



TOWN SQUARE PROGRAMMING COMMISSION AGENDA

WEDNESDAY, JUNE 19, 2024 AT 12:00 PM

514 S. FIRST STREET, BRANDENSTEIN ROOM

Virtual Meeting Info: <https://us06web.zoom.us/join> Meeting ID: 563 709 0828 Passcode: 53094 One tap mobile +16469313860

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

1. Call to order

2. Review and approval of minutes

A. Review and approve: Town Square Programming minutes from May

3. Citizens to be heard

Each individual who requests to address the Council will be permitted up to three minutes for their comments.

4. Business

A. Discuss: Committee Expectations

B. Review and discuss: subcommittees

5. Event Coordinator's report

A. Event Coordinators Report: June 19, 2024

6. 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



TOWN SQUARE PROGRAMMING COMMISSION AGENDA MINUTES

WEDNESDAY, MAY 15, 2024 AT 12:00 PM

WATERTOWN SENIOR & COMMUNITY CENTER - 514 S. 1ST STREET WATERTOWN, WI 53094

Virtual Meeting Info: <https://meet.goto.com/WatertownParkRec>

1. Call to order at 12:05pm

Who was in attendance – Konz, Zimmerman, Bartz, Kauffman, Purtell, Schneekloth, Juhl, Butteris

2. Review and approval of minutes

A. Town Square minutes from March 6, 2024: approved by Kaufmann, seconded by Schneekloth

3. Review and approval of financial reports:

Requested a bit more detailed list. Include google doc for concerts. Water costs were questioned for months of no splash pad. We explained the base cost for just having water to the square.

4. Citizens to be heard

Each individual who requests to address the Council will be permitted up to three minutes for their comments.

No one present

5. Business

A. No New Business

6. Event Coordinator's report

A. Coordinators Report

-We discussed homecoming ideas: poster making evening, photos ops, meet and greet players and mascot.

-Discussed the moving of the location of beer tent for events.

-Discussed Thursday Night Markets – accepted the area school produce as a farmer rate. Also we should check with FFA as an optional attendee. Also that we are need of 3 sponsors yet for those nights.

-Discussed Thirsty Thursday adding in DJ or acoustic music or WHS students playing for tips. Konz and Main Street Program would like to be involved. Contact them further.

-Discussed food truck Mondays and still looking for a few more vendors. Schedule to come out soon.

-Commission would like to add some picnic tables to main sitting area that match the community table. Maybe some Adirondak chairs with a table?

-Mentioned needing ideas for the July meeting for Fall 2024 and 2025

-add city selling alcohol to the next agenda to discuss options for this.

7. Adjournment

Zimmerman motioned to adjourn and Schneekloth seconded.

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COORDINATOR'S REPORT

June 19, 2024

2024 CURRENT CALENDAR OF EVENTS

THE SUMMARY BELOW IS THE TENTATIVE STATUS OF SCHEDULING

NEW - June 19: YMCA Pop Up Event (9:30am-11:00)

June 19: YMCA Zumba on the Square (Wed 6-7)

June 21: Mallrats (7-9)

June 23: Underwater Sea Turtle Parent/Child Painting Class (Sun 1-2) – Needs a push

June 24: Pop-Up Lunch Express (Mon 11-2)

June 24: Food Truck Mondays (Mon 4-7)

June 27: Thursday Night Markets (Thur 4-7) **added music**

June 29: Hope Share from OCO Event (Sat 11-2)

June 29: Dueling Pianos (Sat 6-9)

July 8: Food Truck Mondays (Mon 4-7)

July 9: YMCA Pound Class (Tues 8am & 6pm)

July 12: Share the Love Series (Fri 5-8)

July 13: Panchromatic Steel (Sat 7-10)

July 14: Kids Fest/YMCA Family Zumba (Sun 11-1)

July 15: Food Truck Mondays (Mon 4-7)

NEW - July 17: YMCA Pop Up Event (9:30am-11:00)

July 17: Sweet Stop Pop-Up Treats @ the Square (Wed 11-1)

July 19: Share the Love Movie (Fri 6-9)

July 20: Sidewalk Sales (Sat 10-3)

July 20: 33RPM (Sat 7-9)

July 22: Pop-Up Lunch Express (11-2)

July 22: Food Truck Mondays (Mon 4-7)

July 25: Thursday Night Markets (Thur 4-7) **added music**

July 25: Terrarium Class (Thur 5:30-7:30)

July 26: Share the Love Series (Fri 5-8)

