



REDEVELOPMENT AUTHORITY MEETING AGENDA

WEDNESDAY, JULY 16, 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. Approval of minutes from June 18, 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. Rock River District Vision
 - i. Development update
- B. Discussion on future goal setting
 - i. Review WEDA Economic Development 101
 - a. Next session July 29, 2025, 5:30 pm
 - b. TID statistics from MadREP

7. **NEW BUSINESS**

- A. Election of RDA vice-chair
- B. Review and take possible action: Appointment of members to RDA Budget and Finance Committee
- C. Review and take possible action: Approve proposed RDA Citywide Sign Grant Program
- D. Review and take possible action: Approve proposal from Partner2Learn
- E. Review and discuss: RDA history and mission

8. **STATUS REPORTS**

- A. Housing Rehab Grants
- B. Beltz Foundation Grants
- C. Social media/messaging update (Famularo)
- D. Council update (Arnett/Berg)
- E. Executive Director update
 - i. Items for next agenda
 - ii. Next meeting: August 20, 2025, 6 pm

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, June 18, 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: Mason Becker, Steve Board, Ald. Berg, Ryan Wagner, Dave Zimmermann
 - B. Virtual: Ald. Arnett
 - C. Absent: Jacob Maas, Todd Huhn
 - D. Other attendees: Schmidt, Broere, Kaddesh. Virtual: Zach Goodrow (WDT)
3. Determination of Quorum and Call to Order at 6:04 pm
4. Approval of meeting minutes
 - A. Regular board minutes 5.21.25
 - B. RDA special board minutes 6.9.25

Berg motioned to approve
Zimmermann seconded the motion. Motion carried.
5. No public comment
6. Old Business:
 - A. Rock River District Vision
 - a. Development update:
 - i. Becker discussed Intrepid Investments discontinuing work on two downtown sites.
 - ii. Also discussed North Town Partners presentation and TIF request discussion at Finance Committee meeting this coming Monday for the Oxbow project at the former Johnsonville site.
 - B. Discussion of future goal setting:
 - b. Review and possible action: WEDA Economic Development 101 Proposal.
 - i. Becker presented a proposal from WEDA for Economic Development 101 session, which could include the mayor, council, and other city stakeholders.

Board motioned to approve spending \$1,000 from the RDA marketing budget to bring the program to Watertown.
Wagner seconded the motion. Motion carried.
 Becker will work to schedule this with WEDA.

7. New Business:

A. **Introduction of new board members:**

- a. Todd Huhn was appointed by the council last night. Huhn is currently out of the country. Wagner gave a short recap of his work history.

B. **Election of RDA vice-chair:**

- a. This item was tabled until next month

C. **Review and discuss: RDA history and mission:**

- a. This item was tabled until next month

D. **Review and discuss: Presentation from resident on downtown market concept.**

- a. Resident Gene Schmidt gave a presentation on his idea for a downtown German-style open-air market. Schmidt suggested this could be located next to the Bentzin Family Town Square.
- b. Discussion and questions followed. Board members suggested he discuss with the Tourism Commission and create a business plan.

E. **Review and discuss: Messaging calendar update:**

- a. The RDA board members reviewed proposed July-December 2025 messaging calendar prepared by Becker.
- b. Suggested adding mentions of Economic Development 101 and possibly sharing of information from other groups such as the Greater Watertown Community Health Foundation.
- c. Board members can email other suggestions to Mason.

8. Status Reports:

A. **Housing Rehab Grants:**

- a. Becker gave an updated recap of the current status. He discussed investigated sources of other funds to continue the program in the future

B. **Beltz Foundation Grants:**

- a. Becker has had discussions with several local businesses about applying. Encouraged board members to let him know if they talk to any other downtown business owners interested.

C. **Proposed Citywide Sign Grant Program**

- a. Becker has been discussing the details of the proposal with Attorney Chesebro. He hopes to launch the program this summer. Wagner mentioned rationale for the idea.

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

- a. No report this month. Will have one next month.

