



## TOWN SQUARE PROGRAMMING COMMISSION AGENDA

MONDAY, AUGUST 21, 2023 AT 2:00 PM

514 S. FIRST STREET, BRANDENSTEIN ROOM

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**1. Call to order**

**2. Review and approval of minutes**

[A.](#) Review and Approve BFTS Commission Meeting Minutes from July 17, 2023

**3. Review and approval of Financial Reports**

[A.](#) Financial Report

**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.](#) Review and take possible action: BFTS Reservation Packet

B. Discuss Winter Usage of Water Street and use of Special Event Permit for Season

C. Discuss Tree Lighting Festivities Ideas

[D.](#) Discuss and take possible action: holiday tree sponsorship program- see attached

[E.](#) Discuss and take possible action: to move forward with the maintenance contract for Theder Landscaping

**6. Event Coordinator's report**

[A.](#) Review and Discuss Event Coordinators Report

**7. Adjournment**

*Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at [mdunneisen@watertownwi.gov](mailto: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*

## Bentzin Family Town Square COMMISSION

### MINUTES

Wednesday, July 17, 2023

#### 1. Call to order

The Bentzin Family Town Square Commission in person on July 17, 2023. The meeting was called to order by Stephanie Juhl. Members present were: Katie Keepman, Melissa Lampe, Bonnie Hertel, David Zimmerman, Dan Bartz, Brian Konz  
Also present were: Kristine Butteris, Stephanie Juhl. 1-Community Member in attendance – John Katisch.

#### 2. Review and approval of minutes:

Nothing to review – 1<sup>st</sup> meeting

#### 3. Review and approval of financial reports

Nothing to review - 1st meeting

#### 4. Citizens to be heard

There were none.

#### 5. Business

##### a. Review and discuss Sponsorship flyer and potential donors

Flyer and Donors – Brian Konz – Brought up the idea of a 501c3 for the future. Agenda item for future. Try to be self-sustainable, we are working to get people involved and first year was free to vendors to gain interest. We are going to keep sponsors of the BFTS involved in the sponsorship opportunities, but not to ask all current sponsors.

##### b. Review and take possible action: Sponsorship Flyer

Flyer is to be looked over by Robin in Tourism – when she gets back from vacation. Melissa made a motion to go to Robin for approval David seconded. So moved.

##### c. Review and discuss: Programming options and Ideas; 2024 programming due Oct 1

Scaling back some of the events – all Saturdays? How are the Thursdays going? Noise and time – Connect with other community businesses. All concerts end at 9pm – we have adjusted for the rest of the season. People do not want Thursday/Saturday of the same week. Cut out three of the bands and do three acoustics. Commit to four dates with Lyn and bring in some other bands with the commission. Reduce the number of acts 3 to 4 and with the commission we will work to find acoustic bands. More culture/ethnic involvement – Ice carving –

##### d. Review and approve: commission positions and level of involvement

Katie Keepman is Secretary; Brian Konz is Chair; Dave Zimmerman is Assistant Chair  
Melissa made a motion to accept all commission positions as listed above. Bonnie 2nd .

##### e. Review and discuss: Closure of S. Water Street

Closure of Water St. – Bollards/Jersey Barriers/Gates – How does the BFTS Commission feel about closing water St? Streets would like to see it closed during the summer. Table to next meeting.

**f. Review and discuss: Christmas in the Town Square**

Main St. Program will take on the Christmas Market – Jingle Bell on the Rock – Saturday, Dec. 2nd, Santa House open – sales downtown, reindeer. Main St. will have Santa House at the Town Square – Santa visits will be in doors so the 36-foot ramp that goes around will need space.

**g. Review and discuss: Library Bathroom Open Times**

Library Bathrooms – This year the bathrooms are open during city sponsored special events. Next year the restrooms will be during park hours.

**h. Review and discuss: Budget Allocations and Ratios**

Fountain technologies – working on a program for us to either decrease height of the water fountain, changing hours, allowing pause when pushing buttons – 5 cycles, 5 minutes.

**6. Event Coordinator's Report:**

**a. Go over current and future calendar for 2023.**

- i. Updated on all events through end of year.

**b. Update on Ordinance for outside Beer Trucks**

- i. This will be going to July Council meeting for first reading
- ii. This will need 2 readings to pass

**c. Mention DORA webinar**

**d. Update on dock & historical art wall**

- i. Dock will not be going in due to bridge construction
- ii. Historical wall will wait as well

**e. Update on water usage options, landscaping and snow removal**

- i. We are speaking with Fountain Technologies to reduce water usage. We also are waiting for a quote from Theder for landscaping and snow removal.

**7. Adjournment – Next meeting date August 21, 2023**

Dan Bartz motioned to adjourn the meeting. Dave Zimmerman seconded. All approved..

Watertown Parks and Recreation Department				
Financial Report				
End of Month June 2023				
Revenue				
Account #	Description	Year to Date Revenue	Budgeted Amount	Balance
26-446210	TS Revenue - Nontaxable		\$	-
26-446211	TS Revenue - Taxable		\$	-
26-446266	TS Future Fund Contributions		375,000.00	\$ 375,000.00
<b>Grand Total Revenue</b>		\$ -	\$ 375,000.00	\$ 375,000.00
Expense				
Account #	Description	Year to Date Expenses	Budgeted Amount	Balance
26-554310	Salaries	5,398.76	\$ 11,163.00	\$ 5,764.24
26-554316	Part-time Salaries		-	\$ -
26-554318	Supplies	1,186.60	4,300.00	\$ 3,113.40
26-554320	Repair/Maintenance		7,500.00	\$ 7,500.00
26-554330	Electricity	-	2,500.00	\$ 2,500.00
26-554331	Water	24,009.00	4,000.00	\$ (20,009.00)
26-554333	Wisconsin Retirement		759.00	\$ 759.00
26-554334	Social Security		692.00	\$ 692.00
26-554335	Medicare		162.00	\$ 162.00
26-554336	Health Insurance	-	3,223.00	\$ 3,223.00
26-554337	Life Insurance	13.00	13.00	\$ -
26-554338	Dental Insurance	-	184.00	\$ 184.00
26-554341	Event Expenses	45,239.09	49,500.00	\$ 4,260.91
26-554360	Capital Outlay		17,000.00	\$ 17,000.00
<b>Grand Total</b>		\$ 75,846.45	\$ 100,996.00	\$ 25,149.55

Section 3, Item A.

