



REDEVELOPMENT AUTHORITY MEETING AGENDA

WEDNESDAY, NOVEMBER 20, 2024 AT 6:00 PM

WATERTOWN CITY HALL, 106 JONES STREET, ROOM 2044

Virtual Meeting Info: <https://us06web.zoom.us/join> Meeting ID: 617 065 5357 Passcode: 53094 One tap mobile +16469313860

<https://us06web.zoom.us/j/6170655357?pwd=96tcitGxXtZD4na19NqSUHQQuENC2yf.1>

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 meeting minutes from October 23, 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. PRESENTATION AND Q&A WITH JAY SHAMBEAU AND JESS WILDES, CITY OF WEST BEND

7. OLD BUSINESS

A. Rock River District Vision

i. Status update by RINKA

ii. Review and possible approval: marketing scope of work add-on

B. Beltz Grants

i. Review and possible approval of received application

C. 111 S. Water St. update

D. Bentzin Family Town Square Historic Art Wall & plaques

8. STATUS REPORTS

A. Housing Rehab Grants

B. Social media/messaging update (Famularo)

C. Council update (Board/Lampe)

D. Executive Director update

i. Items for next agenda

ii. Next meeting: December 18, 2024, 6pm

9. ADJOURN

Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at mdunneisen@watertownwi.gov, phone 920-262-4006

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, October 23, 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: Becker, Board, Nowatka, Lampe, Maas
 - B. Virtual: Zimmermann joined at 6:04pm.
 - C. Absent: Wagner, Hurtgen (excused)
 - D. Other attendees Kaddesh and Watertown Daily Times (virtual): RINKA, resident
3. Determination of Quorum and Call to Order at 6:03 pm
4. Approval of meeting minutes
 - A. Regular Board Minutes 9.18.24
Board motioned to approve
Nowatka seconded the motion. Motion carried unanimously.
 - B. Special Board Minutes 10.2.24.-noted the date on agenda was incorrect, stated on the 3rd not 2nd.
Nowatka motioned to approve
Board seconded the motion. Motion carried unanimously.
5. No public comment
6. Old Business:
 - A. Eric Mayne from RINKA gave a recap on the recent project renaming discussion and how the steering committee decided on "Rock River District Vision". Talked about how Kapur will be laying out funding opportunities and reviewed items that will be presented to Plan Commission next week.
 - B. One application was received and is pending with a recommendation to approve at a future meeting hopefully. One application was not moved forward and applicant was asked to fix application and resubmit in early 2025. A downtown business inquired about the grant but hasn't submitted an application yet.
 - C. Becker shared that a developer has submitted a proposal for a predevelopment agreement with the city on 111 S. Water St. and part of the N. First St. parking lot. This should go to the Finance Committee in November.
7. New Business:

- A. Becker gave a summary of the WEDA conference that he emailed to the board. He discussed some of the concepts highlighted at the conference and the site entitlement process in Watertown. He also thanked the board for funding his attendance.
8. Status Reports:
- A. Becker highlighted a summary of applications received to date. A resident stopped today to inquire about applying.
 - B. There were no comments on the social media report. Becker noted he would like to focus on educational messaging on the new TID #9.
 - C. Members of the RDA are hoping to view the Historic Art Wall panels at Sign Art Studio in Mount Horeb next week. Becker, Zimmerman and Maas Bros personnel will attend.
 - D. Lampe discussed some budget items relating to the Bentzin Family Town Square and the Future Fund, as well as budgeting for the RDA Executive Director's salary and mill rate. Board mentioned the presentation by Richard Keddington of Watertown Regional Medical Center (at the council meeting) and how educational it was. He suggested inviting other major employers in the city to present at future council meetings.
 - E. Lampe mentioned asking Wagner how he would like to solicit feedback from board members to pass along to the mayor for the SIDC's performance review in 2025. Next meeting time will be Nov. 20th at 6pm with Jay Shambeau and Jess Wildes from the City of West Bend as guests. RINKA's preliminary presentation to the Plan Commission will be on Oct. 28th.
9. Adjournment at 6:57 pm

Lampe motioned to adjourn.

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

Hi Mason,

I wanted to confirm that we will be using the 'Rock River District Vision' as the working title in the report.

We will bring the top three names to the RDA meeting on the 23rd for discussion and further consideration.

I also wanted to call your attention to the proposal from my previous email for some next steps around brand identity. We have an opportunity to work on a logo, brand elements, and style guide around the name that is chosen and could incorporate it into the final plan commission submission (after we get feedback from our preliminary submission plan commission). Please see that scope again below for your consideration.

