



TOWN SQUARE PROGRAMMING COMMISSION AGENDA

WEDNESDAY, APRIL 16, 2025 AT 12:00 PM

514 S. FIRST STREET, WATERTOWN 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 March Minutes

3. REVIEW AND APPROVAL OF FINANCIAL REPORTS

A. Review and Approve Financial Reports

4. CITIZENS TO BE HEARD

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

5. BUSINESS

A. Welcome Linden

B. Review 2024 PRF Annual Report

C. Discuss Private Events

D. Discuss possible date change for meetings

6. EVENT COORDINATOR'S REPORT

A. Event Coordinators Report

B. Updated Calendar of Events

C. Updated Sponsorships and Grants

D. Discuss Specific Topics for Next Month

7. ADJOURNMENT

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

TOWN SQUARE PROGRAMMING COMMISSION MINUTES**WEDNESDAY, MARCH 19, 2025 AT 12:00 PM****514 S. FIRST STREET, WATERTOWN ROOM**

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

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1. CALL TO ORDER: 12:03pm by Zimmerman (chair meeting today)

Present: Zimmerman, Bartz, Kaufmann, Schneekloth, Butteris, Juhl

2. REVIEW AND APPROVAL OF MINUTES

A. Review and Approve February Minutes – Kaufmann motioned, Schneekloth 2nd, All approved

3. REVIEW AND APPROVAL OF FINANCIAL REPORTS

A. Review Budget Modification Memo

B. Review and approve financial report – Schneekloth motioned, Bartz 2nd, all approved

4. CITIZENS TO BE HEARD

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

5. BUSINESS

A. Discuss private events options & contacts – promote more private use at town square
- Moved to April

B. Discuss options for non-profits to make back fees – Moved to April
- 50/50 raffles at the beer tent
- Raffle license for City?
- Draft a policy for 50/50 or raffles at events

6. EVENT COORDINATOR'S REPORT

A. Review Coordinators Report Updates on Programming
- FCCU is also doing a sponsorship this year - that isn't on the list when it was printed
- Looking for sponsor for give away item for Birthday Bash
- Two bakeries in town committed so far to donate for Birthday Bash treats but still need a few more.
- Cousins Main Lobster is no longer coming to July 20th. 18 acres will be coming and possibly doing beer sales for the day.
- Still looking for sponsorships – lots of gaps yet for the season
- Maintenance at the square
- Cover on stage from RJ construction
- It will provide water proofing for bands
- New Taupe Tables are ready for use – Parks crew built them
- Lucky Leprechaun event – 65ish participants – very cold and windy.
- Check list for events – working through without assistant – trying not to let all the permits and deadlines for them fall through the cracks.

B. Discuss topics for agenda for next month- no specific recommendations.

7. ADJOURNMENT Kaufmann motioned, Schneekloth 2nd, all approved

PARKS,
RECREATION &
FORESTRY

ANNUAL REPORT

2024



THE CITY OF
WATERTOWN

Opportunity runs through it.

THE MISSION

The City of Watertown Parks, Recreation, and Forestry Department is committed to enriching lives, fostering a strong and healthy community, and preserving the natural and cultural assets that make our area a great place to live, work, and play.

THE VISION

The City of Watertown Parks, Recreation, and Forestry Department creates a vibrant and inclusive community where people of all ages and backgrounds can connect with nature, engage in healthy and active lifestyles, foster a sense of belonging, and experience the joy of leisure and cultural enrichment.

The City of Watertown Parks, Recreation, and Forestry Department aspires to be a leader in promoting the well-being of our community by providing exceptional parks, facilities, programs, and services that enhance the physical, mental, and social health of our residents.

This report summarizes all sections of the department including:

Recreation & Enrichment
Parks
Forestry
Aquatics
Events
Senior & Community Center



RECREATION & ENRICHMENT

- New Sports Programs: 2 new gymnastics programs
199 participants
- Fitness Classes: 7 classes; 333 participants
- Youth Sports & Leagues: 28 programs;
1284 participants
- Adult Sports Leagues: 7 programs; 423 participants
- Enrichment Programs & Events: 19 programs;
441 participants

NOTE: Due to the support and understanding for the needs of the recreation section, the new Recreation Programmer position has, over the past year, led to significant developments, including the establishment of a yearly event schedule, the creation of participant policies, a comprehensive fee review for programs, and improved staff retention. Additionally, key programs such as Day Camp and Soccer have benefited from enhanced structure and the development of returning program staff.



PARKS

Between 8 park locations and 15 park shelter options, we had reservations totaling 302.

Maintains over 330 acres of parks and green spaces within the city.

- Events: Preparations and setups for 27 park events including Riverfest and Bentzin Family Town Square events
Attendance: 42,860
- Ball Diamonds: 15 fields/diamonds maintained; 390 field groomings per season
- Facility Maintenance: Open and prepare, as well as close and winterize all restrooms
- Memorial Benches: Installed 3 throughout the park system
- Weed Ordinances: 100 reviews, 19 mowings
- Aquatic Center: Prep pool for opening and fall winterization
- Renovations: Neighborhood park restroom restorations Union, Timothy Johnson, Lincoln & Clark Parks
- Shelter Roof Replacement: Riverside Celebration & Island, as well as the Senior Center shelter



FORESTRY

- 38th year of being a Tree City USA recipient
- 6,005 publicly owned trees with 93 different species along Watertown's streets and park system
- 41 ash trees were injected in 2024 and 21 ash trees to be injected in 2025.
- Tree Planting Program-44 trees were planted in the boulevard by the forestry staff on a 50/50 cost share. This is a yearly program starting soon.
- Right Tree Right Spot-100 trees were given away to residents in 2024, free of charge.
- Public urban forest has an estimated \$11 million replacement value.
- Some tree eco benefits are: ability to collect 1.3 million gallons of run-off annually, as well as pollution removal and carbon sequestered storage.
- According to the WI DNR, Watertown is a disadvantaged community with areas that will need tree canopy attention soon.



AQUATICS

Section 5, Item B.

Aquatic Center Attendance: 22,195
Indoor Pool Attendance: 8742

Pass Breakdown

Combination: Youth - 1; Adult - 17; Senior - 8; Family - 58

Indoor Pool: Youth - 0; Adult - 10; Senior - 9; Family - 16

Outdoor Pool: Youth - 44; Adult - 19; Senior - 25; Family - 231

New filtration system installed to reduce chlorine consumption and support environmental conservation efforts.



BENTZIN FAMILY TOWN SQUARE EVENTS

54 City hosted events, 6412 attendance

22 Reservations, 2464 attendance

Note: The Main Street bridge had a big impact on event attendance in 2024.

Water Street Closure Information

Month	# Days Closed per month	# Labor Hours Involved	# Events during closure	# Total Events
March	0	0	0	2
April	0	0	0	0
May	3	2	1	2
June	11	10	5	14
July	5	6	5	19
August	6	6	5	17
September	5	6	3	11
October	2	2	1	7
November	2	2	1	1
December	3	2	1	3
Totals	37	36	22	76

*To summarize, we hosted 76 events in the square and closed the road 37 days out of 365 days.

ANNUAL REPORT
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SENIOR CENTER

Section 5, Item B.

New Members: 119

Total Members: 813

Rentals & Programming Sessions: 1615

Rental and Programming Attendance: 23,858

New Programs: Caregiver Euchre; Chair Massage; Memory Cafe



GRANTS, SPONSORSHIPS & DONATIONS

Bentzin Family Town Square Events: \$37,000

Aquatics: \$2,000

Recreation & Enrichment: \$5,990

Senior & Community Center: \$28,000

LOOKING AHEAD 2025

- We aim to expand our youth and adult recreation programs by introducing new activities and improving access to existing ones. We will also focus on increasing community engagement through partnerships with local organizations.
- We look forward to welcoming back our "Final Splash Bash" at the outdoor pool where we will be airing Lilo & Stitch this year. We will also continue to expand program offerings among various age groups.
- We will concentrate on expanding our events and creating more opportunities for private sponsorships to bring fresh, unique experiences to downtown Watertown. From live music to themed markets and family fun, we're committed to enhancing our lineup and strengthening community connections.
- We plan to incorporate additional family engagement opportunities (family nights, events, etc.), as well as additional senior activities/programs and seasonal/holiday celebrations.
- We are committed to enhancing our playgrounds, making upgrades as funding becomes available. Additionally, we are actively shaping the future of our parks with the Parks and Open Spaces Plan and the Riverside Master Plan.
- Our Forestry team continues to expand Watertown's urban tree canopy through grant funding and dedicated tree-planting programs, ensuring a greener and more sustainable community for generations to come.

COORDINATOR'S REPORT

April 2025

Section 6, Item A.