## Forms Needed (in packet):

- Bentzin Family Town Square Event Contract
- Amplified Music Permit
- Temporary Class "B"/"Class B" Retailer's License (return to Police Dept)
- Transient Merchant Permit
- Certificate of Insurance (attach to completed form)
- Food Permit (***Get permit at Health Dept & return to Health Dept***)

# Bentzin Family Town Square Event Contract

Event: ☐ Private ☐ Public (Pending Approval)

Name of Event: \_\_\_\_\_

Description of Event: \_\_\_\_\_

Date of Event: \_\_\_\_\_ Number of people (max 500): \_\_\_\_\_

Time (include set up/clean up): \_\_\_\_\_ to \_\_\_\_\_ Charging Admission: ☐ Yes ☐ No

Alcohol: ☐ Serve/Sell ☐ N/A

(If checked, have you applied for temp Class B?)

Food: ☐ Serve/Sell ☐ N/A

(If sell, contact Health Dept and provide Park &amp; Rec office with menu)

Vendors: ☐ Sell Merchandise ☐ N/A

(If sell, each vendor needs a transient merchant permit) Type of Goods: \_\_\_\_\_

Vendor Fair: ☐ Sell Merchandise ☐ N/A

(If sell, need one (1) transient merchant permit.) Type of Fair: \_\_\_\_\_

Portable Restrooms (if yes, you must rent them): ☐ Yes ☐ No (P&R Dept will assign location)

Tent: ☐ Yes (sandbag only, no stakes allowed) ☐ No

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone Number During Event: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Driver's License Number: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Last Four Social Security Numbers: \_\_\_\_\_

Special Requests: ☐ Public Sidewalk Closing ☐ Street Closing Time: \_\_\_\_\_ to \_\_\_\_\_  
☐ Special Parking Request \_\_\_\_\_

Amplified Sound: Time: \_\_\_\_\_ to \_\_\_\_\_ Name of Performer(s): \_\_\_\_\_

Group Size: \_\_\_\_\_ Live Group? ☐ DJ? ☐

Street Closure: ☐ Yes (Barricades required if street closure-additional fee) ☐ No

(If Yes, Provide Map with Street Closure and Layout).

***The department needs a detailed security plan on file.***

By signing this form you will be held responsible &amp; liable for all park use rules and facilities rented (see back for rules).

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Security Deposit		Resident		Non-Resident	
		\$200.00		\$300.00	
	Description	*Resident	# Hours	*Non-Resident	# Hours
Town Square		\$100.00		\$250.00	
All Day Rental	(14 hours)	\$800.00		\$1,200.00	
Non-Profit	50% discount on rental only	\$50.00		\$125.00	
	<b>Total</b>				

**2-hour minimum required (set up included).**

Additional Fees				
Item	Cost	Quantity		Total
Picnic Tables	\$10.00			
Benches	\$3.00			
Orange Boards – 10ft each	\$6.00			
Amplified Music Permit	\$30.00			
Trash Cans	\$6.00			
Pub Tables	\$12.00			
Special Event Permit	\$25.00			
Transient Merchant	\$20.00			
Barricades				

**For Office Use Only:**

<b>Park Rental Total:</b> \$ _____ <b>Additional Total:</b> \$ _____ <b>Grand Total:</b> \$ _____	<b>Paid by:</b> ___ Cash    ___ Check # _____ ___ Credit Card (attach receipt)  <b>Office Initials:</b> _____
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**PARKS, RECREATION, & FORESTRY DEPARTMENT**

514 South First Street, Watertown, WI 53094, 920-262-8080

**Bentzin Family Town Square(BFTS) Event Contract Information**

- The person signing the park reservation form is responsible and held liable for the group's actions. This includes any injuries and all park and/or facility damages.
- The BFTS is expected to be left in the same condition the renter found it. If you are aware there may be a maintenance problem such as heavy trash accumulation during your event, please contact the Park & Rec. office prior to your event.
- The Parks & Recreation Department may impose additional fees and restrict future use for any excessive cleaning beyond our normal cleaning timeframe. An additional fee for excessive cleaning - \$100/hour.
- Keys can be picked up from the Police Department on the day of your reservation. Take yellow form with you to Police Dept. A \$20.00 deposit is required for any key pickup and will be refunded when the key is returned.
- **Electrical** – to prevent an overload, please do not plug in more than one appliance per outlet box.
- **Prohibited** – pets and glass are not permitted in the parks.
- **Indemnity** - The special event license application shall contain a statement that: "The applicant agrees to indemnify and hold harmless the City from and against all liabilities, claims, demands, judgments, losses and all suits at law or in equity, costs and expenses, including reasonable attorney fees, for injury or death of any person or loss or damage to the property of any person, firm, organization or corporation, arising in any way as a consequence of the granting of a license for a special event." No license may be issued unless the applicant has agreed to the terms of this statement on the written application. (428-7 Special Events Code).

**BFTS Hours:**

- Parks are open to the public from 5:00 am to 11:00 pm.

**Permits:**

- **Special Event** – If you are having an event that cannot be held completely within the confines of an existing park area as special event permit will be needed. Use of Water Street doesn't apply to park area. Cost \$25.
- **Amplified Music** – All amplified music requires a permit for any sound system with speakers. No music before 8:00 am or after 10:00 pm. Cost - \$30.00. Permission for amplification does not exempt a group from the City of Watertown Ordinance noise restrictions. Please be considerate of park neighbors and other park users. It is understood that the person in charge will control the noise level and keep the volume at a level which will not disrupt other activities within the park, or adjacent residential areas, and at a level which will not be loud and offensive. Failure to comply with this requirement may result in citations and fines. The person permitted use of amplified sound agrees to provide full cooperation with the Park & Police Department personnel should it be determined that the volume must be lowered or the music terminated.

