



## SENIOR CENTER ADVISORY BOARD MEETING AGENDA

TUESDAY, APRIL 15, 2025 AT 9:00 AM

514 S. FIRST ST, WATERTOWN, WI 53094

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**1. CALL TO ORDER**

**2. REVIEW AND APPROVAL OF MINUTES**

A. Review and approve: minutes from February 18, 2025

**3. REVIEW AND APPROVAL OF FINANCIAL REPORTS**

A. Review and approve: 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 action: cable subscription

B. Review and take action: membership donation allocation

**6. CHAIRPERSON COMMITTEE REPORTS**

A. Fundraising committee

B. Membership committee

C. Community service committee

D. Program committee

**7. DIRECTOR'S REPORT**

A. Update on building - front door, generator

**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](mailto: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*

**Watertown Senior Center  
Advisory Board Minutes  
February 18, 2025**

**1. Call to Order**

The Senior Center Advisory Board met in person on February 18, 2025, at 9:00 am. The meeting was called to order by director Andrea Draeger. Present: Betty Jimenez, Cathie Wallen, Kathleen Gillingham, Dawn Justman. Not present: Mara O'Brien, Jammie Belstner, Peggy Brown.

**2. Review and Approve the December Minutes**

Betty Jimenez motioned to approve the December 10, 2024 minutes as written. Cathie Wallen seconded. Motion carried.

**3. Review and Approve the Monthly Financial Report**

Kathleen Gillingham motioned to approve the December financial report as written. Dawn Justman seconded. Motion carried.

**4. Citizens to be Heard**

There were none.

**5. Business**

**A. Review and take possible action: birthday and new member meals**

Meal voucher cost would increase from \$5.80 to \$8.50 per meal. Discussion occurred whether or not to continue the birthday cards and meal vouchers, and if new members should receive a meal voucher. Discussion also occurred regarding a change to quarterly birthday parties in place of the meal vouchers. Betty Jimenez motioned to approve discontinuation of all meal vouchers and replace with quarterly birthday parties. Dawn Justman seconded. Motion carried.

**B. Review and take possible action: purchase dart ball supplies**

The current dart ball supplies are on loan. Discussion occurred whether or not to purchase a senior and community center-owned set for roughly \$500 for a board, stand, and darts. Kathleen Gillingham motioned to approve the dart ball purchase. Cathie Wallen seconded. Motion carried.

**C. Review and take action: popcorn machine replacement**

It was suggested by the popcorn maker and custodian to replace the current popcorn machine due to failing seals and kettle. A new machine about the same size would cost roughly \$1,000. Up to 10% of that cost may be charged to a recreation account for shared use. Cathie Wallen motioned to approve the purchase of a new popcorn machine. Betty Jimenez seconded. Motion carried.

**6. Chairperson's Committee Report**

**a. Update Fundraising Committee on Current Efforts**

The bake sale was turned into a holiday cookie box, which ran December 17-19 and raised over \$700. The soup sale occurred on January 16, 2025 and raised about \$450; proceeds will go to a new fitness room tv and support building art. Green Bay Pack Grant will be worked on soon. New scrip cards are available and will earn roughly 3-12% back for the center. We now have a raffle license and

will begin 50/50 raffles on bingo days starting in March; we may also conduct basket raffles as well. While we will continue to gather donations for the patio furniture, we will move forward with purchases the main items this spring.

- b. Update Membership Committee on Current Memberships and Renewals**  
Regular meet and greets will be scheduled for next year as the last was a great success. We will work to revamp the newsletter and add bios for board members each month, pictures of programs, etc. to advertise for new members.
- c. Update Community Services Committee on Projects/Efforts**  
The suggestion box held a suggestion to create a “spread kindness” effort. Additional ideas for product drives were discussed.
- d. Update Program Committee on Program Attendance & New Programs**  
New ideas for 2025 were discussed to assist with potential rebranding efforts.

## **7. Director’s Report**

### **a. Updates**

New bathroom partitions are being ordered and will be installed in the spring, along with new ADA bars in the ADA stalls. The generator will not be installed until this spring. The PA system is installed and we are working on training and utilizing. Board elections will be coming up in March and April; members up for election were asked to submit their desire to run again by March 14. A recap of the holiday party included all ran well; next year we will only have one ticket for the event for both the meal and entertainment.

## **8. Adjournment**

Next meeting is scheduled for Tuesday, April 15, 2025 at 9:00 am. Betty Jimenez motioned to adjourn. Cathie Wallen seconded. Motion carried.

