



REDEVELOPMENT AUTHORITY MEETING AGENDA

WEDNESDAY, JANUARY 15, 2025 AT 6:00 PM

COUNCIL CHAMBERS, 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. Redevelopment Authority minutes from December 18, 2024

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. Downtown River Corridor Planning

i. Update on branding concept

B. Beltz Grants

i. Status update

C. 111 S. Water St.

i. Status update

D. Bentzin Family Town Square

i. Update on Historic Art Wall

7. NEW BUSINESS

A. Review and approve: RDA chair and vice-chair for 2025

8. STATUS REPORTS

A. Housing Rehab Grants

B. Social media/messaging update (Famularo)

i. Social media calendar for 2025

C. Council update (Lampe/Board)

D. Executive Director Update

i. General development update

ii. Items for next agenda

iii. Next meeting: February 19, 2025, at 6pm

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, December 18, 2024, 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) ~~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.

1. Pledge of Allegiance
2. Roll Call
 - A. Present: Mason Becker, Ald. Lampe, Ald. Board, Ryan Wagner, Jacob Maas and Dave Zimmermann (at 6:07pm.)
 - B. Virtual: Ryan Nowatka, Karissa Hurtgen, 2 residents
 - C. Absent: None
 - D. Other attendees: 1 resident
3. Determination of Quorum and Call to Order at 6:01 pm
4. Approval of meeting minutes
 - A. Regular Board Minutes 11.20.24
Board motioned to approve
Maas seconded the motion. Motion carried unanimously.
5. No public comment
6. Old Business:
 - A. **Downtown River Corridor Planning.**
 - a. Becker gave a status update stating the tentative plan is to bring the infrastructure components forward in Q1 2025.
 - b. Becker signed the Marketing Scope Agreement earlier in the week. The steering committee will reconvene in early January to discuss with RINKA. The date and time will be confirmed by Becker for the first virtual meeting.
 - B. **Beltz Grants.**
 - a. Becker and Wagner presented a check to Amber Yelk of Sassy Sweets earlier in the day. The new business plans to open in the spring of 2025.
 - b. The grant window will open up again in early 2025, pending disbursement of new funds.
 - C. **111 S. Water St.**
 - a. Becker shared the predevelopment agreement was signed with Intrepid Investments for 111 S. Water St. and the N First St. parking lot. He is getting quotes on a requested Phase II ESA for the N First parking lot.

D. Bentzin Family Town Square: Historic Art Wall & plaques

- a. Becker shared that the wall components are at a city storage facility. The plan is to install them toward the end of the Main Street bridge project.

7. New Business:

- A. Review and approve WEDA membership. Becker discussed options presented in the memo included in the packet. Becker noted the benefits of joining included training and networking opportunities, reduced cost to attend conferences, etc.

Maas motioned for the approval of the RDA to join WEDA under a small organization membership at a cost of \$600 to be covered by the RDA marketing account.

Wagner seconded the motion; motion carried.

- B. Review and approve the revolving loan fund position adjustment. Becker presented the request from Premier Bank on the Deerfield Properties mortgage for the Revolving Loan Fund on the property at 118 N Water St. and summarized past history with property owner.

Zimmermann motioned to agree to subordinate position on the mortgage.

Board seconded the motion; motion carried.

- C. Review and approve the reappointment of RDA Executive Director.

Lampe motioned to reappoint Mason Becker as the RDA Executive Director for 2025.

Board seconded the motion; motion carried.

8. Status Reports:

A. **Housing Rehab Grants:**

- a. Discussion of recently disbursed funds and approved projects.

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

- a. Becker noted the report was emailed out earlier in the week.
 b. Future messaging ideas discussed, such as educational posts on TIF, the Rock River District, continued messaging on the Beltz grants, need for housing, and more.
 c. Becker asked for more ideas to be emailed to him and then will work on creating a messaging calendar for 2025.

C. **Council update:**

- a. Discussion of stormwater information and issues, update on the Main Street bridge, and the wastewater master plan as well as alder pay discussions.
 b. Board mentioned Deb Reinbold from Thrive ED will be part of a presentation at Maranatha breakfast on Feb. 12th.

D. **Executive Director update:**

- a. Becker gave a general development update on the information that was presented in the memo in the agenda packet.
 b. Items for next agenda: members should email Becker with ideas.
 c. Next meeting is January 15, 2025, at 6 pm.

9. Adjournment at 7:05 pm

Board motioned to adjourn.