Future Anticipated Services (under separate agreement)

- Brand Identity (\$9,500)
 - Logo + Brand Elements
 - Logo development reflecting name and visual style
 - Visual Language, Photography + Typography
 - Establish precedent imagery for overall look + feel
 - Create framework for approved photography + original artwork
 - Select primary and secondary typeface, create color palette and hierarchy, and develop custom graphics to use for communications
 - Style Guide
 - Develop packaged document incorporating all design elements above including guidelines for appropriate use of those elements, voice/tone, and verbiage
 - Digital assets including: logo, logo alternates, patterns, and stock photography

I'm excited by this direction and new name for this study area as we look to build excitement around the plan!

Regards,
Eric Mayne

Redevelopment Authority of the City of Watertown

Beltz Foundation Downtown Watertown Business Grant Application

Applicant Information

Application Date: 10/9/2024

Business Name: Rapha Bowls Cafe, LLC

Type of Business/Industry: Fast Casual dining

Contact Name: William and Kelly Wendorff

Role at Business: Owners/Operators

Contact Phone: 414-610-3311 Contact Email: will.wendorff@gmail.com

Business Mailing Address: N9668 Pleasant Heights Circle, Watertown, WI 53094

Total Amount Requested: \$9,721.73 Total Project Cost: \$45,000 (+building purchase)

Brief Description of what funds will be used for (please see Program Guidelines for eligible expenses):

- 1) New black and white premium exterior paint
- 2) (1) 20ft and (1) 16ft new awnings for South and West sides of building
- 3) New back panel and offset logo signage for South and West exterior sides of building including (6) gooseneck overhead lamps
- 4) New ceiling mounted heating and cooling spiral ductwork and registers

Anticipated Timeline (estimated start and end dates): Exterior to be completed this Fall if weather permits; Business to open in early spring.

Business Information

How long has your business been established? New business

Please describe your business, including products and services offered and a brief history of operations.

Rapha Bowls Cafe will be located at 120 W Main St. and will be a new business. It will provide a first-rate eating destination on Main Street with a remodeled and modern eating environment. Signature foods will include acai bowls, oats, paninis, smoothies and coffee and espresso drinks. The business will be fast casual dine-in and carry out as well as allow for mobile delivery. The building is owned by business owners and currently undergoing a renovation of the 1st floor.

Additional Materials

The following materials must be included with your application:

- ✓ A copy of your lease agreement or proof of purchase of property
- ✓ Project Expenses Worksheet
- ✓ Two (2) years of Income Statement projections
- ✓ Last three (3) years of business income statements and most recent balance sheet
- ✓ Renderings, mock-ups, or architectural plans for new location
- ✓ Business plan (if opening/expanding business)

Applicant Agreement & Signature

I have read the program requirements and reviewed them with the Executive Director of the Watertown Redevelopment Authority, and I understand that my participation in the Beltz Foundation Downtown Watertown Business Grant Program is contingent upon my full compliance with all requirements. I understand that all grant funds must be used to cover eligible expenses as outlined in the program documents and will be reimbursed after submission of receipts. My application includes all the materials listed above.

Applicant Signature  _____ Date 10/11/24 _____

Landlord Signature (if lease) _____ Date _____

Awntech Corporation
 10950 S. Pipeline Road
 Buildings 1-2
 Euless, TX 76040

Section 7, Item B.

Quote

Date	Quote #
10/9/2024	E-180466281

Name / Address
William Wendorff 120 W. Main St. 414-610-3311 Watertown, WI 53094

Rep	Project
PD	

Description	Qty	Total
Billing Address (if different from shipping): William Wendorff N9668 Pleasant Heights Circle, 414-610-3311 Watertown, WI 53094		
RN22-22K	1	1,791.59T
22' New Yorker (269.5'-31'-24') Solid Valance Awning l Black-680		
Shipping & Handling Charges	1	143.33T
ST N/A Out of State		0.00
Total		\$1,934.92



N63W22625 County Road F
 Sussex, WI 53089
 (262) 372-4030

Section 7, Item B.