Non-Taxable Revenue	January	February	2025 YTD Revenue
Donations	1,207.86	228.45	1,856.54
Memorials			0.00
Green Bay Packer Foundation Grant			0.00
Popcorn/Beverage Donations	15.75	102.36	1,114.14
Trip Commissions			0.00
WI Lottery Pull Tabs	194.00	34.00	364.50
Bake Sale			0.00
Book Sale			0.00
Soup Sale	461.00		461.00
Rummage Sale Donations			0.00
Kwik Trip Gas/Scrip Cards	410.00	320.00	1,505.00
Care Fair Donations		50.00	650.00
Holiday Party/Vet			0.00
Raffles			354.50
Patio Fundraising	5,000.00		5,700.00
Senior Membership Donation			500.00
Total Non-Taxable	7,288.61	734.81	12,505.68

2024 Earmarked for patio =

6,487.00

Taxable Revenue	January	February	YTD Revenue
Equip Rental			0.00
Greeting Cards	46.94	59.72	211.89
Misc Rev	4.74		4.74
Total Taxable Revenue	51.68	59.72	216.63

Expenses	January	February	YTD Expenses
Lottery/Raffle License			0.00
Movies & License/Netflix	877.81		877.81
Watertown Daily Times			0.00
Spectrum Cable Channels	148.63	148.15	448.78
Fundraising:			0.00
Snack Shop Supplies/coffee/popcorn	139.86		139.86
Bake sale supplies			0.00
Soup Bowls/crackers			0.00
Rummage Sale			0.00
Decorations/candy	35.10		35.10
Office supplies/cards	584.00		584.00
Scrip Cards - RaiseRight/Kwik Trip	690.00	450.00	1,710.00
Program Supplies:			0.00
Card/wii/game supplies			0.00
Bingo Expenses			0.00
Promotional Items/giveaways			0.00
Joy Tree Gifts			0.00
Plates, napkins, plastic wear			0.00
Birthday Meals	85.00	110.50	195.50
Taxi Vouchers	195.00	149.00	344.00
Program Refreshments			21.10
Entertainment			0.00
Events:			0.00
Other event meals/supplies			0.00
Vets Day Event/Paver			0.00
Holiday Party			0.00
Total Expenses	2,755.40	857.65	4,356.15

Ending Monthly Balance	34,563.34	34,500.22	38,344.61
Monthly Net Income	4,584.89	-63.12	8,366.16

2025 Membership Report					
Memberships	Base >2023	Inactive	2025 Paid	2025 New	2024 Unpaid
January	763	3	564	30	186
February	768	4	599	16	169
March	772	2	607	3	168
April					
May					
June					
July					
August					
September					
October					
November					
December					
Total		9		49	

Section 3, Item A.

Membership Statistics						
	Total Member- ship	Men	Women	New Members	Avg Age	Deceased
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								
	2025	2024	2023	2022	2021	2020	2019	2018
January	49	59	111	46	0	70	45	137
February	63	113	57	56	2	91	96	178
March	69	63	106	58	0	32	62	150
April	42	122	63	108	11	0	136	118
May		70	106	75	5	0	71	147
June		178	90	90	28	1	108	166
July		76	70	88	49	0	78	106
August		63	60	50	80	3	65	115
September		107	74	95	58	2	74	77
October		97	93	83	36	2	90	75
November		57	90	70	85	11	95	119
December		100	138	140		0	121	128
Total		1,105	1,058	959	354	212	1,041	1,516
Avg/Mth		92	88	80	32	18	87	126

# MEMO

## Parks, Recreation, and Forestry Department

To: Senior Center Advisory Board

From: Andrea Draeger, Director of Senior & Enrichment Services/Office Manager

Date: 4/15/2025

Subject: Review and take action: cable subscription

### Background

The Senior Center currently holds a Charter Spectrum cable subscription, totaling roughly \$2,300 per year, with the city's budget cost-sharing roughly \$500 of that total. Previous advisory board discussions have concluded that the subscription is rarely utilized and should consider cancelling. Another type of over-the-air or streaming service may be considered.

### Budget Goal

Maintains a safe and healthy community, with an eye toward future needs and trends

### Financial Impact

The senior center fundraising account may gain roughly \$1,800 back in yearly expenses.

### Recommendation

Review and take action: cable subscription.

Motion: cancel the current Charter Spectrum subscription.

# MEMO

## 2025 Operational Goals

The purpose of our operational goals is to identify, prior to the budgeting process, what work the city intends to achieve in 2025. The goals should align with our mission. Not only will the operational goals inform budget prioritization, but they will also guide the creation of the 2025 Department Work Plans.

*Present a budget that (in no particular order):*

1. Invests in the strategic planning and maintenance of our city buildings
2. Proactively maintains and improves our parks and infrastructure to ensure safety, quality, and equity
3. Supports employee retention and growth, while also evaluating operations and the associated staffing
4. Fosters community growth by assessing opportunities, stakeholder input, environmental needs, and modern code and policy priorities
5. Maintains a safe and healthy community, with an eye toward future needs and trends

# MEMO

## Parks, Recreation, and Forestry Department

To: Senior Center Advisory Board

From: Andrea Draeger, Director of Senior & Enrichment Services/Office Manager

Date: 4/15/2025

Subject: Review and take action: membership donation allocation

### Background

The River View – Platinum Communications provided a sponsorship of \$500 towards Senior Center memberships. The goal for this sponsorship request was to provide membership scholarships in order to attract and engage new members.

### Budget Goal

Maintains a safe and healthy community, with an eye toward future needs and trends

### Financial Impact

All \$500 would be utilized towards scholarships and membership costs only; no other financial impact.

### Recommendation

Review and take action: membership donation allocation

Motion: approve the membership donation to be utilized towards membership scholarships as well as membership certificates for new residents.



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