**Additional Rental Items (All below items are in addition to items included in reservation):**

- **Tents** – If you would like to put a tent up on park property in addition to a park shelter rental, approval is required for location of tent. Cost & rental arrangement made by the organizer. **Sandbags required.** No stakes can be used to secure a tent.
- **Portable Restrooms** – cost and rental arrangement made by the organizer.
- **Picnic Tables** – Cost - \$10.00/picnic table (rent through Park & Rec Dept)
- **Bench** - Cost - \$3.00/bench (rent through Park & Rec Dept)
- **Trash Cans** - Cost - \$6.00/trash can (rent through Park & Rec Dept)

**Malt Beverage License:**

- Must obtain from the City Clerk's office if there are plans to sell any alcoholic beverages.

**Refunds:**

- Cancellations must be made at least 30 days prior to the reservation date to receive a full refund. No refunds will be granted less than 14 days prior to the reservation date or for special services which have been provided (i.e., extra table delivery, etc.)

**Non-Emergency:**

- If you have a non-emergency issue, please call the Police Department's non-emergency number at 920-261-6660. The department has maintenance personnel scheduled from 7:00 am – 3:30 pm all summer weekends and holidays.

**Insurance:**

- Each applicant for a special event license that includes selling alcohol, more than 200 people per day or involves a road closure shall furnish to the City, no later than 10 days prior to the special event, a certificate of insurance written by a company licensed in the State of Wisconsin, approved by the City Attorney and covering any and all liability or obligations which may result from the operations by the applicant's employees, agents, contractors or subcontractors, transient merchant permit, and including workers' compensation coverage in accordance with Ch. 102, Wis. Stats. The certificate shall provide that the company will furnish the City with a ten-day prior written notice of cancellation, nonrenewal or material change. The insurance shall be written in comprehensive form and shall protect the applicant and City against claims arising from injuries to members of the public or damage to property of others arising out of any act or omission of the applicant, its employees, agents, contractors, and subcontractors. The policy of insurance shall provide minimum combined single limits for bodily injury and property damage of at least \$1,000,000 per person/aggregate. [Amended 7-6-2021 by Ord. No. 21-26]. Not required but recommended.

## REGULATIONS

**Duration and hours of Operation.** The duration of any special event shall not exceed 4 consecutive days. No special event shall be open to the public except between the hours of 5:00 a.m. and 11:00 p.m. on any day of the week. Such permit shall also specify the hours during which pre-event setup and post-event takedown operations may occur and no such operations may be conducted other than as specified.

**Maximum Attendance.** A special event license shall specify the maximum peak number of people to attend the special event. The licensee shall not sell tickets to nor allow the attendance of more people at the special event at any time than as specified in the license. Any tickets sold or advertisement made prior to the grant of a license under this section and the satisfaction of all conditions of such license shall include therein in like medium, a statement that "the occurrence of the [special event] remains subject to the approval of the City of Watertown".

**Parking on Park Property.** Any special event that requires parking on park property, other than a public roadway or parking area, shall apply to the Parks and Recreation Director as provided in Municipal Code section 398-5(B).

**Sanitary Facilities and Potable Water.** All sanitary facilities and potable water facilities shall be provided for the special event by the event organizer.

**Solid Waste.** The event organizer shall be responsible for holding, collection and disposing of solid waste material.

**Illumination.** If the special event is to continue during hours of darkness, illumination shall be sufficient to light the entire area of the event at the rate of at least 5 lumens, without the spillage of such illumination unreasonably beyond the boundaries of the special event premises.

**Noise.** No licensee shall permit any sound created by the special event activity to carry unreasonably beyond the boundaries of the special event premises.

**Fire Protection.** A licensee shall provide all fire protection applicable to the special event activities and premises as required by the municipal Fire Prevention Code (Chapter 303) and the Wisconsin Administrative Code (DSPA 314), including alarms, extinguishing devices, fire lanes and fire escapes.

**Compliance with Other Code Provisions.** No special event shall occur unless all other necessary municipal permits, licenses and approvals applicable to the special event activities have been granted and any license granted under this subsection shall be conditioned upon the licensee obtaining all such other licenses, permits and approvals.

## INSURANCE

Each applicant for a special event license that includes alcohol, more than 200 people per day or involves a road closure shall furnish to the City, no later than 10 days prior to the special event, a certificate of insurance written by a company licensed in the State of Wisconsin, approved by the City Attorney and covering any and all liability or obligations which may result from the operations by the applicant's employees, agents, contractors or subcontractors, and including workers' compensation coverage in accordance with Ch. 101, Wis. Stats. The certificate shall provide that the company will furnish the City with a 10-day prior written notice of cancellation, nonrenewal or material change. The insurance shall be written in comprehensive form and shall protect the applicant and City against claims arising from injuries to members of the public or damage to property of others arising out of any act or omission of the applicant, its employees, agents, contractors and subcontractors. The policy of insurance shall provide minimum combined single limits for bodily injury and property damage of at least \$1,000,000.00 per person/aggregate.

## MAPPED ROUTES

All permit applications for special events, including road closures, runs, rides, walks, or parades, shall include a detailed map of the proposed route. Routes for annual events must be submitted regardless of whether previously submitted. Alteration of proposed routes may be made by the City prior to approval of the permit. In the event that organizers or sponsors of any special event deviate from the route submitted without approval from the City, the organizers or sponsors of such special events may be denied a permit for the following calendar year.

## LICENSE FEES

Section 5, Item A.

Concurrent with the filing of any application for a special event license, the applicant shall pay a fee as established in the City of Watertown Municipal Fee Schedule. In addition, a special event licensee shall be responsible for and pay to the City a fee for all City services for the special event. Such fees shall not exceed the actual cost of providing the services. Such fee shall be paid to the City by the licensee within 30 days of the date of itemized invoice for same prepared by the City subsequent to the special event.

Tiered Charge for: The cost for all applicable City services for Special Events for organizations shall be billed in the following manner:

First Year of Event	No charge for City Expenses
Second Year of Event	20% of City Expenses Charged
Third Year of Event	40% of City Expenses Charged
Fourth Year of Event	60% of City Expenses Charged
Fifth Year of Event	80% of City Expenses Charged
Sixth Year of Event and Succeeding Years	100% of City Expenses Charged

## DENIAL OF APPLICATION

Grounds for denial of the application shall include:

1. Any false or misleading statements set forth upon the application.
2. The special event is of such a size or nature so as to require the diversion of so great a number of municipal services so as to deny reasonable services to the City as a whole.
3. The time, size and nature of the special event would unduly disrupt the safe and orderly use of any street or public place or material portion thereof, which is ordinarily subject to congestion or traffic at the proposed time or substantially interrupts the safe and orderly movement of traffic.
4. The vehicles, temporary structures, sanitary facilities, tents, equipment or other materials used in the special event do not comply with or meet all applicable health, fire or safety requirements.
5. The special event will interfere or conflict with another special event for which an application had been previously filed or with a construction or public works project.
6. The conduct of the special event will be contrary to law, including noise regulations.
7. Either the applicant or a proposed special event were previously licensed for a prior special event under this section and violated any term of this section while operating under such license.
8. Any outstanding payments due to the City.

