



REDEVELOPMENT AUTHORITY MEETING AGENDA

WEDNESDAY, OCTOBER 15, 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: 617 065 5357 Passcode: 53094 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. Introduction of new Manager of Economic Development and Strategic Initiatives/Director of RDA

5. APPROVAL OF PRIOR MEETING MINUTES

- A. Redevelopment Authority minutes from September 17, 2025

6. OPENING FOR PUBLIC COMMENT

Each individual who would like to address the Committee will be permitted up to three minutes for their comments

7. OLD BUSINESS

- A. Review and discuss: Update RDA website status
- B. Review and discuss: Director position and task list
- C. Review and discuss: Development
 - i. 111 S. Water St.
 - ii. Riverwalk

8. NEW BUSINESS

- A. Review and take possible action: 2026 RDA budget

9. STATUS REPORTS

- A. Housing Rehab Grant
- B. Beltz Foundation Grants
- C. Social media/messaging report
- D. Council update
- E. Future Items
 - i. Items for next agenda
 - ii. Confirm next meeting: November 19, 2025, at 6pm.

10. 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, September 17, 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: Steve Board, Ald. Arnett, Ald. Berg, Ryan Wagner, Jacob Maas & Dave Zimmermann

B. Virtual: None

C. Absent: Todd Huhn,

D. Other attendees: John Kadish

3. Determination of Quorum and Call to Order at 6:05 pm

4. Approval of meeting minutes

A. Regular board minutes 8.20.25.

Board motioned to approve

Zimmermann seconded the motion. Motion carried.

5. Public Comment

A. None

6. Old Business:

A. **Development update**

a. Ald. Berg gave an update on the approval of a parcel in Dodge Co. for TID 8 from the Council meeting last night.

b. Review and discuss: Riverwalk Project

i. The Riverwalk project was submitted by RINKA and won the award for the American Planning Society. A video shared by them was played.

ii. There was discussion on the next step for the development and to keep the development going.

iii. Discussion on recommending Mason's position full-time to council.

c. Review and discuss: Mason's task list

i. **Tabled until the position is filled.**

7. New Business:

A. Review and discuss: Update RDA website

- a. Look at the website and see what needs to be updated and get pictures done.

B. Review and action: Sign Grant Press Release

- a. A press release was put together for the Sign Grant. Wait until October until the TID is closed.
Will be emailed out to board.

C. Review and take action: Beltz Grant Application

- a. The application for 313 E Main St. was approved, but Dr. Beltz would like to see more of a formal presentation on the grant.

Ald. Arnett motioned to approve.

Ald. Berg seconded. Motion carried

D. Review and discuss: 2025 RDA Budget

- a. Finance group will meet on the budget and come up with a proposed 2026 budget and present it at next meeting to be approved, so it can go to the city budget in November.
- b. Meeting with Mr. Beltz to discuss carrying the Grant program into the next year.
- c. Will work on a revenue model.

E. Review and take possible action: 2026 RDA Budget

- a. The information was not available; this will be discussed in October.

8. Status Reports:

A. Housing Rehab Grants:

- a. Nothing new to report

B. Beltz Foundation Grants:

- a. Approved above.

C. Social media/messaging update:

- a. The board reviewed the submitted report from Lisa Famularo.

D. Council update:

- a. Ald. Berg shared the opening of Silver Moon and their planned event for the opening.
- b. Ald. Arnett said the TID approval was the big topic.

Ald. Arnett left the meeting at 7pm.

E. Director update:

a. Position Status

- i. The RDA will write a letter to the mayor to make the job a full-time position for next year's budget.

Steve Board motioned to put in writing that the RDA believes this position is extremely important for the success of the economic development of Watertown, and the position needs to be full-time, 40-hour a week position; and should be posted that way.

Ald. Berg seconded, motion carried unanimously.

b. Items for next agenda:

- i. Send Ryan any items for next agenda.

- ii. Ald. Berg 111 S Water St.
 - iii. Mason's memo
 - c. Next meeting is October 15, 2025, at 6 pm
- 9. Adjournment at 7:25 pm

Board motioned to adjourn.