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

ARPA Monies Budgeted		Received					
FY 2024							
Property Address	Project Description	Requested	Approved Amount (Thrive ED)	Disbursed	Status	RDA Approve/Deny	CHK #
	City transferred money to RDA	100,000.00					
	RDA fee for administration of grant program (5%)	5,000.00					
	Remaining total available	95,000.00					
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
313 N Montgomery St	Concrete replacement for steps	10,000.00	0.00	0.00	Still debating if will move forward. Haven't heard from in some time. Considering closed. 120524		
513 S Seventh St	Siding/sealing, possible new roof	10,000.00	0.00	0.00	Thrive getting more info from homeowner.		
206 N Eighth St	Replace front steps	3,000.00	0.00	0.00	Debating if moving forward due to finance.		
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
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
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. Eligible for 70% but doesn't have funds to cover rest, won't be moving forward.	Approved June 19, 2024	Complete Roofing (Jesus Garcia) finished roofing portion. Chk #1683 mailed 12-5-24
1415 Schuman	Bathroom floor repair/remediation	10,000.00	0.00	0.00		N/A	
218 S Montgomery St	Drainage upgrades, interior/exterior repairs	10,000.00	10,000.00	10,000.00	Approved. Agreement signed 10-11-24.	RDA approved 10-2-24	Mailed check #1686 12-23-24
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.
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	#1657 Daizy Sweeps
310 E Green St	New roof and possibly some windows	10,000.00	0.00	0.00	Received 10-3-24. Can't move forward due to lack of other funds		
209 College Ave	Porch/deck replacement, general restoration	6,000.00	0.00	0.00	Applicant getting bids as of 10-10-24		
Totals to date:		114,167.70	49,622.88	42,662.70			
		Remaining Available:	45,377.12				
		On-Hand Balance:	57,337.30				

is list does not include applications rejected or still under initial evaluation.

Redevelopment Authority of the City of Watertown, WI (RDA)

2025 Social Media Messaging Calendar

January

Week 3:

- **Post 2:** What is TIF (Tax Increment Financing), and how does it benefit Watertown? [Link to TIF explainer] – Continues current TIF education pieces

Week 4:

- **Post 1:** Spotlight on the Rock River District Vision: Transforming our waterfront into a vibrant community hub! [High Level Details]
 - **Post 2:** The Beltz Foundation Grant Program: Funding opportunities for your innovative projects. [Link to Grant Info...pending release of new funds]
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February

Week 1:

- **Post 1:** February Focus: Housing Development. Learn why it’s a priority for the RDA. [Link to Housing Initiatives]
- **Post 2:** Did you know? The RDA manages grants to maintain existing housing. [Link to Home Rehab Grant page]

Week 2:

- **Post 1:** Partner spotlight: Thrive ED [Link to website]
- **Post 2:** TIF Terminology Explained: What is a “TIF District”? [Infographic]

Week 3:

- **Post 1:** Housing Highlight: Watertown’s current plans for more housing. [Link to Article]
- **Post 2:** Business Growth Spotlight: Local entrepreneur shares how the Revolving Loan Fund made a difference. [Testimonial Video]

Week 4:

- **Post 1:** Grant Application Tips: Maximize your chances with the Beltz Foundation Grant. [List of easy guidelines]

- **Post 2:** RDA's Role in Revitalization: A closer look at our key projects. [Link to Project Overview]
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March

Week 1:

- **Post 1:** Historic Art Wall ribbon cutting [Tentative...TBD]
- **Post 2:** TIF Q&A: We're answering your top questions! Comment below or DM us. [Open for Engagement]

Week 2:

- **Post 1:** Main Street Bridge spotlight [Graphic celebrating the re-opening of the bridge...TBD]
- **Post 2:** Rock River District Vision: Exciting updates on the waterfront project. [Link to Update]

Week 3:

- **Post 1:** Partner spotlight: WEDA [Link to website]
- **Post 2:** The Impact Report [Link to report on website]

Week 4:

- **Post 1:** Did you know? TIF funds can only be used for specific types of projects. Learn more here. [Link to TIF Guidelines]
 - **Post 2:** Dodge County's New Housing Development Fund [Link to Article]
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April

Week 1:

- **Post 1:** Spring into Action: How you can get involved with the RDA's efforts. [Volunteer/Engagement Opportunities]
- **Post 2:** Transforming Watertown: A deep dive into the Rock River District Vision. [Video Overview]

Week 2:

- **Post 1:** TIF Success Story: Major milestones in Watertown's development. [Photo and Description]

- **Post 2:** Housing Highlight: Community benefits of mixed-use developments. [Infographic]

Week 3:

- **Post 1:** Partner spotlight: MadREP [Link to website]
- **Post 2:** Grant Opportunities: How to apply for the Beltz Foundation Grant. [Link to Application]

Week 4:

- **Post 1:** Earth Day Focus: The RDA's role in sustainable development. [Link to Sustainability Efforts]
- **Post 2:** Community Input: Share your thoughts on future RDA projects. [Engagement Post]

May

Week 1:

- **Post 1:** Watertown's Revolving Loan Fund: Helping small businesses grow and thrive. [Link to Loan Info]
- **Post 2:** Why housing matters: Addressing Watertown's housing needs for a brighter future. [Link to Housing Report]

Week 2:

- **Post 1:** The Bentzin Family Town Square: Two years in [Highlights and recap of project importance]
- **Post 2:** Meet the RDA team: Working for Watertown's future. [Photo and short bio of team members] – This can be done over eight separate posts...start with new members first

Week 3:

- **Post 1:** Why downtowns matter [Summary explaining value of downtown density, walkability, and character]
- **Post 2:** Community Input: What are your ideas for things you'd like to see in our downtown? [Engagement Post]

