



REDEVELOPMENT AUTHORITY MEETING AGENDA

WEDNESDAY, NOVEMBER 19, 2025 AT 6:00 PM

CITY HALL, UPPER LEVEL ROOM 2044, 106 JONES STREET WATERTOWN WI 53094

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 October 15, 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. **OLD BUSINESS**

- A. Review and discuss: RDA website
- B. Review and discuss: Development
 - i. Riverwalk funding opportunities and prioritization
 - ii. 111 S Water St
 - iii. 1911 Gateway
 - iv. Oxbow

7. **NEW BUSINESS**

- A. RDA/CDA

8. **STATUS REPORTS**

- A. Beltz Foundation Grants
- [B.](#) Social media/messaging report
- C. Council update
 - i. City budget 2026
- D. Future items
 - i. Items for next agenda
 - ii. Confirm next meeting: December 17, 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, October 15, 2025, 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) ~~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.

1. Pledge of Allegiance
2. Roll Call
 - A. Present: Deb Sybell, Steve Board, Ryan Wagner & Dave Zimmermann.
 - B. Virtual: Jacob Maas. Ald. Arnett joined at 6:20pm.
 - C. Absent: Todd Huhn, Ald. Berg
 - D. Other attendees: Stefanie Broere, Dan Rahfeldt
3. Determination of Quorum and Call to Order at 6:05 pm
4. Approval of meeting minutes
 - A. Regular board minutes 9.17.25.

Board motioned to approve

Maas seconded the motion. Motion carried unanimously.
5. Introduction of new Manager of Economic Development and Strategic Initiatives/Director of the RDA
 - A. Deb Sybell introduced herself and talked about her role. The rest of the board introduced themselves.
6. Public Comment
 - A. None
7. Old Business:
 - A. **Review and discuss: Update RDA website**
 - a. Deb Sybell will review the website and share any suggestions with Lisa F
 - B. **Review and discuss: Director position and task list**
 - a. Steve Board reviewed Mason's memo to the RDA board dated August 20, 2025; and he requested that the more exhaustive list of "to do" tasks shared with Mayor Stocks be shared with the board.
 - b. Get Deb on the RDA checking account.
 - C. **Development Discussion**
 - a. No new news on these projects. General discussion on 111 Water St. and the Riverwalk
8. New Business:
 - A. **Review and take possible action: 2026 RDA budget**
Zimmermann motioned to approve

Board seconded the motion. Motion carried unanimously.

9. Status Reports:

A. **Housing Rehab Grants:**

- a. Nothing new to report

B. **Beltz Foundation Grants:**

- a. Ryan Wagner is meeting with Dr. Beltz next Wednesday

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

- a. The board reviewed the submitted report from Lisa Famularo. Steve Board requested the community poll results comments that were missing at the end of the report.

D. **Council update:**

- a. Ald. Arnett reviewed the budget timeline

E. **Director update:**

- a. Items for next agenda:
 - i. Update on Ryan's meeting with Beltz on grants
- b. Next meeting is November 19, 2025, at 6 pm

10. Adjournment at 6:35 pm

Dave Zimmermann motioned to adjourn.

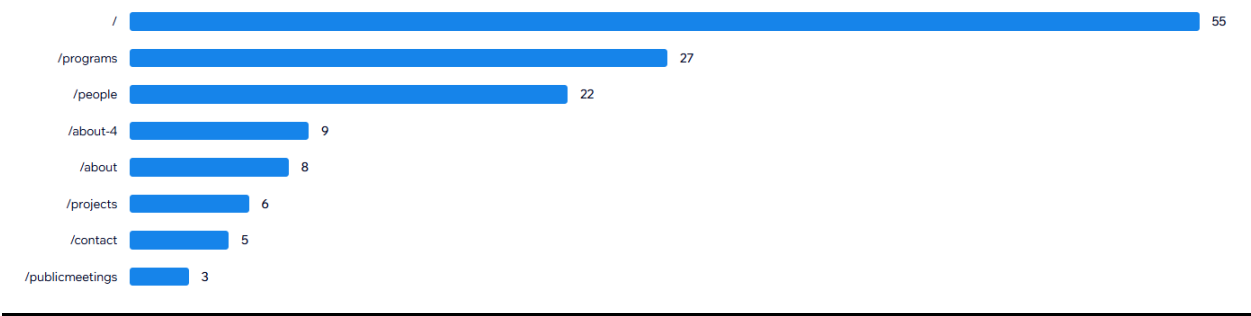
Ald. Arnett seconded the motion. Motion carried unanimously. Meeting adjourned.