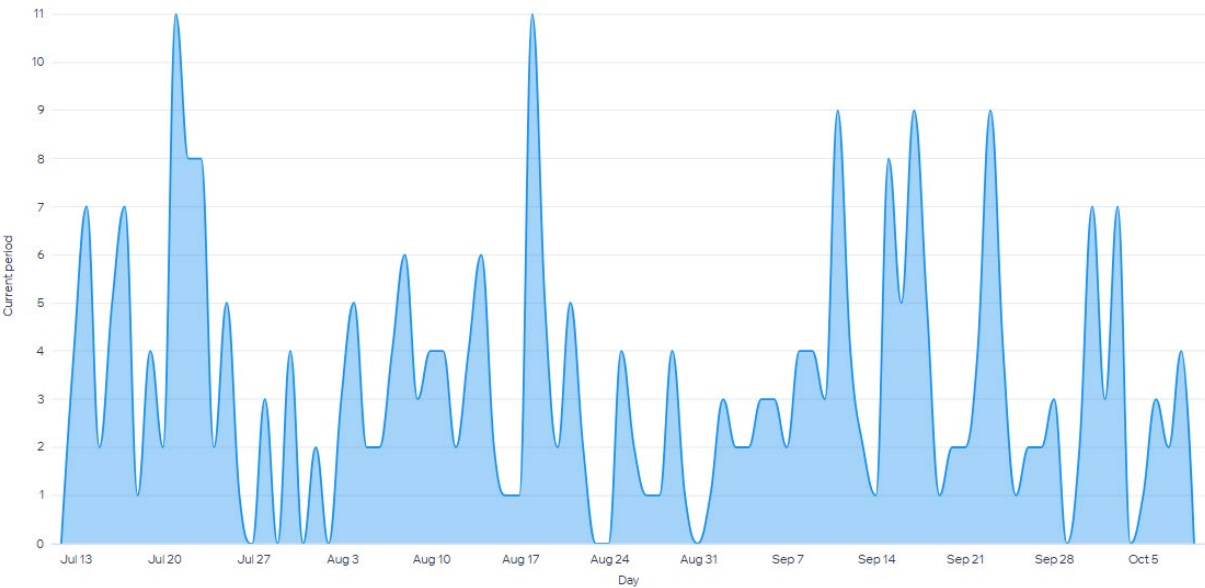
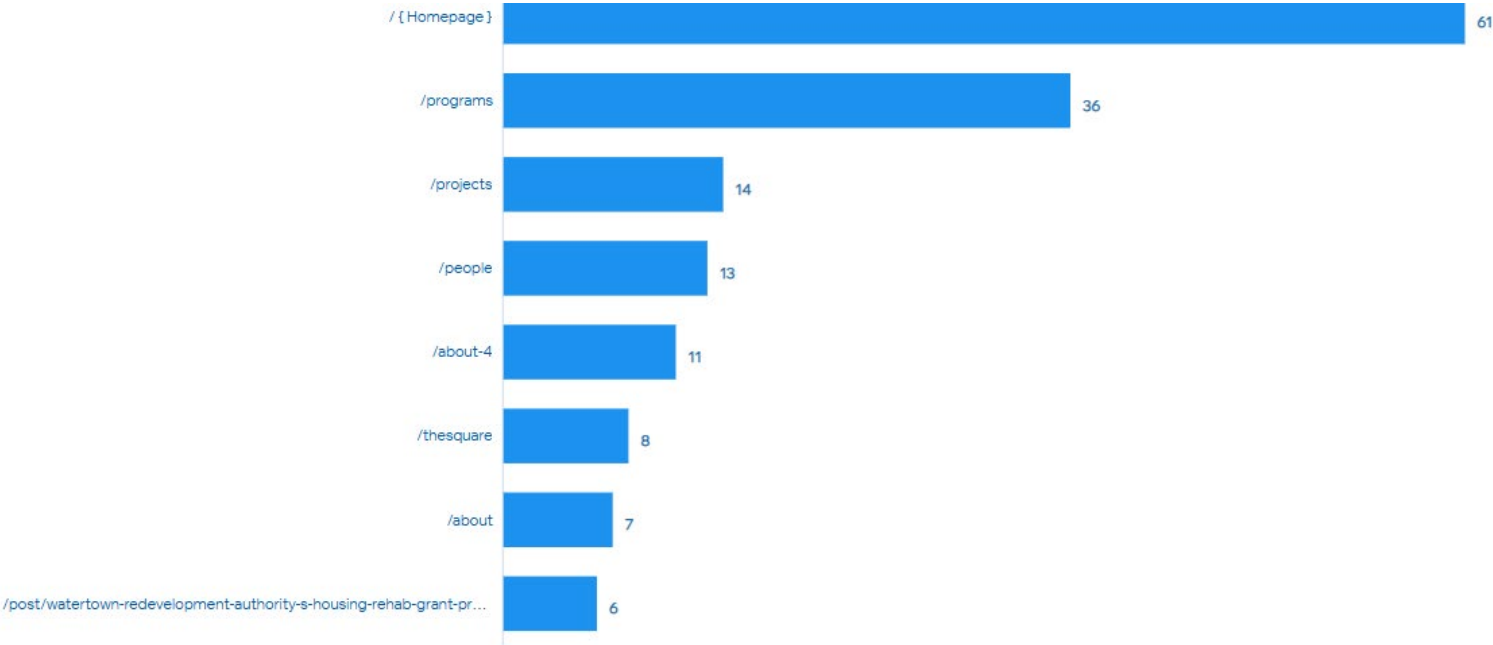
Wagner seconded the motion. Motion carried unanimously. Meeting adjourned.