EST-2599

Trusted, Experienced, Creative
<http://www.milwaukeeesigncompany.net>

Payment Terms: Cash Customer

Created Date: 10/4/2024

DESCRIPTION: (2) ACM Panels w/ Acrylic Dimensional Letters

Bill To: Rapha Bowls Cafe 120 W Main Street Watertown, WI 53094 US	Installed: Rapha Bowls Cafe 120 W Main Street Watertown, WI 53094 US
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Requested By: Will Wendorff Email: will.wendorff@gmail.com	Salesperson: Nicole Conforti Email: nicole@gomkesign.com Work Phone: (608) 709 1188
--	--

NO.	Product Summary	QTY	UNIT PRICE	AMOUNT
1	(2) Black ACM Panel w/ Dimensional Acrylic Letters	1	\$1,946.35	\$1,946.35
1.1	Miscellaneous (V) - (2) Black ACM Panel Text: 16ft W x 3ft H (4) 8ft black ACM panels			
1.2	Miscellaneous (V) - (2) Acrylic Dimensional Letters Text: ACAI OATS SMOOTHIES - 6" Letters Dashes - 1.5" x1.5" 1.5"x115" Line RPHBOWLCAE- 14" Letters AASF-11" Letters 1/4" thick dimensional acrylic Painted white VHB mounted to ACM panel			
1.3	Oracle 3651 - (2) Vinyl Application - White Boarder			
1.4	Briteline Shield - 3 mil UV Matte - (2) Overlamine - White Boarder			
2	(6) Gooseneck Lamp	1	\$1,425.00	\$1,425.00
2.1	Miscellaneous (V) - (6) Gooseneck Lamp Text: Installation TBD Black gooseneck lamps QTY: 6			
3	Outdoor Sign Project Package	1	\$2,137.30	\$2,137.30

3.1

Site-Survey - Site - Survey

Text:

Site survey of building and area of install. Obtain dimensions and information needed for fabrication and permitting.
Obtain necessary electrical information.

3.2

Permit Acquisition - Permit Acquisition

Text:

**Note this fee only applied if client chooses to use Milwaukee Sign Company to acquire sign permit.

Staff time to prepare and draft required paperwork to secure municipal permit.

Does NOT include:
variance procedures or Review Board meetings.

City Permit fees billed at cost on final invoice

3.3

Permit Fees to Municipality - Permit Fees to Municipality

3.4

Graphic Design Fee - Graphic Design

Text:

Artwork to be approved by customer

3.5

Miscellaneous (V) - Installation - MSCP

Text:

Install (4) ACM panels with acrylic letters pre mounted
16'W x 3'H total QTY 2
No removal
(2) techs (2) trucks

Notes:

*Installation per approved rendering and municipal permit.
 *Mounting hardware is to be provided by the installer.
 *Unless noted otherwise, blocking for building signage is to be provided by others.
 Please Note
 Power must be located within (6) feet of Sign and have easy access.
 Electrical hookup only included if stated as line item in estimate.
 -If conditions are not ready for installation additional charges may apply.
 -Additional charges may apply for hidden, concealed, or unforeseeable conditions.
 -Patching wall prior to or after installation not included
 -Any sign(s) being removed will be disposed unless other direction is provided in writing by the client - 48 hours prior to removal.
 -Timer/Photocell for electrical sign not included.

Orders under \$250 require payment in full at the payment portal along with your approval. If the order is over \$250, please proceed to your portal and approve the project; there you may also submit the 50% deposit using your credit card (3% fee added) or send a check via US Mail. Work will begin once the deposit is received.

Subtotal:	\$5,508.65
Taxes:	\$264.19
Grand Total:	\$5,772.84
Deposit Required:	\$2,886.42

CONDITIONS:

ATTORNEY'S FEES: If it is necessary for the Milwaukee Sign Company to take legal or other action against the customer to secure the payment of any amount past due hereunder, the customer shall reimburse the Company for all expenses incurred, including but not limited to its reasonable attorney's fees.

CANCELLATION OF ORDER: If you cancel your order prior to completion, you shall reimburse the Milwaukee Sign Company for all expenses incurred in association with the cancelled order prior to the date of completion. Without limiting the foregoing, you shall be responsible for the cost of all materials, labor, and shipping costs, as well as a fifteen percent (15%) cancellation fee based on the contract price of the job. All amounts billed are due in full within thirty (30) days. PLEASE NOTE: Orders may not be cancelled verbally. We must receive written notification from the customer.

CREDIT CARD SURCHARGE: If making a payment by credit card, an additional 3% transaction fee will be added to the amount being paid.

LEAD TIMES: Vary by project; standard lead times from 2 – 8 weeks.

PAST DUE BALANCES: An 18% Annual Interest Rate will be charged (1.5% Monthly) on Past Due Balances. The Milwaukee Sign Company will retain a security lien on all products and services until the invoice is paid in full.

ESTIMATES: Valid for 30 days.



Section 7, Item B.

