



SITE PLAN REVIEW COMMITTEE MEETING AGENDA

MONDAY, JUNE 22, 2026 AT 1:30 PM

**COUNCIL CHAMBERS, SECOND FLOOR, MUNICIPAL BUILDING, 106 JONES STREET,
WATERTOWN, WI 53094**

1. CALL TO ORDER

2. APPROVAL OF MINUTES

A. Review and take action: Site Plan Review minutes dated June 8, 2026

3. BUSINESS

A. Review and take action: 401 Bernard Street Site Plan review

B. Review and take action: 1400 W. Main Street Site Plan Review – Tree-Ripe Fruit Co.

4. 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

**SITE PLAN REVIEW COMMITTEE
June 8, 2026**

The Site Plan Review Committee met on the above date at 1:30 P.M. in the Council Chambers on the second floor of City Hall. The following members were present: Mayor Robert Stocks, Mike Jacek – Building Inspection, Ben Olsen – Police, Stacy Winkelman – Streets & Solid Waste, Nathan Williams – Engineering, Maureen McBroom – Stormwater, and Manager of Economic Development and Strategic Initiatives Deb Sybell. Don Dishno – Fire was present virtually.

Also in attendance were Nikki Zimmerman – Building Safety & Zoning, Rick Elertson of Divots, James Kuckkan of the Watertown Daily Times, and John Katisch.

1. Call to Order

The meeting was called to order by Acting Chairperson Nathan Williams.

2. Approval of Minutes

A. Review and take action: Site Plan Review Minutes Dated May 26, 2026

Motion was made by Mike Jacek and seconded by Mayor Stocks to approve the minutes as submitted. Unanimously approved.

3. Business

A. Review and take action: 644 S. Church Street Site Plan Review

Applicant Rick Elertson was present. He is proposing to create a golf simulator sports bar on the premises. There will be four (4) golf simulators with a full bar, a small kitchen, and seating.

The following was presented by staff:

- Fire: A Fire Suppression permit would be needed for a kitchen hood system. The building is also fully sprinklered and there should be accommodations in place to ensure this will still be functional. Mr. Elertson stated that the ceiling will only have a mesh and will open.
- Building: The number of bathrooms being proposed will allow up to 120 occupants. Ensure that a fire partition wall exists between this location and the next tenant. Verify with the Fire Department if a fire suppression permit for the kitchen hood system is needed.
- Police: No concerns.
- Mayor: Welcomes the applicant in this venture.
- Stormwater: Since all of the work will be occurring inside the building, there are no concerns.
- Engineering: No concerns.
- Zoning: Not present but forwarded communication stating no concerns.
- Parks & Rec: Not present.
- Water/Wastewater: Not present.
- Streets/Solid Waste: The city does not provide garbage services for commercial properties. Private services will have to be obtained.
- Econ. Development: No concerns.
- Legal: Not present.

Motion was made by Stacy Winkelman and seconded by Mike Jacek to approve this item contingent upon:

-Working with the Fire Department to verify the need for a Fire Suppression Permit and ensuring the plans meet codes for the sprinkler system.

-Ensuring a fire wall currently exists between this location and the next tenant.

Unanimously approved.

4. **Adjournment**

Motion was made by Stacy Winkelman and seconded by Mike Jacek to adjourn. Unanimously approved.

Respectfully submitted,
Nikki Zimmerman, Recording Secretary

Note: These minutes are uncorrected, and any corrections made thereto will be noted in the proceedings at which these minutes are approved.



LEASE AGREEMENT

This Lease is made by and between Blain Supply, Inc. and its associated Farm and Fleet Corporations hereinafter referred to as "Lessor" and Tree Ripe Fruit Company, hereinafter referred to as "Lessee."

Lessor and Lessee agree that Lessee shall lease from Lessor a part of Lessor's property locations (See attached locations and schedules). See each store manager for location of sale in the parking lots.

Said Lease is subject to the following terms and conditions:

1. Term. Lessor leases the above-described premises for a term commencing on June 16th, 2026, and terminating on August 2nd, 2026.
2. Rent. Lessee shall be (2 cases of product per visit) Payment shall be completed prior to the commencement of the lease term.
3. Utilities. Lessee will provide all utilities (i.e. water, electricity, etc.) that they shall require. Lessee will be responsible for the proper removal of all trash and refuse Lessee generates in a legal manner.
4. Tax and Licenses. Lessee agrees to collect and remit to the proper taxing authorities all sales taxes associated with Lessee's use during the term of the lease and to obtain all necessary permits and licenses for Lessee's intended use.
5. Maintenance of Property. Lessee shall be responsible for maintaining the property in good condition and repairing the property, which is the subject of the lease. Lessee will restore the property to the original condition.
6. Indemnification. Lessee agrees to indemnify and hold harmless Lessor from any and all claims made by anyone relating to Lessee's use of this property. Lessee will also maintain a general liability insurance policy with a minimal coverage amount of \$1,000,000.00 and name Blain Supply, Inc. and its associated Farm and Fleet Corporations as additional insured.