Watertown Redevelopment Authority

Social Media Report – 10/9/25

Website Metrics (9/10 to 10/9)

- 105 Site sessions
- 79 Unique visitors (69 new, 10 returning)
- Page visits:

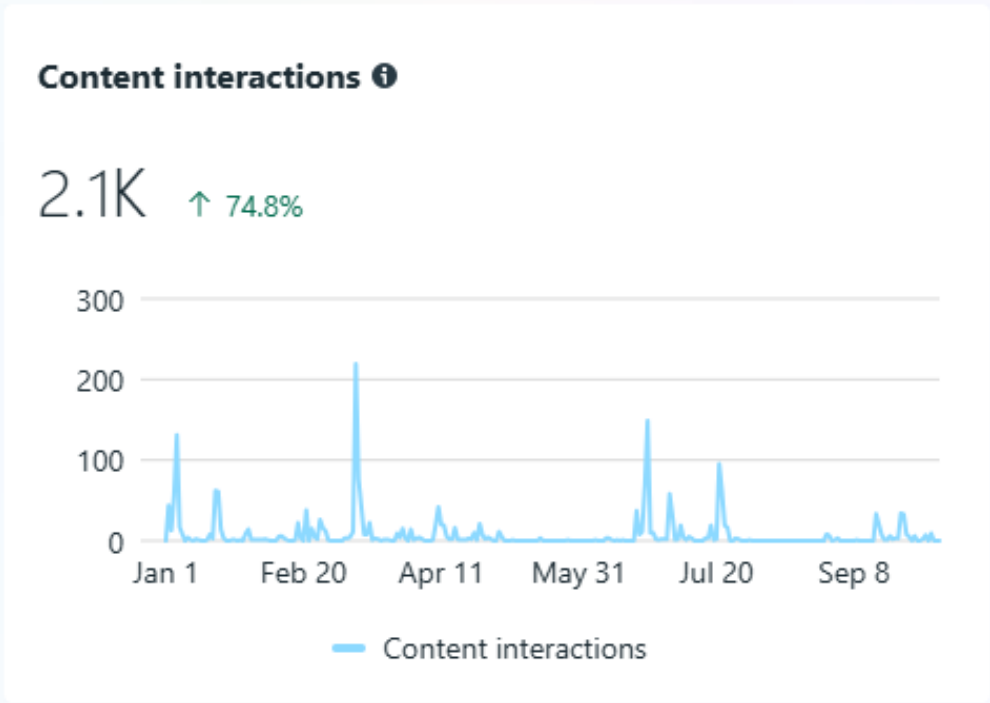


90 Day Activity: Site Traffic

Facebook (last 28 days)

The top performing post for this period was titled, Community Poll: What would you love to see along the riverfront?” Comments attached at the end of the report.