DocId: 8222...
Tx: 4153980
1488297

State Bar of Wisconsin Form 7-2003
TRUSTEE'S DEED

Document Number

Document Name

Office of Register of Deeds
Jefferson County, WI
RECEIVED FOR RECORD
10/01/2024 01:11:14 PM
Staci M. Hoffman
Total Pages: 1
REC FEE: 30.00
TRANSFER FEE: 675.00
EXEMPT #

THIS DEED, made between Jerry R. Zautner
as Trustee of Jerry R. Zautner and Donna M Zautner Revocable Family Trust
Agreement dated April 19, 1999 ("Grantor," whether one or more),
and William K Wendorff and Kelly A. Wendorff, husband and wife, survivorship
marital property
("Grantee," whether one or more).
Grantor conveys to Grantee, without warranty, the following described real estate,
together with the rents, profits, fixtures and other appurtenant interests, in
Jefferson County, State of Wisconsin ("Property") (if more space is
needed, please attach addendum):

Recording Area

Name and Return Address

Wendorff
120 W Main St.
Watertown, WI 53094

291-0815-0421-095

Parcel Identification Number (PIN)

All that portion or part of Lot 4, in Block 45, according to the map or plat of the
Village (now City) of Watertown, on the West Side of Rock River, as surveyed by JC
Brayton and recorded, described as follows: Commencing at the Southwest corner of
Lot 4; thence North on the West line of said Lot, 132 & 1/3 feet; thence East 23 feet;
thence South 132 & 1/3 feet to West Avenue Street; now West Main Street, parallel
with the West line of Lot 4; thence West 23 feet to the place of beginning.
TOGETHER WITH Easement recorded in Volume 679 of Records on Page 151 as
Document No. 818327

Dated September 30, 2024

(SEAL) Jerry R. Zautner (SEAL)
* Jerry R. Zautner, Trustee
(SEAL) Donna M. Zautner (SEAL)
* Donna M Zautner, Trustee

AUTHENTICATION

ACKNOWLEDGMENT

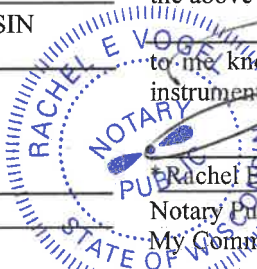
Signature(s) _____
authenticated on _____

STATE OF WISCONSIN)
) ss.
JEFFERSON COUNTY)

* _____
Personally came before me on September 30, 2024,
the above-named Jerry R. Zautner and Donna M. Zautner
TITLE: MEMBER STATE BAR OF WISCONSIN
(If not, _____
authorized by Wis. Stat. § 706.06)

to me known to be the person(s) who executed the foregoing
instrument and acknowledged the same.

THIS INSTRUMENT DRAFTED BY:
Jerry R. Zautner and Donna M. Zautner



Rachel E Vogel
Notary Public, State of Wisconsin
My Commission (is permanent) (expires: March 23, 2025)

(Signatures may be authenticated or acknowledged. Both are not necessary.)

NOTE: THIS IS A STANDARD FORM. ANY MODIFICATIONS TO THIS FORM SHOULD BE CLEARLY IDENTIFIED.

TRUSTEE'S DEED

© 2003 STATE BAR OF WISCONSIN

FORM NO. 7-2003

* Type name below signatures.



Klecker's Heating & Air Conditioning Inc.
1221 W Main St
Watertown, WI 53094

Phone: (920) 261-
Fax: (920) 261-9460
info@kleckersheating.com
www.kleckersheating.com

Section 7, Item B.

PROPOSAL

Bill to
Will Wendorff
120 W. Main St.
Watertown, WI 53094

Job Name
Will Wendorff
120 W. Main St.
Watertown, WI 53094

Phone Number: (414) 610-3311

Email Address: will.wendorff@gmail.com

Quote #: q3930

Quote Date: 8/8/2024

Sales Rep: Kelly Tietz

Description
<p>RE: 120 W. Main St building</p> <ul style="list-style-type: none"> - Remove the existing ductwork starting at the plenum, after the ceiling has been removed - New properly sized spiral ductwork with duct mounted registers - The return air to stay as is - Proper hangers and supports - Disposal of all existing ductwork - Local permit <p>Estimated price \$3,800.00</p>

Balance due upon completion. Valid for 30 days.

In accordance with Chapter 779 of Wisconsin Statutes: As required by the Wisconsin construction lien law, claimant hereby notifies owner that persons or companies performing, furnishing or procuring labor, services, materials, plans or specifications for the construction on owner's land may have lien rights on owner's land and buildings if not paid. Those entitled to lien rights, in addition to the undersigned claimant, are those who contract directly with the owner or those who give the owner notice within 60 days after they first perform, furnish or procure labor, services, materials, plans or specifications for the construction and should give a copy of each notice to the mortgage lender, if any. Claimant agrees to cooperate with the owner and the owner's lender, if any, to see that all potential lien claimants are duly paid.