Week 4:

- **Post 1:** Memorial Day: Respectful recognition post

- **Post 2:** Community Input: Share your thoughts on future RDA projects. [Engagement Post]

June

Week 1:

- **Post 1:** Summertime in economic development [Highlight seasonal activities in the community]
- **Post 2:** TIF education: How TIF can help housing development [Infographic]

Week 2:

- **Post 1:** Partner spotlight: M7 [Pending interaction through Jefferson County]
- **Post 2:** Data trends [Infographic of data from ESRI showing favorable Watertown trends]

Week 3:

- **Post 1:** Commercial development [Bullet points on what retailers look for in communities]
- **Post 2:** The Live Local Development Fund [Link to website]

Week 4:

- **Post 1:** Understanding energy [Discuss current power capacity limitations]
- **Post 2:** Rock River District Vision: Next steps [Infographic]

(Continue similar structured messaging through December, maintaining a balance of educational posts, success stories, community engagement opportunities, and program highlights for the Beltz Foundation Grant, TIF, Revolving Loan Fund, and housing initiatives. Include special posts for key events, holidays, and milestones.)

Notes for Execution:

1. **Visual Content:** Use infographics, photos, and videos to enhance engagement.
2. **Engagement Focus:** Encourage community interaction with occasional Q&A, polls, and feedback requests.
3. **Regular Updates:** Highlight ongoing progress for major projects like the Rock River District Vision and new Beltz Grant recipients.

4. **Measurement:** Track post performance monthly to adjust content strategies as needed.



MEMO

Redevelopment Authority (RDA)

To: RDA Board

From: Mason T. Becker, RDA Executive Director

Date: 1-15-25

Subject: Development Update

Dear RDA Board members,

Commented [EM1]: i think it makes sense for this to be plan commission

I am providing this memo as a short update on various developments within the City of Watertown. Whereas last month’s memo was a summary of residential, commercial, and industrial developments throughout the City, I wanted to focus the January update on a few key topics I have recently been asked about.

Pizza Hut/KFC: As many are likely aware, the KFC location here in Watertown was closed not too long ago, and recently, Pizza Hut announced the location here in Watertown is “closed for maintenance.” It is important to understand that the building and franchises for these locations are owned by a company called EYM, who filed for bankruptcy in 2024. They are also in litigation with Pizza Hut corporate and have closed other locations in the area. I have been in contact with the commercial real estate agent who has the listing for the site. I have been told that a lease has been signed for the middle space in the building, though specifics have not been shared yet. More background information can be found here: https://www.franchisetimes.com/franchise_news/large-bankrupt-pizza-hut-franchisee-to-sell-all-remaining-restaurants/article_fb7af9ae-7b88-11ef-92cd-33fac8e99dec.html

GameStop: We learned earlier this week that GameStop will be closing before the end of January. While it is disappointing to hear of commercial businesses closing in our community, it is important to understand the regional and national context within which these closures occur. GameStop has been closing locations throughout the country over the past year, and the transition to digital gaming (ie. people buying games digitally online and no longer buying physical copies) has likely been part of this. More information can be found in this article: <https://www.timeout.com/usa/news/gamestop-is-closing-more-locations-in-the-u-s-010925>

The Landing: City staff continue to assist the developers with this project, located along Gateway Drive. They are currently working on forming up a “capital stack” and finalizing their site plan and financial proforma. The developers have a signed offer to purchase the property, and an extension on the closing was recently signed. This development, east of Walmart, will provide additional needed market-rate rental apartments in Watertown.



MEMO

Leadership Watertown alleyway project: I am pleased to share that I have been working with the former Watertown Main Street Program director on a potential alleyway project within the 100 block of E Main St. The project, which was approved by the Leadership Watertown class, would add aesthetic enhancements to the alleyway area. The City is also planning to resurface the alleyway this year. Further public alleyways will be targeted for improvement, leading up to the 2028 Main Street reconstruction project.

Other developments: We are fortunate that Watertown seems to be on the radar of developers from throughout the state. I was recently approached by another multifamily developer, based in southeastern Wisconsin, who has other ongoing projects in the Dodge County area. I am currently working with them to determine a suitable site for a potential project. As a reminder, our City is focused on adding all types of housing, both owner-occupied and rental, at various price points.

Business Retention and Expansion: Watertown has an ongoing Business Retention and Expansion program, which has been operating for several years, often in conjunction with our local Chamber of Commerce director. Mayor McFarland and I plan to complete a few visits yet before the end of her term, and I plan to slightly revamp this program as the year progresses, likely after the April election.

WEDA: As the board voted last month to join WEDA as a small organization member, that membership process was recently completed. I will be attending the WEDA Governor's Conference on Economic Development, happening February 5th-7th in Milwaukee. I look forward to excellent informational and networking opportunities at this conference, and I appreciate the board again approving of the RDA joining this organization.

Please let me know if you have any additional questions.

Sincerely,

A handwritten signature in cursive script that reads "Mason T. Becker".

Mason T. Becker
RDA Executive Director