## APPEAL OF APPLICATION DENIAL OR MODIFICATION

Any applicant who has been denied a special event license or license has been modified may, upon written request within 5 days of denial or notice of modification; seek review of the matter before the Licensing Board. The Appeal procedures shall be those which are laid out in Chapter 10 of the Municipal Code.

## ENFORCEMENT

Any person who violates any provision of this section or who violates any condition upon which a special event license is granted shall be subject to a forfeiture of not less than \$1,000.00 nor more than \$10,000.00. Each day of violation shall be considered a separate offense. In addition, the City may enforce this section by way of injunctive relief and all other remedies available at law and in equity.

I hereby make an application for a Special Events Permit as detailed above. The applicant agrees to indemnify and hold harmless the City from and against all liabilities, claims, demands, judgments, losses and all suits at law or in equity, costs and expenses, including reasonable attorney fees, for injury or death of any person or loss or damage to the property of any person, firm, organization or corporation, arising in any way as a consequence of the granting of a license for a special event.

Signature: \_\_\_\_\_

Date Signed: \_\_\_\_\_

SUBSCRIBED AND SWORN BEFORE ME ON

This \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

Signature of Notary Public \_\_\_\_\_

My Commission Expires: \_\_\_\_\_

# Application for Temporary Class "B" / "Class B" Retailer's License

Section 5, Item A.

See Additional Information on reverse side. Contact the municipal clerk if you have questions.

FEE \$ \_\_\_\_\_

Application Date: \_\_\_\_\_

☐ Town ☐ Village ☐ City of \_\_\_\_\_

County of \_\_\_\_\_

The named organization applies for: (check appropriate box(es).)

☐ A Temporary Class "B" license to sell fermented malt beverages at picnics or similar gatherings under s. 125.26(6), Wis. Stats.

☐ A Temporary "Class B" license to sell wine at picnics or similar gatherings under s. 125.51(10), Wis. Stats.

at the premises described below during a special event beginning \_\_\_\_\_ and ending \_\_\_\_\_ and agrees to comply with all laws, resolutions, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages and/or wine if the license is granted.

## 1. Organization (check appropriate box) →

☐ Bona fide Club

☐ Church

☐ Lodge/Society

☐ Veteran's Organization

☐ Fair Association or Agricultural Society

☐ Chamber of Commerce or similar Civic or Trade Organization organized under ch. 181, Wis. Stats.

(a) Name \_\_\_\_\_

 (b) Address \_\_\_\_\_  
 (Street) ☐ Town ☐ Village ☐ City

(c) Date organized \_\_\_\_\_

(d) If corporation, give date of incorporation \_\_\_\_\_

 (e) If the named organization is not required to hold a Wisconsin seller's permit pursuant to s. 77.54 (7m), Wis. Stats., check this box: ☐

(f) Names and addresses of all officers:

President \_\_\_\_\_

Vice President \_\_\_\_\_

Secretary \_\_\_\_\_

Treasurer \_\_\_\_\_

(g) Name and address of manager or person in charge of affair: \_\_\_\_\_

## 2. Location of Premises Where Beer and/or Wine Will Be Sold, Served, Consumed, or Stored, and Areas Where Alcohol Beverage Records Will be Stored:

(a) Street number \_\_\_\_\_

(b) Lot \_\_\_\_\_ Block \_\_\_\_\_

(c) Do premises occupy all or part of building? \_\_\_\_\_

(d) If part of building, describe fully all premises covered under this application, which floor or floors, or room or rooms, license is to cover: \_\_\_\_\_

## 3. Name of Event

(a) List name of the event \_\_\_\_\_

(b) Dates of event \_\_\_\_\_

## DECLARATION

An officer of the organization, declares under penalties of law that the information provided in this application is true and correct to the best of his/her knowledge and belief. Any person who knowingly provides materially false information in an application for a license may be required to forfeit not more than \$1,000.

 Officer \_\_\_\_\_  
 (Signature / Date)

 \_\_\_\_\_  
 (Name of Organization)

Date Filed with Clerk \_\_\_\_\_

Date Reported to Council or Board \_\_\_\_\_

Date Granted by Council \_\_\_\_\_

License No. \_\_\_\_\_

**Additional Information**

**May be Granted and Issued only to** (secs. 125.26(6), and 125.51(10), Wis. Stats.):

- (1) Bona fide clubs.
- (2) State, county, or local fair associations, or agricultural societies.
- (3) Churches, lodges, or societies that have been in existence for at least 6 months prior to the date of application.
- (4) Posts of veterans organizations.
- (5) Chambers of commerce or similar civic or trade organizations organized under ch. 181, Wis. Stats.

**Application:**

- (1) Filing: In writing, for each event, on Form AT-315.
- (2) The local licensing authority may act on application or authorize an official or body of the municipality to issue the license. (secs. 125.26(1) and 125.51(10), Wis. Stats.)
- (3) The written application shall be filed with the clerk of the municipality in which premises are located:  
Class "B" (Beer):
  - a. The governing body shall establish any waiting period before granting of a license for events lasting less than 4 days (sec. 125.04(3)(f), Wis. Stats.)
  - b. At least 15 days prior to the granting of the license for events lasting 4 or more days."Class B" (Wine):