E. **Council update:**

- a. Berg discussed the prior night's Common Council meeting and how it was mostly license approvals, etc. He also mentioned good attendance at the open house of the new fire station.
- b. Arnett concurred.

F. **Executive Director update:**

- a. Becker briefly upcoming meeting with a local company interested in learning more about the Rock River District project and discussions with the Greater Watertown Community Health Foundation about a potential funding idea.
- b. Items for next agenda:
 - i. Discuss creation of a Budget & Finance Committee. Wagner will work on this
- c. Next meeting July 16, 2025, at 6 pm

9. Adjournment at 7:13 pm

Berg motioned to adjourn.

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

WEDA Economic Development 101

Hosted by the Watertown Redevelopment Authority (RDA)

Economic Development 101

Hosted by the Wisconsin Economic Development Association (WEDA), this engaging session is designed for local elected officials and community leaders looking to strengthen their understanding of economic development. Participants will gain foundational knowledge of key principles, strategies, and challenges—equipping them to better support staff, connect with partners, and champion growth efforts in their communities. While not a training for practitioners, this session fosters informed leadership and collaborative decision-making that drives economic progress.

About the Session

Join us for an informative and engaging introduction to economic development, tailored specifically for local elected officials, board members, and community leaders. This two-part series, hosted by the Wisconsin Economic Development Association (WEDA), will build your knowledge of the key concepts, tools, and challenges that shape local economic growth efforts.

You'll walk away with a better understanding of how to support your staff, collaborate effectively, and lead with confidence on economic development initiatives.

Who Should Attend

- Common Council Members
- County Board Supervisors
- Plan Commissioners
- Local Economic Development Partners
- Anyone interested in supporting their community's economic future

Free to Attend!

This event is free to attend! Please RSVP by July 10, 2025 to let us know we will see you at the 2025 WEDA Economic Development 101!

[Register Here!](#)



Contact

Mason Becker

mbecker@watertownwi.gov
920-206-4266

WEDA Economic Development 101

Session Dates

Tuesday, July 15 & Tuesday, July 29

Time: 5:30 PM – 7:00 PM

Council Chambers, 2nd Floor of City Hall,
106 Jones St, Watertown, WI

REDEVELOPMENT AUTHORITY OF THE CITY OF WATERTOWN (RDA) CITYWIDE SIGN GRANT PROGRAM APPLICATION

The Redevelopment Authority (RDA) of the City of Watertown has established the Citywide Sign Grant Program to assist businesses in improving their signage. This program provides a 50% matching grant for eligible sign improvements, up to a maximum award amount of \$1,000. The RDA collects a 10% fee for administration of this program.

Please note: Businesses located within the City's downtown historic district are not eligible for this grant (please inquire with the Watertown Main Street Program about their sign and façade grant programs if your business is located within this district).

New signage must be visible from a public street, and must either be mounted to the building exterior, or be part of a permanent monument sign located along a public street. Signage must be a permanent, affixed installation (e.g. bolted, bracketed, or channel letters). Temporary signage, such as vinyl banners or window clings, are ineligible. Signage may not be electronic (e.g. neon or LED) but should be appropriately lighted to be visible during evening hours.

APPLICANT INFORMATION

Business Name: _____
 Business Address: _____
 Business Owner Name: _____
 Phone Number: _____
 Email Address: _____

PROPERTY OWNER INFORMATION (if different from applicant)

Property Owner Name: _____
 Property Owner Address: _____

 Phone Number: _____
 Email Address: _____

SIGN PROJECT DETAILS

Total Cost of Signage: \$ _____
 Amount Requested (50% of Total Cost, up to \$1,000): \$ _____
 Description of Signage Project:

Location of Sign on Property:

REQUIRED DOCUMENTATION

- **A detailed quote or invoice** from a sign company or contractor for the proposed sign work.
- **A design rendering** or drawing of the proposed sign, including dimensions and materials.
- **Photographs** of the building and the current signage (if applicable).
- **Approval letter from the property owner** (if applicant is not the property owner).
- **Any necessary City permits or approvals** (if required).