Authorized Signature: Kelly Tietz- Job Coordinator, Customer Signature _____ Date _____



RAPHA BOWLS CAFE

SEPTEMBER 20, 2024

WATERTOWN, WI

JOE LAWNICZAK




Awnings ▾ Accessories ▾ Overstock **UP TO 20% OFF** Samples ▾ Dealers ▾



Review & Payment >



— OR —

Product	Subtotal
 16 FT. - New Yorker® Awning × 1 Awning Fabric Color: Black Awning Height x Projection: 31 in x 24 in	\$1,246.95
Subtotal	\$1,246.95
Fixed Shipping	<input checked="" type="radio"/> Shipping Amount: \$99.76 <input type="radio"/> Local pickup (Eules, Texas Only)
Tax	\$0.00
Total	\$1,346.71

Credit card / debit card

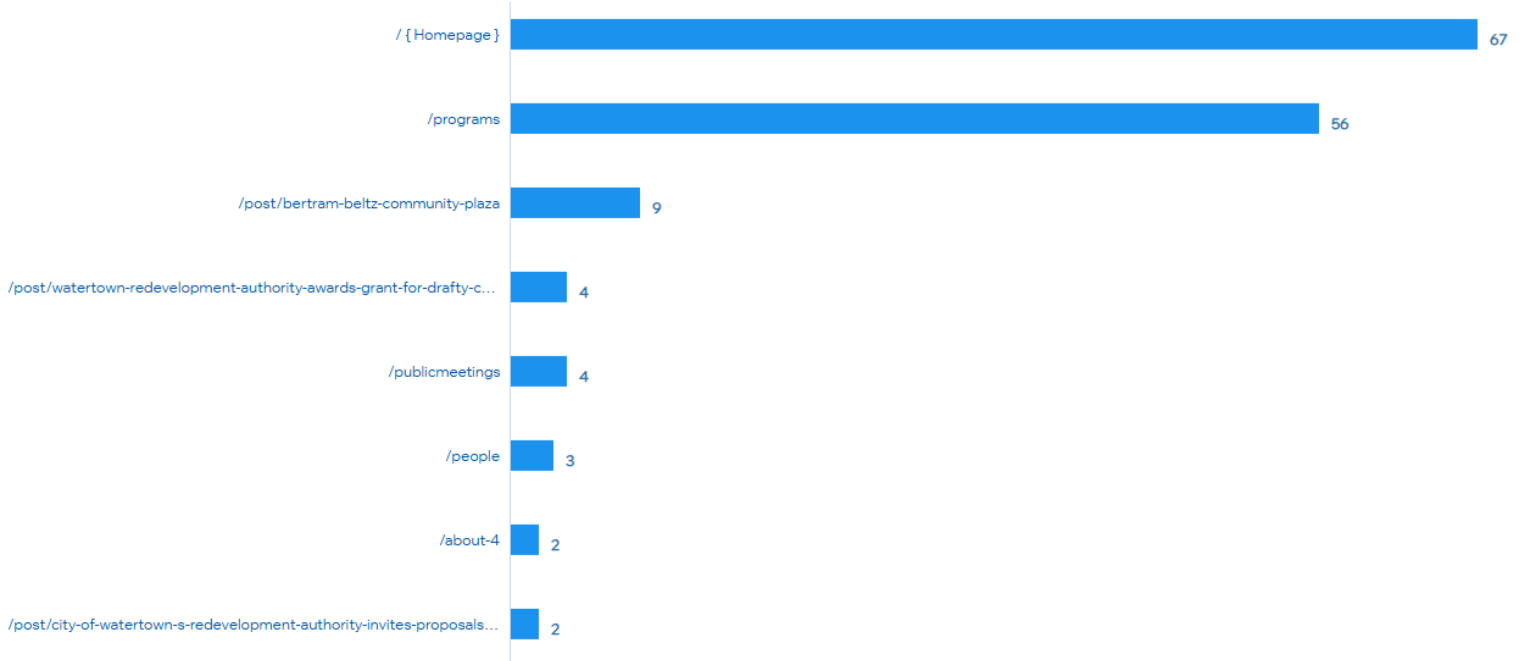


Watertown Redevelopment Authority

Social Media Report – 11/14/24

Website Metrics (10/16 to 11/14)

- 162 Site sessions
- 121 Unique visitors (105 new, 16 returning)
- Page visits:



Facebook (last 28 days)

- Post Reach: 2.7K
- Content interactions: 416
- Shares: 6
- Followers: 1,532
- New Followers: 0
- Link Clicks: 7