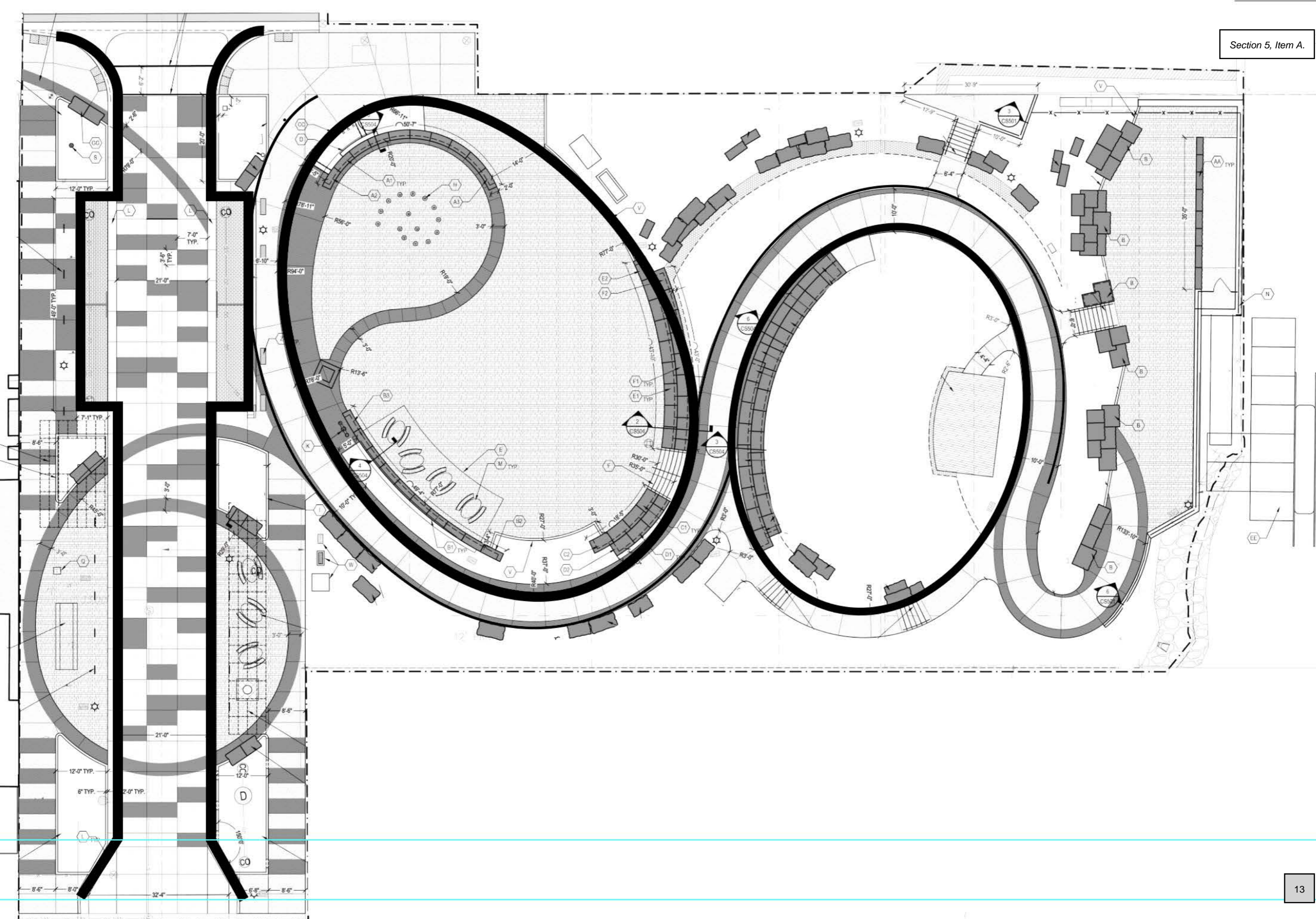
The application shall be filed with the clerk of the local municipality in which the event will be held at least 15 days prior to the granting of the license.
- (4) Seller's Permit: (sec. 77.54 (7m), Wis. Stats.), provides an exemption from Wisconsin sales and use taxes relating to certain sales by a nonprofit organization. Check the box if your organization qualifies for the exemption and therefore is not required to hold a seller's permit.
- (5) Publication: Not required. (sec. 125.04(3)(g), Wis. Stats.)

**Fee:** Determined by the municipality, but may not exceed \$10. (Exception: No additional fee may be charged if organization is applying for both a Temporary Class "B" and a Temporary "Class B" license for the same event.) (secs. 125.26(6) and 125.51(10), Wis. Stats.)

**Duration:** The day, or consecutive days, that the specified event is in progress. A municipality may issue up to 20 licenses to the same licensee for a single event, if each license is issued for the same date and time. (sec. 125.51(10)(b), Wis. Stats.)

**Restrictions:**

- (1) License may not be issued to individuals. (secs. 125.02 (14), 125.26(6), 125.51(10), Wis. Stats.)
- (2) Licenses to organizations, other than ex-servicemen's organizations, can be issued only for a picnic or similar gathering. (secs. 125.26(6) and 125.51(10), Wis. Stats.)
- (3) License may cover either a specified area or the entire picnic grounds. (secs. 125.26(6) and 125.51(10), Wis. Stats.)
- (4) License issued to a county or district fair must cover the entire fairgrounds (secs. 125.26(6) and 125.51(10), Wis. Stats.)
- (5) No license to clubs having any indebtedness to any wholesaler for more than 15 days for beer (sec. 125.33(7), Wis. Stats.) and 30 days for wine (s. 125.69(4)(b), Wis. Stats.)
- (6) Licensed operator(s) must be present at all times (secs. 125.17, 125.26(6), 125.32(2) - Beer; 125.17, 125.51(10), 125.68(2) - Wine; Wis. Stats.)
- (7) The licensed club, club members, or any other persons are not permitted to possess intoxicating liquor on licensed premises on the Temporary Class "B"/"Class B" licensed picnic area. (sec. 125.32(6), Wis. Stats.)
- (8) Not more than 2 wine licenses may be issued to any club, county or local fair association, agricultural association, church, lodge, society, chamber of commerce or similar civic or trade organization or veterans' post in any 12 month period. A municipality may issue up to 20 wine licenses to the same licensee if: 1) each license is issued for the same date and times, 2) the licensee is the sponsor of an event held at multiple locations within the municipality on this date and at these times, 3) an admission fee is charged for participation in the event and no additional fee is charged for service of alcohol beverages at the event, and 4) within the immediately preceding 12-month period, the municipality has issued these multiple licenses for fewer than 2 events. In addition, each event for which multiple licenses are issued shall count as one license toward the 2-license limit. (sec. 125.51(10), Wis. Stats.)
- (9) Licensed organizations must purchase their alcohol beverages only from permitted Wisconsin wholesalers, breweries and brewpubs. (secs. 125.33(6), and 125.69(6), Wis. Stats.)





**Information for Holiday Tree Sponsorship:** need name

**Sponsorship fee:** \$200

**Applications Due:** October 15th

**Decorating dates:** November 10-15<sup>th</sup>

**Decoration Guidelines:** Do we want them to be themed, we pick a theme, etc?

**Restrictions:** no inappropriate or offensive language, symbols, or profanity.

**Voting:** Guest who attend tree lighting? Reserve a time frame (ie Nov 16 thru ?) Where and how to vote?

**Close of Event:** Pick up decorations on ? . Trees discarded on ? All left behind will be discarded.

**Trees donated from:** ?

**What will Sponsors get from the \$200 they pay:**

**What does winner get?**

6-7' Trees will be set up on stands for each sponsor in designated space.

- \*\*Festive Foliage Fiesta\*\*
- \*\*Tree Twinkle Extravaganza\*\*
- \*\*Joyful Tree Trimmings Celebration\*\*
- \*\*Enchanted Evergreen Experience\*\*
- \*\*Winter Wonderland Tree Fest\*\*
- \*\*Sparkling Boughs Soirée\*\*
- \*\*Merry Tree Magic Gala\*\*
- \*\*Tinsel & Traditions Affair\*\*
- \*\*Gleaming Holiday Arboretum\*\*
- \*\*Yuletide Tree Artistry Showcase\*\*
- \*\*Cascading Lights & Ornaments Affair\*\*
- \*\*Cheerful Conifer Illumination\*\*
- \*\*Festive Foliage Fiesta\*\*
- \*\*Tree Trim and Twinkle\*\*
- \*\*Enchanted Evergreen Extravaganza\*\*
- \*\*Sparkling Seasons Showcase\*\*
- \*\*Merry & Bright Tree Celebration\*\*
- \*\*Joyful Tree Adornments Affair\*\*
- \*\*Winter Wonderland Tree Gala\*\*
- \*\*Tinsel & Traditions Gathering\*\*
- \*\*Gleaming Greens Gathering\*\*
- \*\*Holiday Magic Tree Fest\*\*
- \*\*Twinkling Treasures Unveiling\*\*
- \*\*Jolly Boughs & Baubles Bash\*\*
- \*\*Radiant Revelry Among the Branches\*\*
- \*\*Wreaths & Wonders Spectacle\*\*
- \*\*Glowing Grove Jubilee\*\*
- \*\*Tree-top Delights Soiree\*\*
- \*\*Luminous Leaves Revel\*\*
- \*\*Glittering Grove Gala\*\*
- \*\*Yuletide Sparkle Soirée\*\*
- \*\*Fairy-lit Fir Fiesta\*\*
- \*\*Glowing Boughs Jubilee\*\*
- \*\*Seasonal Splendor Tree Soiree\*\*
- \*\*Radiant Festive Foliage Fête\*\*
- \*\*Whimsical Winter Tree Revelry\*\*
- \*\*Luminous Evergreen Delight\*\*
- \*\*Holiday Elegance Arboretum\*\*
- \*\*Merry & Bright Tree Revels\*\*
- \*\*Twinkling Treasures Celebration\*\*
- Certainly, here are some creative and catchy names for the Bentzin Family Town Square holiday tree decorating event, without using the mentioned words:

From: Kristine Butteris  
Sent: Tuesday, August 15, 2023 10:44 AM  
To: Stephanie Juhl  
Subject: RE: Lawn Maintenance / Snow Bentzin Park

It should be in a contract format but we can put this on the agenda for next Monday to discuss with the committee.

Please add in your agenda items and list this email as the attachment.

Thanks,

Kristine

From: Stephanie Juhl <SJuhl@watertownwi.gov>  
Sent: Tuesday, August 15, 2023 10:09 AM  
To: Kristine Butteris <KButteris@watertownwi.gov>  
Subject: FW: Lawn Maintenance / Snow Bentzin Park

Please let me know if you want it in a contract and you are happy with rates. I would like him to come in Oct to the the prune plantings, etc at no charge as listed below!

Thank you! ??

Steph Juhl  
Programming Event Coordinator  
City of Watertown

Cell (920) 342-5853  
Office (920) 262-8080 x4395

From: Tim Theder <timthederlandscape@yahoo.com>  
Sent: Tuesday, August 15, 2023 9:28 AM  
To: Stephanie Juhl <SJuhl@watertownwi.gov>  
Subject: Lawn Maintenance / Snow Bentzin Park

per Tim:

Regarding Bentzin Park Maintenance  
This Year  
Prune Plantings - Sept. or Oct.

Kill weeds  
No charge

Last week of March - cut back the grasses  
April through November, 2024:  
Maintain the park, replace dead material  
Prune as necessary  
Pull and spray the weeds  
\$1000 per month

Replace the bark mulch with new bark mulch \$5000

I will cover additional costs that may occur such as brick leveling, grading, additional dirt from settling, etc.

Snow Bid - November through March 2024

\$1000 per month

Broom, plow, shovel, clean steps, haul away excessive snow if necessary and use non-corrosive salt per Unilok's recommendations. (I will verify this with the rep). I will cover additional costs such as trucking, more snow than expected, etc.

I need to speak and meet with someone to discuss where the snow needs to be placed and if there are holiday decorations, where the locations for those would be.

~~~~~

If you would like to make this into a contract, Tim would of course sign it. He said this is good for one year.

Tammy

Tim Theder Landscape Contractor, Inc.  
500 S. 4th Street  
Watertown, WI 53094  
920-261-1195

# COORDINATOR'S REPORT

August 21, 2023



## 1. Upcoming Programming

- ✓ August 24<sup>th</sup>: Whiskeybelles w/ Pizza Ranch; C&J BBQ; Yes! Watertown 7-9pm
- August 26<sup>th</sup>: Yankee Dutchmen Marching Band, DJ Shawna & Laser Light show; face painting, balloon twisters, kart park, FFA Ice Cream Cart, possible bounce house (need sponsor still \$250) C&J BBQ, Pizza Ranch, Yes! Watertown 4-9pm
- August 27<sup>th</sup>: Koine Concert – St. Luke's Lutheran Church Maybe a food truck also 4-7pm
- September 7<sup>th</sup>: decided to cancel as too many stops currently in event
- September 15<sup>th</sup>: Dementia Awareness 10<sup>th</sup> Anniversary: 1-5pm Food vendors
- September 16<sup>th</sup>: Fiesta in the Park Food, drink, and vendors 10am-6pm
- September 17<sup>th</sup>: Calvary Baptist Church 30pc orchestra 5-6:30pm
- October 14<sup>th</sup>: Solar Eclipse event with Library details tbd
- October 28<sup>th</sup>: Pumpkin Palooza add on Live statues from Watertown Players (need sponsor); cookie decorating from Sugar Sunflower Bakery; Chick fil-a food truck; businesses set up tables for trick or treaters; wooden cutouts on lawn for photo ops; would like to decorate with hay bales and mums for fall. 10am-5pm
- November 16<sup>th</sup>: Tree Lighting times and details TBD
- December 2<sup>nd</sup>: Jingle Bells on the Rock "A Hallmark holiday experience" 12-7pm Details TBD

## 2. Update on Next Year's programming dates

- ✓ May 25<sup>th</sup>
- June 11
- June 23
- July 9
- July 20
- July 28
- Aug 4
- Aug 13
- Aug 24

**1 Tuesday 5-7pm / 1 Sunday 11am-1pm / 1 Saturday 7-9:30pm ----- per mo.**

**Lyn to do Advertising for concert series only.**

Graphic design is an additional \$100 per show and includes three social media artwork versions and one poster using the artists approved media materials. One poster highlighting all shows in that performing arts season is an additional \$100.

Social media and website maintenance (posting, interacting, updating, event creation, etc can be priced out separately based on your exact needs).

3. Update on New Alcohol Ordinance



ORDINANCE TO  
AMEND SECTION 410-52(C)(1), POSSESSION OF ALCOHOL  
BEVERAGES ON PUBLIC WAYS OF THE CITY OF WATERTOWN  
GENERAL ORDINANCES

SPONSOR: ALD. DANA DAVIS  
FROM: PUBLIC SAFETY & WELFARE COMMITTEE

THE COMMON COUNCIL OF THE CITY OF WATERTOWN DOES ORDAIN AS  
FOLLOWS:

SECTION 1. Watertown General Ordinance Section 410-52(C)(1), Possession of Alcohol  
Beverages on Public Ways is hereby amended to read as follows:

C. Exceptions.

(1) This section shall not apply to such events for which ~~a Class "B" picnic license has  
been obtained under Chapter 220 of this Code an appropriate license to dispense or sell  
alcohol under Wis. Stat. Ch. 125 has been obtained and approved by the City or where  
the City is distributing malt beverages pursuant to Wis. Stat. Sec. 125.06(6).~~

SECTION 2. All ordinances or parts of ordinances inconsistent with the provisions of this  
ordinance are hereby repealed.

SECTION 3. This ordinance shall take effect and be in force the day after its passage and  
publication.

| DATE:              | July 18,<br>2023 |    | August 1, 2023 |    |
|--------------------|------------------|----|----------------|----|
| READING:           | 1ST              |    | 2ND            |    |
|                    | YES              | NO | YES            | NO |
| DAVIS              | ① ✓              |    | ① ✓            |    |
| LAMPE              | ② ✓              |    | ✓              |    |
| BOARD              | ✓                |    | ✓              |    |
| BARTZ              | ✓                |    | ✓              |    |
| BLANKE             | ABSENT           |    | ② ✓            |    |
| SMITH              | ✓                |    | ✓              |    |
| SCHMID             | ✓                |    | ✓              |    |
| WETZEL             | ✓                |    | ✓              |    |
| MOLDENHAUER        | ✓                |    | ✓              |    |
| MAYOR<br>MCFARLAND | —                |    | —              |    |
| TOTAL              | 8                | 0  | 9              | 0  |

ADOPTED August 1, 2023

CITY CLERK

APPROVED August 1, 2023

MAYOR

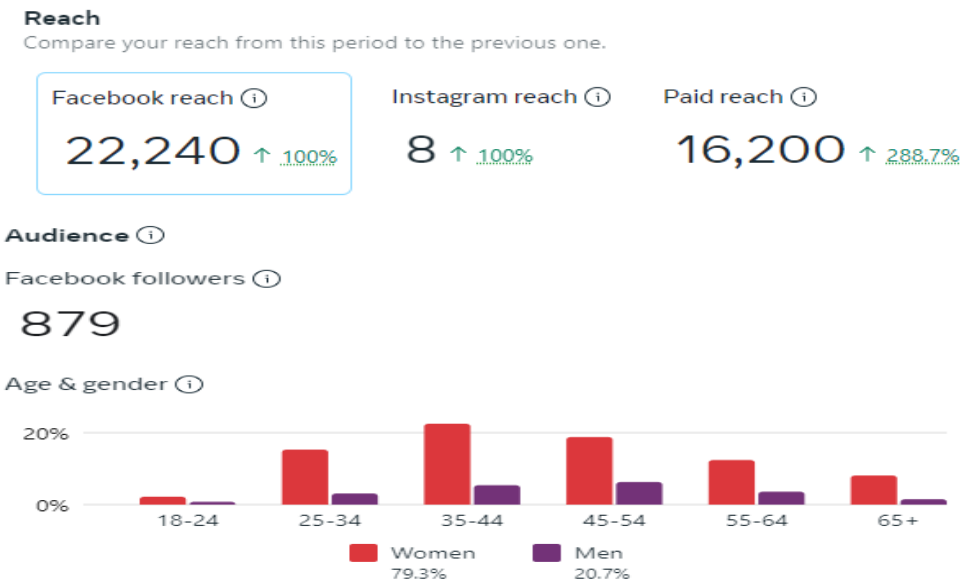
(July 18, 2023) Ord. #23-18

4. Grants / Sponsorship Details / Talks

- ✓ Submitted grant application for Beltz Foundation
- Donor trifold and single sheet completed (images at end of document) Trifold to be sent out to print
- In talks with: ITW Shakeproof; Ixonia Bank; Fisher Barton
- TDS (donated \$1000 for Yankee Dutchmen)

5. Social Media Update

- ✓ started June 29
- As of 8/15/23 FB: 680 Likes; 879 Followers
- Instagram needs work! 😊



6. Water Conservation Update for IWF

- ✓ New Interactive Water Feature show. Andrew Day is helping us by designing new show. It will run 2 spouts at a time for 9 seconds. Rest for 5 seconds with colors flashing; 2 spouts on (random order) for 9 seconds, etc...This program will run for 3 minutes and then shut down with only colors running for a 30 second rest cycle. This is the 2<sup>nd</sup> adjustment we have made to programs to help relieve the water bill. New program installed on 8/16/23
- 5/17-6/16 1700 units \$12,672
- 6/17-7/16 1589 units \$11,337
- 7/17-today (bill actually will include tomorrow as well) 1141 units ~\$8700