GRANT TERMS & CONDITIONS

1. The grant award is **50% of the total eligible project cost, up to a maximum of \$1,000.**
2. The grant is **reimbursable**, meaning the applicant must complete the project and submit proof of payment before receiving funds.
3. Work must commence within **90 days** of grant approval and be completed within **six (6) months.**
4. Signage must comply with **City of Watertown zoning and signage regulations.**
5. The applicant must maintain the sign in good condition.
6. Grants are awarded **subject to the availability of funds.**

APPLICANT CERTIFICATION

I hereby certify that the information provided in this application is accurate and complete. I understand the terms and conditions of the RDA Citywide Sign Grant Program and agree to comply with all requirements.

Applicant Signature: _____

Date: _____

Property Owner Signature (if applicable):

Date: _____

SUBMIT APPLICATION TO:

Redevelopment Authority of the City of Watertown (RDA)

Attn: Mason Becker

106 Jones Street

Watertown, WI 53094

Applications may also be sent by email to: mbecker@watertownwi.gov

For more information, please contact Mason Becker, RDA Executive Director, at
mbecker@watertownwi.gov

7/1/2025

Proposal:
Watertown
Redevelopment Authority
(RDA)

POISED® Strategic Plan for 2025



Partner²Learn

Guide. Elevate. Transform.

POISED® Consulting Assessment Process

Following the POISED process, Partner2Learn® will collaborate with Watertown Redevelopment Authority (RDA) to align its mission, vision, and values with the organizational culture it aspires to cultivate. When culture is aligned with the team and the broader community needs, leadership can focus more effectively on driving strategic growth, enhancing operational excellence, and delivering meaningful impact across the region.

The POISED model is comprised of the following elements:

People: Each person possesses unique talents, and a strong organizational culture relies on these strengths.

Octane: This is the fuel additive to increase performance and transform leaders.

Identify: Review of all priorities, opportunities, and key metrics to optimize resources.

Strategy: This is the conversion of organizational vision into actions that enable the mission and organization growth.

Engine of Profitability: Imperative to fund growth and win strategy.

Do: Determines the rhythm of the business for sustained and elevated success.

Initial proposed services:

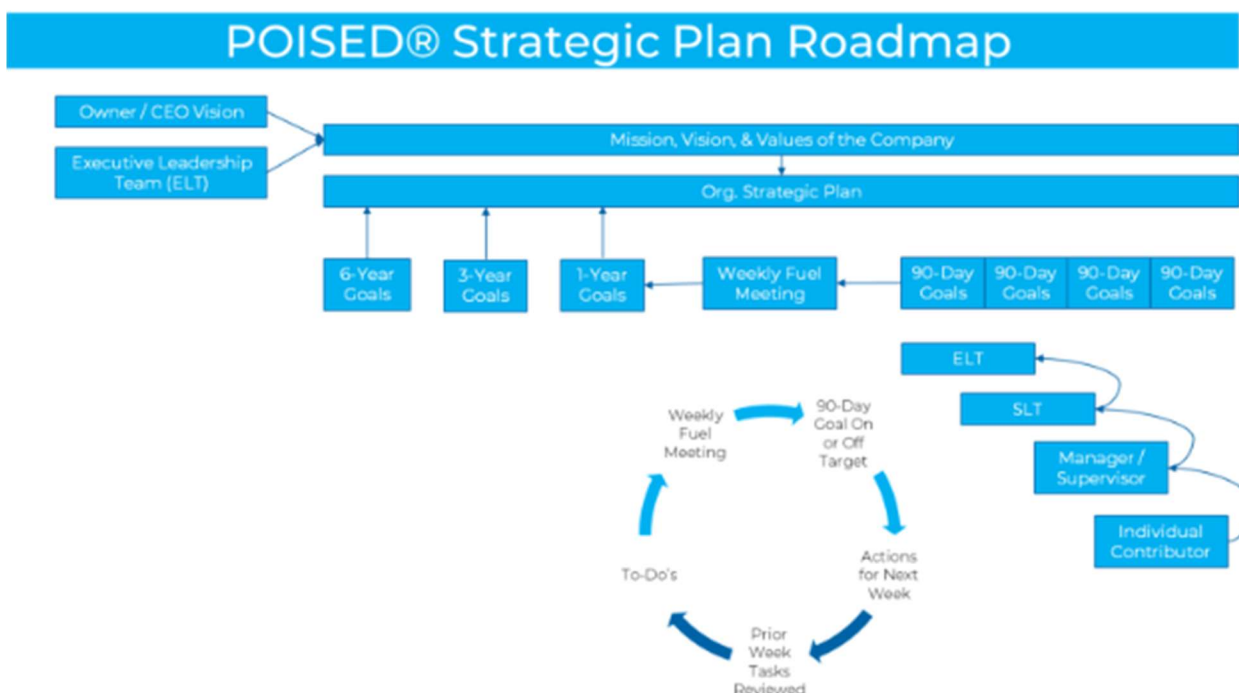
During the StrengthsFirst and Strategic Planning sessions, expect to learn how Partner2Learn is different than other strengths and strategic planning coaches. We have a unique approach to team building and strategic planning which you will experience through the entire process.

