



PUBLIC SAFETY & WELFARE COMMITTEE MEETING - SPECIAL AGENDA

TUESDAY, SEPTEMBER 16, 2025 AT 6:30 PM

ROOM 2044, SECOND FLOOR, MUNICIPAL BUILDING, 106 JONES STREET, WATERTOWN, WI

Virtual Meeting Info: <https://us06web.zoom.us/join> Meeting ID: 543 850 6085 Passcode: license One tap mobile +16469313860

<https://us06web.zoom.us/j/5438506085?pwd=2BzI5YIFWz8CJhn4zgXM1kDcE0mHoL1>

All public participants' phones will be muted during the meeting except during the public comment period.

1. CALL TO ORDER

2. BUSINESS

A. Review and take action: Special Event - Oktoberfest

3. 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



Office of the
Clerk

106 Jones Street
PO Box 477
Watertown, WI 53094-0477
(920) 262-4006

September 12, 2025

TO: Members of the Public Safety & Welfare Committee

The following application has been made for a Special Event Permit:

Oktoberfest – business grand opening - from Silver Moon to be held on October 4, 2025, during the hours of 11:00 a.m. and 12:00 a.m. Note that application states that from 10:00 p.m. – 12:00 a.m. the event will be indoors only.

There are no estimated extraordinary charges anticipated from any city departments.

Conditions should include approval of the Conditional Use Permit request for the property, granting and issuance of Silver Moon's "Class B" Malt & Liquor application, granting and issuance of Silver Moon's Temporary Premises Amendment for October 4th, approved emergency action plan submitted at least 10 days prior to event, and a certificate of insurance submitted at least 10 days prior to event.

Outdoor sales area for alcohol serving and consumption shall only be the area approved by the Common Council per Silver Moon's "Class B" license and Temp Premises Amendment application. The special event map may need to be amended to reflect what is approved.

Respectfully Submitted,

Megan Dunneisen, City Clerk



THE CITY OF
WATERTOWN
Opportunity runs through it.

SPECIAL EVENT PERMIT APPLICATION

New Event ☒ Repeat Event ☐ Date Received: 9-10-25 Date of Event: 10-4-25 Fee Amount: \$100-

APPLICANT INFORMATION:

Name of person, entity, or organization holding the special event:

Silver Moon Watertown

Address: Street, City, State, Zip

1601 East Gate Dr.

Phone: 920 342 9543

Email: Jamie @ Silver Moon Watertown . com

Website: Silver Moon Watertown . com

☐ Non-profit Group ☒ For Profit

☐ Other, please describe:

Nonprofit Tax-Exempt Number

501(c)3, if applicable (include photocopy)

Is this the applicant's 1st special event application for the calendar year? Yes ☒ No ☐

Wisconsin Seller Permit Number: Sales Tax, if applicable (include photocopy) 456-1032140857-04

If the named applicant is not required to hold a Wisconsin Seller's Permit pursuant to s. 77.54 (7m), Wis. Stats., check this box ☐

EVENT INFORMATION:

Event Name: Oktoberfest

Event Date(s): October 4th

Event Location Address include parking locations and streets to be used if applicable:

1601 East Gate Dr.

A DETAILED map is required upon submittal of application, is it included? Yes ☒ No ☐

Is the event located in a City Park? Yes ☐ No ☒

If yes, do you have a park reservation? Yes ☐ No ☐ Park name: _____

Is the event closing of a Street/Alley/Right-of-Way/Parking Lot? Yes ☐ No ☒

Will you need City Services for your event? Yes ☐ No ☒ for _____

Is the event on private property? Yes ☒ No ☐ If yes, do you have written permission? Yes ☐ No ☐

Is the event a city sponsored parade or celebrating a Federal Holiday? Yes ☐ No ☒

If yes, please explain:

Event start/end time: 11am - 10pm (outdoors)
12am (inside)

Event set up/take down times: Set up Friday evening
take down Sunday

Total Attendance: # 500-1000

Alcohol consumed, sold, or served? Yes ☒ No ☐

Vendors? Yes ☐ No ☒

Event Description (purpose, activity, who can participate, etc. Attach additional sheet if necessary.)