7. Events I would like to do yet this year

- ✓ Movie in the Square; Tastings in the Square (BBQ cookoff with beer pairings from local beer vendors)

**Reminder:** DORA Webinar: August 22 @ 12 Noon

*This webinar will feature the entertainment districts that have been established in Wisconsin. Representatives from several communities will share their stories on how their districts were established, the rules of operation and lessons learned along the way. Register at <https://forms.office.com/r/ea4DTXSN0t>*

### IDEAS FOR SPONSORSHIP

- **Car Shows:** Host car shows, showcasing classic cars, vintage automobiles, and unique vehicles for automobile enthusiasts.
- **Art and Craft Workshops:** Organize workshops for both children and adults, where they can learn new artistic skills and create their masterpieces.
- **Gaming Events:** Host gaming tournaments, board game nights, or interactive gaming experiences to bring together gaming enthusiasts.
- **Dance Performances:** Arrange dance showcases featuring local dance schools, dance troupes, and performances from different genres.
- **Poetry Slams:** Host poetry slams and spoken word events to nurture local talent and foster a creative community.
- **Historical Reenactments:** Organize historical reenactments to educate visitors about the town's history and heritage.
- **Storytelling Sessions:** Invite storytellers to share captivating tales and folklore, engaging both children and adults.
- **Charity Events:** Collaborate with local nonprofits and charitable organizations to host fundraising events and create awareness about important causes.
- **Light Shows:** Arrange mesmerizing light shows that transform the town square into a magical and enchanting space.



### GET INVOLVED NOW!

### QUESTIONS?

 [sjuhl@watertownwi.gov](mailto:sjuhl@watertownwi.gov)  
 [www.watertownwi.gov](http://www.watertownwi.gov)  
 920-262-8080







## Sponsorship Opportunities



*Seize the Spotlight!  
Let Us help Your Business Shine*

We have had many community individuals and businesses express interest in being part of the excitement and programming at the square. Here are just a few options to get involved.

# HOW TO GET INVOLVED



### Sponsor the Sounds of Summer Concert Series (\$25,000)

- Includes 6 concerts hosted from May - August 2024
- Advertising in all marketing of the concert series\*
- Option to speak at each concert
- Option to set up a table/booth at each concert
- Deadline: November 1, 2023

### Sponsor A Band / Group / DJ

- Sponsor a band/group
- Advertising in all marketing of the group\*
- Option to speak at concert
- Option to set up a table/booth at concert

### Sponsor an Event

- Vendor fairs, tastings, more ideas to the right and on back panel
- Advertising in all marketing materials for the event\*
- Option to speak at event
- Option to set up a table/booth at event

### Sponsor Amenities

- Shade structure, picnic tables, benches, trees, etc.
- Option to put plaque/sign on item

### IDEAS FOR SPONSORSHIP

- **Live Music Concerts:** Host regular concerts featuring local bands, musicians, and even occasional big-name artists to entertain the community.
- **Outdoor Movie Nights:** Set up a large screen and show classic films, family favorites, or themed movie nights under the stars.
- **Farmers' Markets:** Organize weekly farmers' markets with fresh produce, local artisans, and food vendors, creating a lively and vibrant atmosphere.
- **Street Performers:** Invite street performers, such as magicians, jugglers, acrobats, and musicians, to showcase their talents and captivate the audience.
- **Art Exhibitions:** Arrange art exhibitions featuring local artists, sculptors, and photographers to showcase their creations and foster community creativity.
- **Food Festivals:** Host food festivals that celebrate diverse cuisines, offering a range of dishes from different cultures and local eateries.
- **Cultural Festivals:** Organize cultural festivals representing various ethnicities and traditions, featuring dance performances, traditional music, and arts and crafts.
- **Holiday Celebrations:** Plan festive events for holidays like Christmas, Halloween, Independence Day, etc., with decorations, themed activities, and parades.
- **Outdoor Fitness Classes:** Offer yoga, Zumba, or fitness classes in the open air, encouraging a healthy lifestyle for residents.

\*Advertising will include Facebook & Instagram on Bentzin Family Town Square, Watertown Tourism & City of Watertown pages. All flyers, banners and signs will also be included.

# HOW TO GET INVOLVED



We have had many community individuals and businesses express interest in being part of the excitement and programming at the square. Here are just a few options to get involved.

## Sponsorship Opportunities



### **Sponsor the Sounds of Summer Concert Series**

Includes 6 concerts hosted from June -August 2024  
Advertising in all marketing of the concert series\*  
Option to speak at each concert  
Option to set up a table/booth at each concert  
Deadline: November 1, 2023



### **Sponsor A Band / Group / DJ**

Sponsor a band/group  
Advertising in all marketing of the group\*  
Option to speak at concert  
Option to set up a table/booth at concert



### **Sponsor an Event**

Vendor fairs, tastings,  
Sponsor an event (ie. magician, kids fair, vendor fair, etc)  
Advertising in all marketing of the event\*  
Option to speak at event  
Option to set up a table/booth at event



### **Sponsor a Park Accessories/Equipment**

Shade structure, picnic tables,  
Option to put plaque / sign on item

**\*Advertising will include Facebook & Instagram on Bentzin Family Town Square, Watertown Tourism & City of Watertown pages. All flyers, banners and signs will also be included.**