Watertown Redevelopment Authority

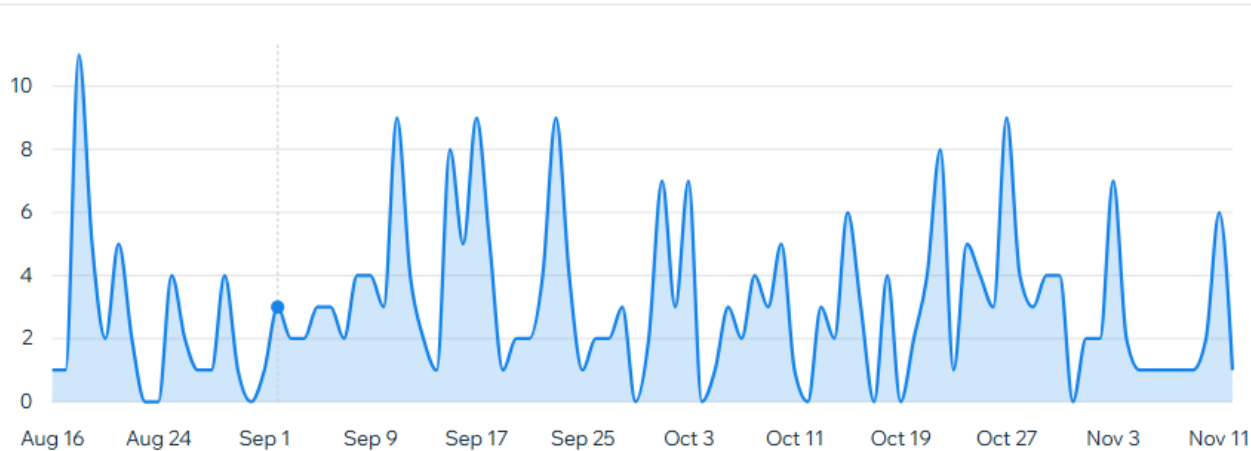
Social Media Report – 11/13/25

Website Metrics (last 30 days)

- 92 Site sessions
- 67 Unique visitors (62 new, 5 returning)
- Page visits:



Sessions over time



90 Day Activity: Site Traffic

Facebook (last 28 days)

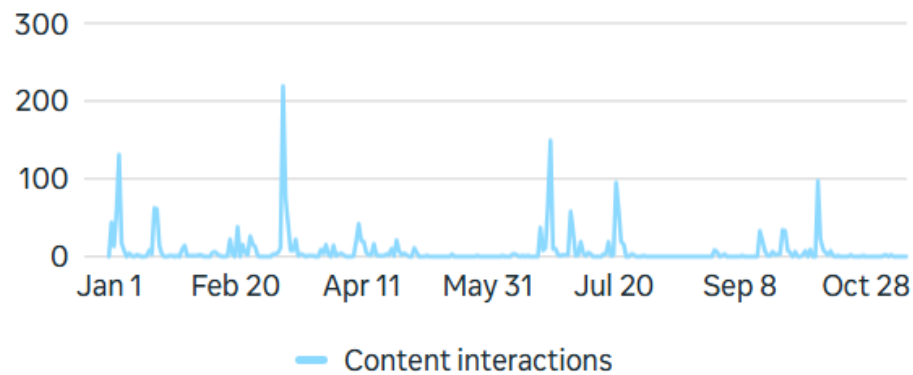
The top performing post for this period was a link share of Biz Time Leaders and Legends awardsnominations.

- Post Reach: 337
- Content interactions: 9
- Shares: 12
- Followers: 1733
- New Followers: 1
- Link Clicks: 6

Content interactions ⓘ

Export ▾

2.3K ↑ 87.3%



Year-to-date Activity: Facebook Content Interactions