Grand opening event with bands playing from 11-10, music & drinking
inside & outside on property

Will your event be selling food? Yes ☒ No ☐ If yes, please explain: (Type of food and sold by who)

brats, Hotdogs, & chips sold by us.

MAIN EVENT ORGANIZER – PRIMARY CONTACT IF DIFFERENT FROM APPLICANT:

Contact Name: First, Middle, Last

Jamie Kathleen Reich

Address: Street, City, State, Zip

Phone:

920 342 9543

Email:

Jamie @ Silver Moon Watertown . com

OFFICE USE ONLY:

APPROVED ON:

PERMIT #

Indemnification and Hold Harmless

(Read carefully before signing!)

Indemnification: By signing below, I acknowledge that for good and valuable consideration, I (applicant), on behalf of myself and the organization, if applicable, agree to indemnify, defend and hold harmless the City of Watertown and its officers, officials, employees and agents from and against any and all liability, loss, damage, expenses and costs, including attorney fees, arising out of the activities performed as described herein, caused in whole or in part by any negligent act of omission of the applicant/organization, anyone directly or indirectly employed by any of them or anyone whose acts may be liable, except where caused by the sole negligence or willful misconduct of the City.

Certification: By signing below, I certify that I am at least 18 years of age and that I have reviewed and understand the City's Insurance Requirements and Ordinance for Special Events. My signature further confirms: (i) I understand the filing of this application does not ensure the issuance of a Special Event Permit; (ii) The special event application fee is non-refundable (iii) I will be responsible for ensuring the event and event participants comply with all applicable City ordinances, traffic rules, park rules, state health laws, fire codes, alcohol licensing regulations, and any other applicable laws, rules and regulation; (iv) Fees for park facilities, food vendor permits, fireworks permit, any other applicable City of Watertown permits or licenses, other municipal services and equipment, etc., are in addition to the Special Event Permit application fee; (v) I am authorized to apply for this Special Event Permit on behalf of the organization holding the event (if applicable). (vi) The information contained in this application is true and correct to the best of my knowledge. I understand that intentionally providing false or misleading information in this application will be the basis for denial/revocation of the permit and may lead to civil or criminal penalties.

If there are any changes to the Special Event after submittal of the application, I agree to notify the City of Watertown of these changes for review.

Name of Applicant: Jamie Reich Signature: Jamie Reich Date: 9-10-25

SPECIAL EVENT APPLICATION FEE & EXTRAORDINARY SERVICES

Application fee is due when the application is submitted and is nonrefundable if the event is cancelled. If the event is rescheduled for a date within 6-months, the application fee would apply to the rescheduled date; if the event is rescheduled for a date later than 6-months of the original event date the application fee is nonrefundable.

\$50.00 - first application for the year of the applicant if submitted 45 days or more prior to event date.

\$35.00 - each subsequent application of the applicant if submitted 45 days or more prior to event date.

(The fee is doubled if submitted less than 45 days prior to event date)

Extraordinary Services - measurable financial costs which are above and beyond the normal levels of public health and safety services on a nonevent day. See the special event fee schedule for more information. Extraordinary services do not include the provision of police protection against hostile individuals targeting the event's message or intentions.

The applicant is liable for and must pay to the city clerk the actual cost of all extraordinary services provided by the city and is required to pay 50% of the estimated extraordinary services prior to the special event with the remaining amount billed at the conclusion of the event. Sales tax will be added if applicable. By signing the applicant acknowledges that they have been made aware of this information.

Signature of Applicant:

Jamie Reich

Date:

9-10-25

Submit Special Event Application and fee (cash or check) in person or by mail to:

City Clerk 106 Jones Street

PO Box 477

Watertown, WI 53094

Questions: 920-262-4010 or email cityclerk@watertownwi.gov