POISED Strategic Planning:

Through a 12-hour session, we will develop a robust POISED Strategic Plan with complete understanding and ownership by every team member. These efforts will result in greater alignment, engagement, fit, efficiency, and overall positive results.

The team will be focused on aligning their mission and vision and how this alignment will be imbedded into the team strategy through this strategic planning session. A methodology and process will be refreshed to set goals every 90-days along with one, three, and six-year projections outlining where you need to be to meet your objectives. This process will create a plan to focus the following items:

- Mission, Vision, and Values
- Financial challenges and opportunities
- Engagement
- Strategic thoughts on board development projects



This strategic planning process will result in a succinct and easy to understand document for the team to reference in every team meeting. This plan is a living document to be reviewed and revised every quarter. To support the leadership team, Partner2Learn will engage the team with best practices on how to continuously leverage the strategic plan in meetings and provide coaching when adjustments are needed throughout the year.

Following the strategic planning sessions, Partner2Learn will participate in the first two FUEL meetings to provide feedback and assistance with facilitation for well run, effective, and engaging meetings. In each 2-hour quarterly review of the goals Partner2Learn will participate to ensure alignment of the process and on-going support, and we will walk with you in your 4-hour annual meeting to set all into place for the next year of sustained success (set new 1-year goals and 90-day goals along with strengths review and team culture building).

The team will also take away real and practical resources to continuously improve, carry out, and live the plan. These resources will include Alignment-Engagement-Fit (AEF), Driving Business Solutions (DBS), and other resources to be determined.

Part 2: Additional services that may be provided based on the outcomes of the POISED Strategic Planning process in Part 2 may include the following:

- Mission, Vision, Values (MV²) activity
- 360 Review facilitation for key members
- Good Board Governance process to ensure strong board leadership
- Virtue-based Transformational Leadership models of DICE and the 4R model
- 5 Essentials of a Team – Trust, Positive Conflict, Commitment, Accountability, and Results

Investment:

The outline for optimal proposed services would be as follows. Doing all this would ensure the greatest success and increased engagement, efficiency, and overall impact for Watertown RDA.

1. Complete the 12-hour POISED Strategic Planning session.
2. Walk with you for the first two 90-minute Fuel Meetings.
3. Lead you through three 90-day goal reset meetings
4. Conduct the annual reset meeting

Total Investment = \$21,500

Client agrees to reimburse Partner2Learn for reasonable travel expenses. Travel expenses will be submitted to client for expense reimbursement quarterly and are not included in the fees described in the investment section.