Dated this 20th Day of April 2026

Lessor Name

Lessee Name

By: James T. Check
Lessee

Laurie Meske

James T. Check
Senior Manager of Loss Prevention
Blain Supply, Inc

Laurie Meske
Locations Assistant
Tree-Ripe Fruit Co.

Tree-Ripe Fruit Co.	Blains Farm & Fleet				
City / Location	Address			Date(s)	Time
Baraboo	1100 South Blvd, Baraboo, WI 53913	Tuesday	6/30	7/28	12-1:30pm
Champaign/Urbana	2701 North Cunningham Avenue Urbana, IL 61802	Thursday	6/25	7/16	12-1:30pm
Chippewa Falls	2583 S Prairie View Rd, Chippewa Falls, WI 54729	Tuesday	6/23	7/21	3-4:30pm
Clinton	1600 Lincoln Way, Clinton, IA 52732	Friday	7/3	7/24	3-4:30pm
Davenport	8535 Northwest Blvd, Davenport, IA 52806	Friday	7/3	7/24	9-10:30am
Dodgeville	4894 County Road YZ, Dodgeville, WI 53533	Saturday	7/4	7/25	3-4:30pm
Dubuque	2675 IA-32, Dubuque, IA 52002	Saturday	7/4	7/25	9-10:30am
Freeport	1755 S West Ave, Freeport, IL 61032	Saturday	7/4	8/1	9-10:30am
Grafton	1771 Wisconsin Ave, Grafton, WI 53024	Wednesday	6/17	7/15	12-1:30pm
Grafton	1771 Wisconsin Ave, Grafton, WI 53024	Monday		8/3	12-1:30pm
Janesville	2421 Humes Rd, Janesville, WI 53545	Monday	6/22	7/20	12-1:30pm
La Crosse (Onalaska)	9438 State Road 16 Onalaska, WI 54650	Wednesday	7/1	7/29	9-10:30am
Moline	5900 John Deere Rd, Moline, IL 61265	Friday	7/3	7/24	12-1:30pm
Monroe	405 W 8th St, Monroe, WI 53566	Friday	7/3	7/31	3-4:30pm
Montgomery	400 US-30, Montgomery, IL 60538	Saturday	7/11	8/1	9-10:30am
Morton	150 East Courtland Street Morton, IL 61550	Wednesday	6/24	7/15	12:30-2pm
Muscatine	3300 North, US-61, Muscatine, IA 52761	Thursday	7/2	7/23	12-1:30pm
Oak Creek	501 W Rawson Ave, Oak Creek, WI 53154	Saturday	6/20	7/18	9-10:30am
Platteville	1535 US-151 BUS, Platteville, WI 53818	Saturday	7/4	7/25	12-1:30pm
Sturtevant	8401 Durand Ave, Sturtevant, WI 53177	Thursday	6/18	7/16	12-1:30pm
Loves Park	7300 E Riverside Blvd, Rockford, IL	Saturday	7/4	8/1	12-1:30pm
Rockton	4567 E Rockton Rd, Rockton, IL 61073	Saturday	7/11	8/1	3-4:30pm
Sycamore	1300 Dekalb Ave, Sycamore, IL 60178	Saturday	7/11	8/1	12-1:30pm
Verona	600 Hometown Cir, Verona, WI 53593	Friday	7/3	7/31	9-10:30am
Watertown	1400 W Main St, Watertown, WI 53094	Saturday	6/27	7/25	12-1:30pm
Waukesha	2310 Kossow Rd, Waukesha, WI 53186	Friday	6/19	7/17	3-4:30pm
		Total Locations	25		
		Total Visits	51		



440A S. Lapham St.
Oconomowoc, WI 53066
888-873-3747
info@tree-ripe.com
tree-ripe.com

June 1st, 2026

City of Watertown-Building Safety & Zoning Department

Re: Site Plan for fixed location sales-Transient Merchant Permit

To Whom It May Concern:

We are submitting details of our site plan for sales in the parking lot of Blain's Farm & Fleet located at 1400 W Main St. We direct our sales from a pop-up tent set-up from the back of our commercial semi truck directly to customers waiting in line. The salesperson sets up a temporary 10x15 folding tent and a couple of tables to facilitate sales. Please see the site map of the proposed sales area. The sales area is positioned so as not to impede traffic into the main entrances of the parking lot and to provide safety for the customers and other patrons. We will be using polyethylene safety orange pliable fencing that can be attached near our pop-up tent and ran along the customer line-up area. Please also know that we will have staff directing customers and keeping an eye out. We don't anticipate a long line and customers are usually there an average of 5-10 minutes.

If you have any questions, or need any more information, please contact me at 920-723-2467.

Thank you,

Laurie Meske
Locations Assistant
Tree-Ripe Fruit Co.
locations@tree-ripe.com