- Post Reach: 6454
- Content interactions: 180
- Shares: 12
- Followers: 1732
- New Followers: 10
- Link Clicks: 63



Year-to-date Activity: Facebook Content Interactions

Watertown Redevelopment Authority Social Media Report
February 19, 2024

Section 9, Item C.

Facebook (last 28 days)

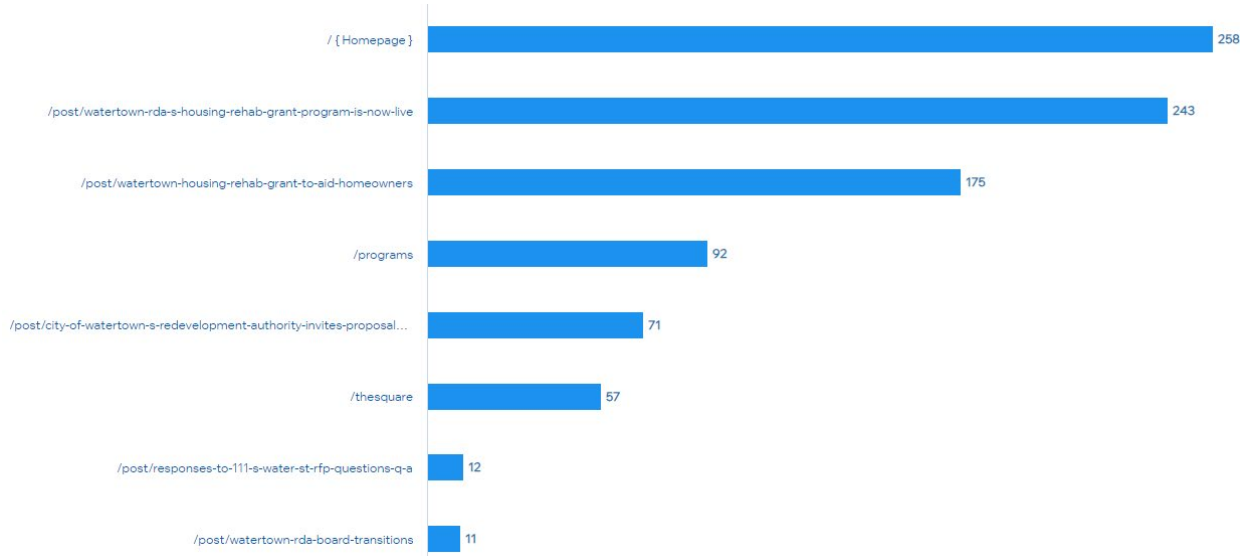
Post Reach: 1,925
Post Engagement: 112
Shares: 8
Followers: 1,481
New Followers: 11
Link Clicks: 43

Top Posts (Last 28 Days)

1/27: Checks Awarded, Beltz Grant | Reach: 1,307 Engagement/interactions: 17
2/15: Reminder: Downtown Commercial Rehab Loan | Reach: 625
Engagement/interactions: 8

Website Metrics	February	January	December
Page Views - Sessions	235	1343	374
Unique Visitors	117	540	140
Clicks to Contact	1	2	5
New Visitors	63	1066	233
Returning Visitors	172	277	51
Average Session Duration	0:05:31	0:03:33	0:04:38

Page Visits:



Watertown Redevelopment Authority Social Media Report
February 19, 2024

Traffic By Entry Page

Page	Visits	Top Nav. Flow from Home Page
Home	258	Programs (24)
Blog - housing rehab grant is live	243	Projects (8)
Blog - Housing Rehab Grant to Aid Homeowners	175	Post - Grant now Live (6)
Programs	92	Post - Downtown River Corridor (6)

Top Traffic Sources (Dec. 1 to current):

Facebook: 428 ↓62%, Direct: 233 ↑22%, Google: 205 ↓4%, LinkedIn (new - no comparison)

Site Session: Traffic Over Time:

