



REDEVELOPMENT AUTHORITY MEETING - AMENDED AGENDA

WEDNESDAY, JANUARY 21, 2026 AT 6:00 PM

**WATERTOWN MUNICIPAL BUILDING - 106 JONES STREET, WATERTOWN WI 53094 - RM
2044**

Virtual Meeting Info: <https://us06web.zoom.us/join> Meeting ID: 525 709 8273 Passcode: 920567 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. RDA minutes from December 17, 2025

- 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. NEW BUSINESS**

- A. Social media calendar review and feedback (Lisa Famularo, Media & Communications Director)
- B. Bentzin Family Town Square maintenance and Programming (Kristine Butteris, Recreation, Park, & Forestry Director)
- C. Beltz Grant
 - i. Holiday Tree Lighting
 - ii. Beauty Beyond Labels
- D. RDA Sign Grant Launch
- E. Review and take possible action: Watertown Rehab Program Application (Sherry Filenius)

- 7. STATUS REPORTS**

- A. Social Media report
- B. Future items
 - i. Next meeting February 18, 2026
- C. Riverwalk update

- 8. 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 17, 2025, 6:00 pm
In-PERSON/VIRTUAL MEETING
Room 2044, City Hall

By Phone or Zoom Meeting:

1. Pledge of Allegiance
2. Roll Call
 - A. Present: Ryan Wagner, Steve Board, Ald. Berg, Ald. Arnett, Todd Huhn, Deb Sybell
 - B. Virtual: None
 - C. Absent: Jacob Maas, Dave Zimmermann
 - D. Other attendees: Dave Paape, Stefanie Broere, John Kadish, Danielle Bailey, Zach Goodrich
3. Determination of Quorum and Call to Order at 6:00 pm
4. Approval of meeting minutes
 - A. Regular board minutes 11.19.25.
Board motioned to approve
Huhn seconded the motion. Motion carried unanimously.
5. Public Comment
 - A. Stefanie Broere expressed her excitement to learn about various funding options for the Riverwalk
6. Old Business:
 - A. **Review and Discuss: Transition of the Redevelopment Authority to a Community Development Authority**
 - a. Board members reviewed the list of state statutorily prescribed powers of the Housing Authority and the Redevelopment Authority and explored the possibility of the RDA absorbing some of the Housing Authority's responsibilities.
7. New Business:
 - A. **RDA/CDA Presentations on funding opportunities**
 - a. Ryan Zerwer, President and CEO of Forward Community Investments (FCI), provided information about his organization, its impact on mission-driven projects, availability of New Market Tax Credits, and the advantages of Watertown being located in an "Opportunity Zone."
 - b. Jeff Stone, Vice President of Kapur & Associates, led a discussion of possible funding options for the Riverwalk including the Vibrant Spaces Grant through WEDC and the Non-State Grant through the Wisconsin Department of Administration as well as public/private partnerships.
 - B. **Beltz Grants**
 - a. Reported approval of a grant for the Holiday Tree Lighting Event (Watertown Parks & Rec Dept)
 - b. The application for Beauty Beyond labels is under review with additional information requested.
 - C. **WEDA membership**
 - a. Board members expressed support for RDA renewing its membership in the Wisconsin Economic Development Association.
8. Status Reports:
 - A. **Social media/messaging report:**

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.

- a. Videos draw views and continue this strategy in 2026

B. Future Items:

- a. Items for next agenda: January 21, 2026
 - i. Invite Kristine Butteris to attend to discuss ongoing maintenance and programming for Bentzin Family Town Square
 - ii. Review Social Media Plan for 2026
 - iii. Next steps for Riverwalk

- 9. Adjournment at 8:00 pm

Todd Huhn motioned to adjourn.

Steve Board seconded the motion. Motion carried unanimously. Meeting adjourned.

'RDA Social Media Calendar 2026

JANUARY — What the RDA Does + 2026 Priorities

- ~~Week 1: What is the RDA?~~
- ~~Week 2: RDA Partner: Watertown Main Street~~
- Week 3: Beltz Grant story; 2026 preview
- Week 4: Staff spotlight – Deb Sybell

FEBRUARY — Small Business Support Month

- Week 1: Beltz Grant overview; Façade improvement
- Week 2: “We <3 our small businesses”
- Week 3: Ways RDA supports business; Success story
- Week 4: Business spotlight; Grant Q&A

MARCH — Main Street Revitalization Spotlight

- Week 1: History post; Renderings
 - Spring forward post
- Week 2: Redevelopment timeline; Business highlight
- Week 3: Trend post; Before/after
- Week 4: Spring events; Public survey
- Week 5: National Mom & Pop Business Owners’ Day

APRIL — Riverwalk 2028 Plan

- Week 1: Overview; Concept art
- Week 2: Environmental benefits; Recreation benefits
- Week 3: Economic impacts; River District teaser
- Week 4: Q&A; Input request

MAY — Construction Season Updates

- Week 1: Season preview; Parking tips
 - U.S. Small Business Administration National Small Business Week
- Week 2: Main Street update; Riverwalk update
- Week 3: Safety tips; Open during construction
 - Memorial Day Weekend (23-25)
- Week 4: Property highlight; Staff spotlight

JUNE — Summer in the City

- Week 1: Outdoor dining; Farmers Market
- Week 2: Event calendar; Vintage photo
- Week 3: Public art; Riverwalk update
- Week 4: Itinerary; Photo contest kickoff
- Week 5: July 4th

JULY — Economic Development Simplified

- Week 1: Redevelopment explainer; RDA impact numbers
- Week 2: Saved building story; Heritage highlight
- Week 3: Walkability benefits; Ribbon cutting
- Week 4: Why grants exist; Poll

AUGUST — Back-to-Business

- Week 1: Grant reminder; Business tips
 - National Farmers' Market Week
- Week 2: Hiring board; Storefronts
- Week 3: River District update; Success story
- Week 4: Fall events; Staff highlight
- Week 5: Labor Day Weekend (Sept 5-7)

SEPTEMBER — Redevelopment Success Stories

- Week 1: Success story; Ribbon cutting
- Week 2: Transformation; Before/after
- Week 3: Video walkthrough; Budget graphic
- Week 4: Survey; Partnership feature

OCTOBER — Riverwalk + Waterfront Month

- Week 1: Fall photos; Design update
 - National Women's Small Business Month
- Week 2: Riverfront business; Economic benefits
- Week 3: Environmental improvements; Accessibility
- Week 4: Input event; Concept art
 - Halloween, Boo Bash share?

NOVEMBER — Main Street Holiday Season

- Week 1: Holiday Open House; Small Business Saturday
- Week 2: Lighting photos; Shop Local
- Week 3: Grant reminder; Gift guide
- Week 4: Thanksgiving
 - Small Business Saturday

DECEMBER — Year in Review + Future Vision

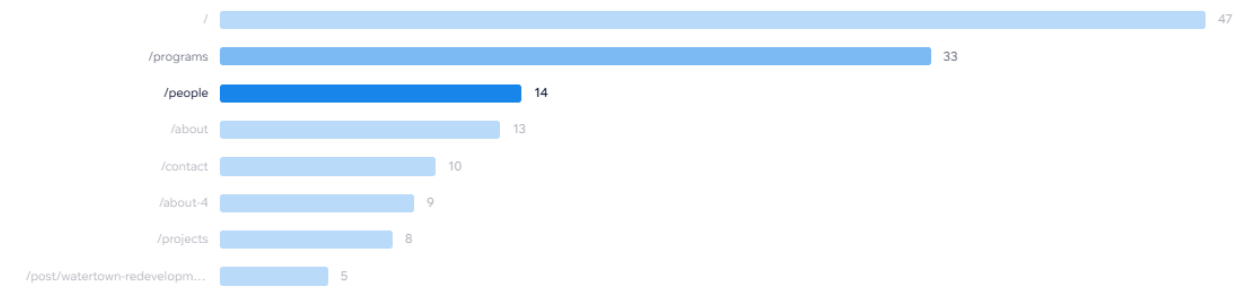
- Week 1: Achievements; Top redevelopments
- Week 2: Riverwalk recap; Main Street results
- Week 3: Year in photos; Thank-you to our small businesses
- Week 4: 2026 teaser; New Year message

Watertown Redevelopment Authority

Social Media Report – 1/15/26

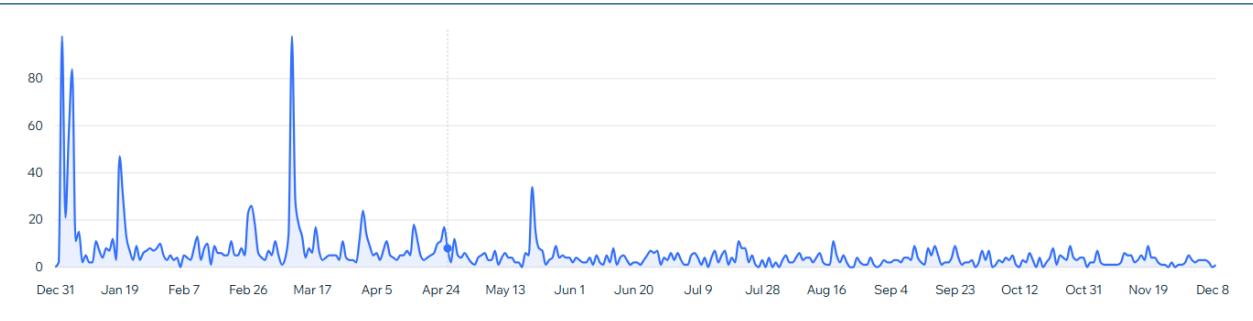
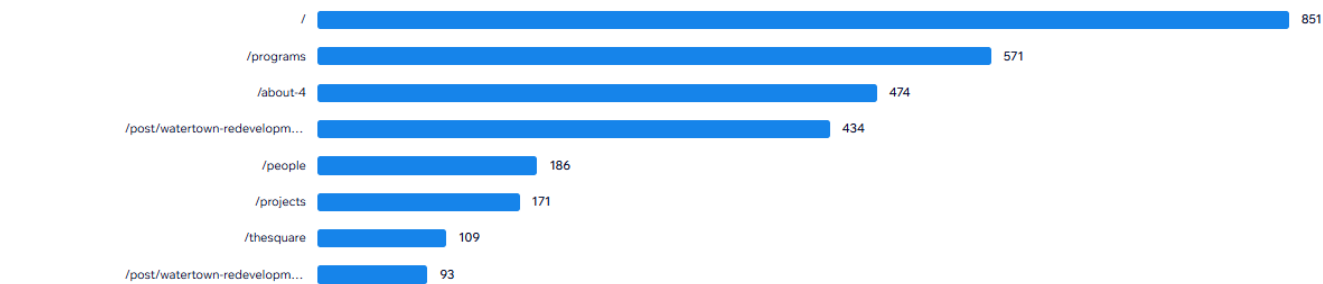
Website Metrics (last 30 days)

- 101 Site sessions
- 81 Unique visitors (71 new, 10 returning)
- Page visits:



Website Metrics (2025 total)

- 2,105 Site sessions
- 1,539 Unique visitors (1491 New, 48 returning)
- Page visits:



Year-to-date Activity: Website Visits

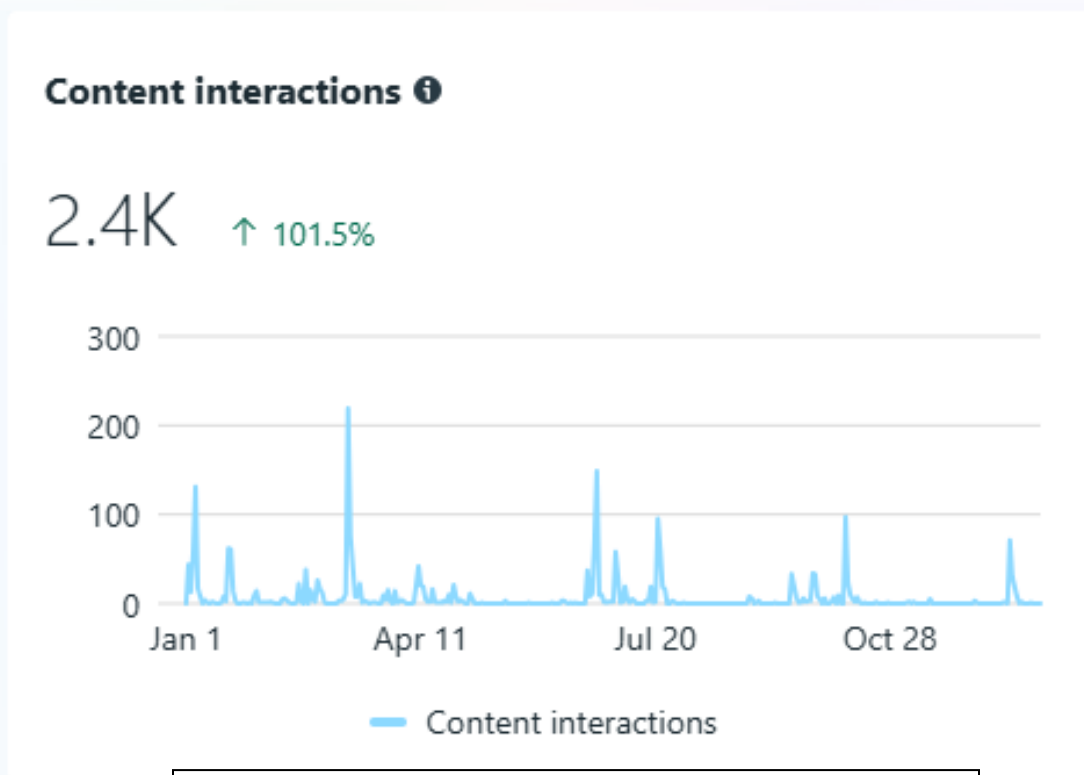
Facebook (last 28 days)

The top performing post so far is the videos we recorded last month. I have posted one of these a week for the next few weeks.

- Content interactions: 136
- Followers: 1740
- New Followers: 7
- Link Clicks: 5

Facebook (2025 totals)

- Content interactions: 2,442
- New Followers: 249
- Link clicks: 1,325



2025: Facebook Content Interactions