-Lane Holsteins LLC, Madison College, Sandra D's, MetalTek, Glory Global, the Marquardt and Watertown Country Club.
- c. Main Street Reconstruction Task Force talked about a revamped mission that moves from visionary (what is your vision of the reconstructed Main Street?) to action-oriented (developing a work plan).

D. Common Council Update

- a. Dodge County grant agreement for Wilbur Street extension was approved.

8. Reports

- A. Communications and social media report
 - a. Sign Grant award to S&S Window Cleaning had the most views

9. Future Items

- A. Quarterly report on RDA finances, Riverwalk budget included in board materials, Kapur design/engineering estimates, potential source of funding for Watertown Parks & Rec sponsorship request

10. Adjournment at 7:10 pm

Todd Huhn motioned to adjourn.

Dave Zimmermann seconded the motion. Motion carried unanimously. Meeting adjourned.

Re: Beltz Grant Application – Big Pop-Up Event, August 8, 2026

Dear Members of the Watertown Redevelopment Authority,

The Watertown Area Chamber of Commerce is excited to submit this letter as part of our Beltz Grant application for a Big Pop-Up Event planned for August 8, 2026, in downtown Watertown. This event is a collaborative effort with Watertown Main Street and Watertown Tourism and reflects a shared desire to continue supporting our community's economy during a year when Watertown Riverfest has been scaled back.

Riverfest has long been an important driver of summer foot traffic and economic activity in our community. With a smaller festival this year, we knew it was important not to lose that momentum — especially for our local businesses. The Big Pop-Up Event was created with that goal in mind: to keep Watertown active, welcoming, and economically strong during one of our busiest seasons.


Our goal is to bring 1,500 or more people to Main Street for a lively, walkable experience that highlights what makes Watertown special. The event will include local and regional vendors, family-friendly activities, and strong connections to our downtown restaurants and shops. Visitors will be encouraged to spend time — and money — in Watertown by shopping local, eating local, and enjoying our downtown atmosphere.

This event is about more than just one day; it's about supporting small businesses, creating energy downtown, and reminding residents and visitors alike why Main Street Watertown matters. By working together, the Chamber, Main Street, and Tourism are pooling resources and ideas to maximize impact while keeping the focus on economic vitality and community pride.



As this event was not something we had all budgeted for, funding from the Beltz Grant would play a key role in making this event successful by helping cover essential costs such as promotion, logistics, and event infrastructure. This support would directly contribute to increased attendance, stronger business participation, and a meaningful economic boost for downtown Watertown.

We appreciate the RDA's continued commitment to projects that invest in economic development and community growth. Thank you for considering our application, and for your ongoing support of initiatives that help Watertown thrive.

Please feel free to reach out with any questions or requests for additional information.


Watertown
Area Chamber
of Commerce


Watertown Tourism


Watertown
Main Street
Program 

Redevelopment Authority of the City of Watertown

Beltz Foundation Downtown Watertown Special Events Grant Application

Applicant Information

Application Date: 5/1/26

Organization Name: Watertown Area Chamber of Commerce

Organization Sector: _____

Contact Name: Linden Peacy

Role at Organization: Executive Director

Contact Phone: 920-262-6320 Contact Email: lindene@watertownchamber.com

Organization Mailing Address: 519 E Main St.

Watertown WI 53094

Total Amount Requested: \$10,000 Total Event Cost: \$12,330 (Approx)

Brief Description of what funds will be used for (please see Program Guidelines for eligible expenses):

Funds will be used for rentals of benches, port-a-potties, tables, street closure signs, shuttles, performers, marketing, signage, and other activities.

Anticipated Timeline (estimated start and end dates): August 8th 10am-4pm

Organization Information

How long has your organization been established? 100+ years (1920)

Please describe your organization, including services offered and a brief history of operations.

The WACC is an organization that supports local businesses and strengthens the Watertown community. It was established in 1920 and connects businesses, organizations and residents through the Watertown Area.


Additional Materials

The following materials must be included with your application:

- ✓ Event Budget with expenses and any revenue projections
- ✓ If a nonprofit: Articles of incorporation, bylaws, and any other relevant documents describing the structure, mission and vision of the organization
- ✓ If a for-profit entity: Last three years of business income statements and most recent balance sheet
- ✓ Detailed event plan/information

Applicant Agreement & Signature

I have read the program requirements and reviewed them with the Executive Director of the Watertown Redevelopment Authority, and I understand that my participation in the Beltz Foundation Downtown Watertown Special Events Grant Program is contingent upon my full compliance with all requirements. I understand that all grant funds must be used to cover eligible expenses as outlined in the program documents and will be reimbursed after submission of receipts. My application includes all the materials listed above.

Applicant Signature  Date 5/1/26

Section 6, Item B.

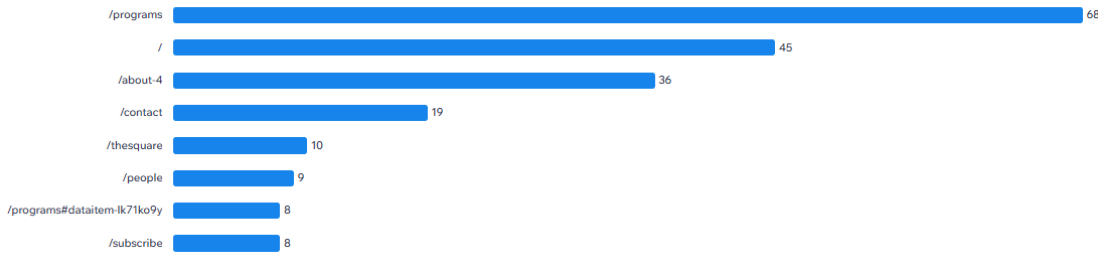
Expenses	
Road Closure	\$ 500.00
Park & Rec: (park benches/picnic tables)	\$ 400.00
Porta Pottys and hand wash stations	\$ 1,500.00
Marketing - yard signs, banners, posters	\$ 1,000.00
Police	\$ 500.00
Permit	\$ 30.00
Liability Insurance	\$ 800.00
Rock Wall	\$ 1,500.00
Mini Golf Course	\$ 500.00
Chill Out Area/Music	\$ 2,000.00
Shuttles-Parking	\$ 2,500.00
Cream Puff Eating Contest	\$ 600.00
Misc. items	\$ 500.00
Total	<u>\$ 12,330.00</u>

Watertown Redevelopment Authority

Social Media Report – 5/13/26

Website Metrics (last 30 days)

- 160 Site sessions (up 29%)
- 156 Unique visitors (140 new, 16 returning – up 17%)
- Page visits:



Year-to-date Website Visits



Facebook (last 28 days)

The top performing post this month is a post about the Goose and Gander’s revolving loan. 290 interactions: 266 reacts, 7 comments, 12 shares.

- Content interactions: 398 (up 30.1%)
- Followers: 1810
- New Followers: 33
- Link Clicks: 55

Facebook 2025 Totals:

Content interactions: 2,442
New Followers: 249
Link clicks: 1,325

2026 Totals:

Content interactions: 802
New followers: 82
Link clicks: 138