Current list of Events & Updates

(List is attached to packet)

July 20th Update potential events this date

Glow Run Update to August 2

Battle of the Badges date changing Tentative August 1 6pm

June 12 Market added Ezra for Music

August 28 Market added Lola Blu

NEW Grants & Sponsorships Update

Applied for Beltz Grant for 1st Quarter

Asked RDA for a gift to help with events

Market Series Sponsor: \$1000 Everdry Waterproofing

Sept 6 Boogie & the YoYoz: FCCU \$500 Beverage Sponsor

Packer Game (date TBD): Johnsonville \$1500 Event sponsor

*see list sponsorship needs still outstanding



Maintenance Updates at the Square

Still trying to find money for the RJ Construction Quote for Shelter Cover

Needs

Please share the fb events and help recruit vendors for markets

Glow Run \$200 T-shirt Sponsors 10ct

Music for markets on July 10, Sept. 25 and Oct. 4 and sponsors for them all

In Progress

Continue to update permits and applications for reservations/rentals/events of the square

Ordered sponsor cups for beverage sponsors for concerts. Explain the sponsorship.

Ordered coasters for giveaway at Birthday Bash



City Sponsored Events.



February 22: Candlelight Hike @ BQ
March 16: Lucky Leprechaun (12-2pm)
May 31: 3rd Annual Birthday Bash (5-9pm) w/ NEW Dueling Pianos (6-9pm)
June 8: Fire Department Open House @ New Fire Station (12-3pm)
June 10: Co-Host with Fuelify Summer's Out, Hang Out (11am-3pm)
June 12: Thursday Night Market (5-8pm) Music by Ezra Suhr
June 21: SCS-Ask Your Mother Concert (6-9pm) Food & Drinks (5-9pm)
June 23: Food Truck Monday (11-2pm & 4-8pm)
July 10: Thursday Night Market (5-8pm)
July 13: Kids Fest (11-2pm)
July 18: SCS-Mallrats Concert (6-9pm) Food & Drinks (5-9pm)
July 20: SCS-Take it Easy Eagles Tribute (1-3pm) Beer & 18 Acres Food Truck (11-3pm)
July 27: Art class w/ wine class @ Riverside Park
July 27: Sound Bath
July 28: Food Truck Monday (11-2pm & 4-8pm)
August 1: Battle of the Badges @ Riverside Park (6pm)
August 2: Glow Run and Island Party @ Riverside Park
August 24: Art and Wine Class
August 25: Food Truck Monday (11-2pm & 4-8pm)
August 28: Thursday Night Market (5-8pm) Music by Lola Blu
September 6: SCS-Boogie & the Yo Yoz Concert (6-9pm) Food & Drinks (5-9pm)
September ? : TBD Packers Game
September 15: Food Truck Monday (11-2pm & 4-8pm)
September 21: Art & Wine class
September 25: Thursday Night Market (5-8pm)
September 26: Cranfest Tour @ Senior Center (6am-8pm)
September ? : Badger Game
October 4: Fall Market (11-3pm)
October 6: Food Truck Monday (11-2pm & 4-8pm)
October 12: Fall art class w/ wine TBD
October 18: Adult Halloween Party (6-9pm)
October 25: Boo Bash (12-3pm)
November 15: Tree Lighting (5:30pm)
December TBD: Stuff the Bus partnership w/ WUSD
December 6: Jingle Bell on the Rock TBD
December 7: Holiday Train TBD
December 12: Craft & Shop Event @ Senior Center

Privately Sponsored Events.

Section 6, Item B.



May 28: Art Walk WUSD
June 20: Share the Love
June 27: Share the Love
July 11: Share the Love
July 19: Hope Church
July 27: Sound Bath
July 25: Share the Love - Movie
August 10: Immanuel Lutheran (9:30-11:30)
August 16 : Koine Concert - St. Luke's Lutheran Church
August 15: Share the Love
August 22: Share the Love

Sponsorships Upcoming Events.



Section 6, 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 (Lolo Blu), 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: Eagles Tribute w/ 18 Acres Food Truck
\$5000 Band; ~~Beverage Sponsor \$500~~; Entire Event \$5000

August 2: 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 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 25: Boo Bash
~~Kids Activities \$1000 Sponsor~~; Living Statues \$275

November-December: Make Your Business Sparkle Tree Decorating
Program Sponsor \$1000; \$200 per tree (18 13 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
ASAP
WITH LEVEL OF
SPONSORSHIP
INTEREST - SOME
MARKETING HAS BEGUN**