



REDEVELOPMENT AUTHORITY MEETING AGENDA

WEDNESDAY, MARCH 12, 2025 AT 6:00 PM

ROOM 2044, CITY HALL, 106 JONES STREET

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 2.19.25

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. Beltz Grants

i. Status update

B. Rock River District development sites

i. Status update

C. Bentzin Family Town Square

update on Historic Art Wall

7. NEW BUSINESS

A. Rock River District Vision

i. Update on cost estimates and budgeting

B. Current Draft of Impact Report

C. Review and possible action: Sponsorship opportunities at Bentzin Family Town Square for 2025

8. STATUS REPORTS

A. Housing Rehab Grants

B. Social media/messaging update (Famularo)

C. Council update (Board/Lampe)

D. Executive Director update

i. Development update

a. Data on current rents

ii. Items for next agenda

iii. Next meeting: April 16, 2025

9. FUTURE POSSIBLE AGENDA ITEMS

10. 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, February 19, 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

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

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. Lampe, Ald. Board, Ryan Wagner, Jacob Maas, Dave Zimmermann, and Ryan Nowatka
 - B. Virtual: Karissa Hurtgen, a resident
 - C. Absent: None
 - D. Other attendees: 1 resident and Stephanie Juhl, Programming Event Coordinator for Town Square
3. Determination of Quorum and Call to Order at 6:02 pm
4. Approval of meeting minutes
 - A. Regular Board Minutes 1.15.25
Board motioned to approve
Nowatka seconded the motion. Motion carried unanimously.
5. No public comment
6. Steph Juhl presented a summary of events held over the past year and discussed the status of the Future Fund and that it is still in good shape. There was discussion about expected revenues and ways for the Bentzin Family Town Square to possibly secure additional funding in the future.
7. Old Business:
 - A. **Rock River District Vision.**
 - a. Update on the branding concept. Becker discussed the revised Rock River District logo approved by the steering committee. The branding guide includes stock photos. Becker will reach out to the Chamber and Watertown Tourism for photos of Watertown that can be included.
 - B. **Beltz Grants.**
 - a. Becker shared he is still trying to connect with Dr. Beltz so funding can be secured for 2025.
 - C. **111 S. Water St.**
 - a. Becker discussed the status of the Pre-Development agreement with Intrepid Investments.
 - D. **Bentzin Family Town Square: Historic Art Wall & plaques**
 - a. Barton Bentzin was contacted and would like to be present at the unveiling if it aligns with his schedule.

b. Zenith Tech should be pouring concrete for the footings this month.

8. New Business: None

9. Status Reports:

A. **Housing Rehab Grants:**

- a. One new application was received this week.
- b. Waiting to pay out one grant yet, pending the completion of their project.

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

- a. Famularo's report was emailed to the board. There was a discussion. The members appreciate the current messaging and schedule.

C. **Council update:**

- a. Board shared information on the Main Street bridge status and the updated timeline.
- b. Lampe discussed the Feb. primary election turnout and the upcoming April election.

D. **Executive Director update:**

- a. Becker provided a recap in the agenda packet of the WEDA Governor's Conference.
- b. Items for next agenda:
 - a. Members would like to see a summary of redevelopment happening in the Rock River District area.
 - i. Becker will revise the 111 S. Water St update into this.
 - b. Becker will work to get up-to-date data on current rents in Watertown
- c. Next meeting of March 19, 2025, at 6 pm may need to be changed due to availability.
 - a. Becker will send out a Doodle poll.

10. Adjournment at 7:08 pm

Lampe motioned to adjourn. Zimmermann seconded the motion. Motion carried unanimously. Meeting adjourned.

Sponsorships Upcoming Events.



Section 7, Item C.

May 31: 3rd Annual Birthday Bash w/ NEW Dueling Pianos
\$6500 Band; Kids Activities \$2500; Treats \$1000; Beverage Sponsor \$500; Giveaway Promo \$1000; Entire Event \$11,000

June 12, July 10, August 28, September 25: Thursday Night Markets
October 4 Saturday Fall Market
Series all 5 dates (1 available): \$1000; Individual date \$300 (5 available)

June 21: Ask Your Mother Concert
\$5000 Band; Beverage Sponsor \$500; Entire Event \$5000

July 13: Kids Fest
Entire Event \$2500

July 18: Mallrats Concert
\$6000 Band; Beverage Sponsor \$500; Entire Event \$6000

July 20: Cousins Maine Lobster w/ Eagles Tribute
\$5000 Band; Beverage Sponsor \$500; Entire Event \$5000

August 23: Glow Run and Island Party @ Riverside Park
\$1000 Event Sponsor (1 available); T-shirt Sponsors: \$500 (2 available); \$200 (10 available)

September 6: Boogie & the Yo Yoz Concert
Band \$10,500; Beverage Sponsor \$500; Entire Event \$10,500

September 14: TBD Packers Game
Streaming approx \$1500; Beverage Sponsor \$500; Entire Event \$1500

September 26: Cranfest Tour @ Senior Center
Bus \$2500; Snacks \$500; Sole T-shirt Sponsor \$750

September 27: Badger Game
Streaming approx \$1500; Beverage Sponsor \$500; Entire Event \$1500

October 18: Adult Halloween Party
\$3000 Event; Beverage Sponsor \$500; Entire Event \$3000

October 25: Boo Bash
Kids Activities \$1000 Ixonia Bank - Sponsor; Living Statues \$275

November-December: Make Your Business Sparkle Tree Decorating
Program Sponsor \$1000; \$200 per tree (18 trees avail); Trophy \$350

December 12: Craft & Shop Event @ Senior Center (select children come in and shop for parents)
\$2500-\$3500 helps buy gifts for them to select

Holiday Decorations
\$500-\$10,000 Any and all donations welcome, any amount.

**PLEASE RESPOND BY
MARCH 14TH, 2025
WITH LEVEL OF
SPONSORSHIP
INTEREST**

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				
Applicant	Property Address	Project Description	Requested	Approved Amount (Thrive ED)	Disbursed	Status	RDA Approve/Deny	CHK #
Lisa Cutsforth	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
Douglas Krill	513 S Seventh St	Siding/sealing, possible new roof	10,000.00	0.00	0.00	Thrive getting more info from homeowner. He is still interested as of 2-27-25		
Kim Linder	206 N Eighth St	Replace front steps	3,000.00	0.00	0.00	Debating if moving forward due to finance.		
Michele Mireau-Stilp	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
Karen Mueller	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
Wanda Doughty	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
Sharon Miller	218 S Montgomery St	Drainage upgrades, interior/exterior repairs	10,000.00	10,000.00	10,000.00		RDA approved 10-2-24	Mailed check #1686 12-23-24
Lisa Cutsforth	410 Baxter St	Replace windows	10,000.00	5,460.18	0.00	Approved. Agreement signed 10-24-24.	RDA approved 10-2-24	Windows are done, waiting for pics/invoices.
Ian Pilak	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.	RDA approved 10-2-24	Some windows arrived damaged, need replacement. #1657 Dalzy Sweeps
Delaina Kielley	209 College Ave	Porch/deck replacement, general restoration	6,000.00	0.00	0.00	Applicant getting bids as of 10-10-24		
Cindy Mantzke	310 S Monroe St	Exterior painting, basement water/flooding issues	9,473.11	0.00	0.00	Under intial review with Thrive ED.		
This list does not include applications rejected or still under initial evaluation.								
Totals to date:			93,640.81	49,622.88	42,662.70			
			Remaining Available:	45,377.12				
			On-Hand Balance:	57,337.30				