NEW - July 28: Sound Bath (10am)

July 28: Art at the Square (Sun 1-3)

July 29: Food Truck Mondays (Mon 4-7)

NEW - Aug 21: YMCA Pop Up Event (9:30am-11:00)

Aug 2: Share the Love Movie (Fri 6-9)

Aug 3: WRMC Breastfeeding Celebration Event (Sat 10-2)

Aug 11: Community Worship Service (Sun 8-12)

Aug 16: Share the Love Series (Fri 5-8)

Aug 17: Ask Your Mother (Sat 7-9)

Aug 18: Art at the Square-kids craft (Sun 1-3)

Aug 19: Food Truck Mondays (Mon 4-7)

Aug 22: Thursday Night Markets (Thur 4-7) **added music**

Aug 23: Share the Love Movie (Fri 6-9)

Aug 24: Bootjack Road Band (Sat 7-9)

Aug 25: Koine Concert (Sun 3-7)

Aug 25: Family Fun Day (Sun 11-1)

Aug 26: Pop-Up Lunch Express (Mon 11-2)

Aug 26: Food Truck Mondays (Mon 4-7)

Aug 31: Fiesta @ the Square (Sat 10-7)

Sept 7: Last Bees (Sat 7-9)

Sept 9: Food Truck Mondays (Mon 4-7)

Sept 14: Back Bay Band (Sat 7-9)

Sept 16: Food Truck Mondays (Mon 4-7)

Sept 22: Art at the Square (Sun 1-3)

Sept 23: Pop-Up Lunch Express (Mon 11-2)



Sept 23: Food Truck Mondays (Mon 4-7)
Sept 26: Thursday Night Markets (Thur 4-7)
Sept 30: Food Truck Mondays (Mon 4-7)
Homecoming: still working on
Oct 7: Food Truck Mondays (Mon 4-7)
Oct 14: Food Truck Mondays (Mon 4-7)
Oct 21: Food Truck Mondays (Mon 4-7)
Oct 26: Pumpkin Palooza (Sat 11-3)
Nov 16: Tree Lighting (Fri 5:30-7)
Dec 7: Jingle Bell on the Rock (All Day)

NEW - Date TBD for Watertown Blue Revue
NEW - Date TBD Urban Poling classes

Marketing for events

Lyn doing concert graphics and posts and I am doing all the other events along with promoting non-city sponsored events. Please share all events as much as you can especially to the FB groups you are part of.

NEW Grants & Sponsorships Update

Still looking for \$300 sponsorships for 3 Night Markets
ITW Shakeproof will be donating \$1000 for Kids Fest July 14th
Ixon Bank will be donating \$1000 – possibly Family Fun Day August 25th
ITW will also be looking for dates to do a Square Clean Up Day and other opportunities
*Raised \$21k to date for events!!

Thursday Night Markets (4-7): June 27; July 25, Aug 22, Sept 26

- Approx 27 vendors so far and at least 2 food options at each
- Have music for all 4 dates.
- Looking for 3 more nightly \$300 sponsors.
- Would still like some unique artisans.
- Still working on getting Farmers. Approved to be able to attend at no cost.



Thirsty Thursdays Update

Water Street Closure Concerns Update

Engineering Permits/Ordinances Update

Food Trucks at Senior Center!

May 15th - Fuelify did not do so great, Quacky Jacks did amazing!

June 12th - will update at meeting



Past Events Update

Thank you to everyone who showed up for Birthday Bash help!

Birthday Bash May 18th, 2024

Costs					
11 One Louder	\$1,750				
Glen Gerard Magician	\$750				
Ezra Suhr	\$200				
Extreme Sound	\$375				
Radiant Smiles	\$1,000				
General Rental: Bounce House	\$310				
Essential Details Marketing	\$100				
Green Room refreshments for band	\$87				
total	\$4,572				
Revenue					
RDA Donation	\$3,000				
Tourism Grant	\$5,000				
Watertown Rotary	\$250				
total	\$8,250				
Does not include: labor, concessions in parks or everyday costs such as water, theder, etc.					
Attendance	500				

May 28: WHS Art Walk (Tue 4-7) It rained – not sure of turnout!

June 6: Last Day of School Pop up (Thur 11-5) Was a hit! Quacky Jacks 110 sandwiches; Fuelify said they did awesome!

Boy Band Night June 8, 2024

Section 5, Item A.

Costs		
Right Stuff	\$5,000	
Essential Details	\$550	
AG Entertainment	\$1,959	
Pro-Line Entertainment	\$2,500	
Total	\$10,009	
Revenue		
Watertown main Street / YES!	\$250	
Total	\$250	Does not include: labor, concessions in parks or everyday costs such as water, theeder, etc.
Attendance		400
Bar Revenue		\$2,700
Bar Tips		\$300

June 10: Food Truck Mondays (Mon 4-7) Great 1st event parking IN the square. Quacky Jacks sold out at 220 sandwiches; Maria's Taco Truck – **Waiting response** (they said they did great when at event)

June 14: Share the Love Series (Fri 5-8) **will update at meeting**

June 15: Conscious Pilot (Sat 7-9) **will update at meeting**

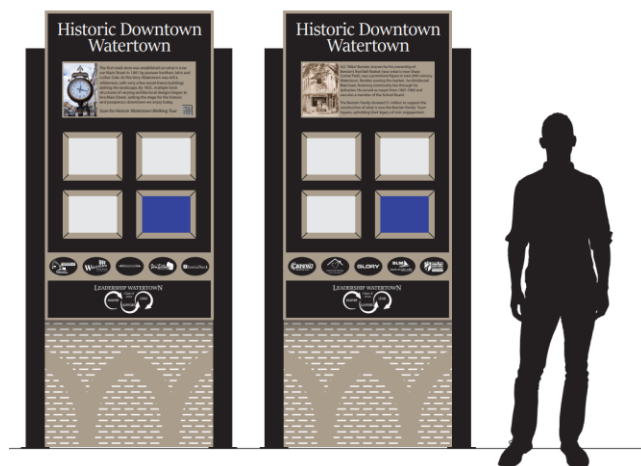
June 17: Cookie Decorating (Mon 6-7) **will update at meeting**

June 17 Food Truck Mondays (Mon 4-7) **will update at meeting**

Maintenance Updates at the Square

- Water test update: Pete said...The river is up too high, it's inside the outfall structure so I can't get a clean sample until the water level goes down.
- The PD will be locking up after each concert they are present for. Waiting to hear if they will be locking up for non-city events.
- Bonnie to update. Wayfinder from Leadership will be installed soon. Concrete has been poured. See Photo. The Watertown Area Chamber of Commerce's Leadership Watertown Class of 2022 had set their sites on creating a wayfinding sign to be placed in or near the Bentzin Family Town Square for their class project. This project took much longer than originally planned as the group worked through many delays and hurdles along the way. We are excited to announce that the wayfinding sign is finally ready and will be placed at the BFTS in late June with a ribbon cutting to take place on Thursday, June 27th at 5:30.

*Need to confirm Tourism will be providing graphics.



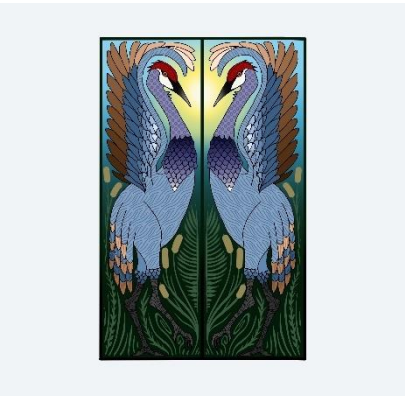
- A memorial bench will be installed in the lower level facing the Masonic Temple. Concrete was poured last week.

Artwork Submissions

From Steven: My first concern is whether the boxes are the City's or if they belong to a utility that has an easement. If the boxes are the City's and your committee overseeing the square wants to move forward. I would suggest having them draft a proposal or example before permitting them to actually paint the boxes. The City or at least a committee should be approving the design instead of letting a third party paint whatever they want to. They should also let you know what materials they intend to utilize on the boxes, or you should dictate what types of materials they can use to ensure that they do not cause any damage to the box and that the work will last without becoming a blight.

Waiting for confirmation and clarification from Doug Zweig.

Our committee, along with the Mayor will be the voting committee on design.



- In reference to the building image above
- Paint the utility boxes as miniature versions of old brick buildings
 - The more you paint that are brick buildings, brings a feeling of consistency throughout the city which can artistically tie them together
 - Utilize design features and colors from buildings within Watertown
 - There would be opportunity to make reusable stencils to save time to duplicate simpler elements such as windows, doors, brick patterns, etc, and stencils could be saved to touch up if needed

Fall 2024 & 2025 Planning

Still working on... Any new ideas or thoughts?

Needs

- Moveable Picnic tables and benches
- 10x10 Custom tent