Payment Terms:

Partner2Learn will invoice the client for 50% of the fees for the services listed above, due 30 days following acceptance of this proposal. The remaining balance of services provided will be invoiced at the end of each quarter during the term of this agreement for the applicable fees calculated during the quarter.

The client will provide contact information about the individual who should receive all invoices. This proposal is valid for 30 days. Any modifications to this proposal must be made in writing and agreed to by both parties.

All materials and instruments used by the coaches during this process are proprietary and are not to be distributed to others outside of your organization unless done with written consent of Partner2Learn.

Thank you for the opportunity to serve.

PROPOSAL AGREED AND ACCEPTED: Client – Watertown RDA

Signature: _____

Name: _____

Title: _____

Date: _____

Who is Partner2Learn?

Mission: To guide transformational growth in leadership development, elevating engagement and performance of individuals, teams, and organizations.

Vision: To serve with purpose, making a difference in our employees and clients' lives so they positively impact others, enabling strong employee engagement, development, and organizational success.

Values:

1. Servant leadership - partnering to serve and support our clients, making a positive difference in their lives
2. Transparency - communicating with others openly and honestly, to address issues, tensions, and challenges through productive dialogue and positive conflict
3. Continuous improvement – willingness to continue identifying ways to improve outcomes and holding everyone accountable to exceed expectations
4. Earned trust – focus on developing and maintaining vulnerability-based trust with all
5. Resiliency - spiritual/emotional/physical – take care of ourselves so we can best achieve our mission and serve others as we are all being stretched while bouncing back to healthy form
6. Commitment – We will support and collaborate with our colleagues and partners to live by our values and achieve our mission and vision, while moving forward together for the success of all

Strategic Direction: We partner with small to mid-size business owners and senior leaders across all industries including many charter and private schools, providing customized coaching to serve both the leaders and employees of these organizations. Partner2Learn continues to develop an innovative technology division to create game-changing software and tools to provide internal and external users better ways to engage the strengths of their employees. We will have on-going reviews to build on the core offerings, while incubating new growth areas at an appropriate pace.

Facilitators:**Dr. Scott Gostchock – Partner2Learn Co-Founder**

In his 30+ years of educational and community service, Scott has served cross-cultural, inner city, and urban education settings as a teacher, administrator, and community activist. He has also served as a full-time professor of education and currently is an adjunct professor for a number of universities and colleges. These unique settings and wealth of experiences have provided a tremendous backdrop for Scott's educational presentations on CliftonStrengths, transformative leadership, executive coaching, and global leadership..

Top Strengths: Relator, Achiever, Responsibility, Learner, Discipline, Communication, Individualization, Belief

Education: Bachelor's, Dr. Martin Luther College; Master's in Education, Brenau University; Ed. D. in Leadership, Nova Southeastern University

Tiffany Weigand – Partner2Learn Co-Founder

In her 20+ years of marketing, branding and consulting, Tiffany has served regional and global organizations in numerous industries, including manufacturing, education, municipalities, healthcare, senior living, small business and nonprofit. Tiffany's Gallup Certification and experience presenting to senior leaders and company owners with a focus on real life solutions and humor has added tremendous value to her clients.

Top Strengths: Focus, Responsibility, Analytical, Relator, Consistency, Discipline, Significance, Deliberative

Education: Bachelor's in Marketing, UW-La Crosse; MBA, Marquette University

Dan Weigand – Partner2Learn CEO

In his 20+ years in the financial services industry, Dan has been identifying and creating efficiencies through process automation, while sharing his expertise with others. His analytical, strategic and ideation strengths provide an ability to see the entire picture, both ultra short-term and long-term challenges and opportunities, when creating and implementing strategic objectives and entire plans.

Top Strengths: Achiever, Ideation, Futuristic, Relator, Learner, Competition, Strategic, Analytical

Education: Bachelor's in Finance, UW-Milwaukee; MBA, University of Wisconsin



- Introduction
- History of the RDA
- Overview
- Projects and Achievements
- Community Impact
- Future Plans
- Q&A

Overview & History

A Presentation for the Watertown RDA Board Members

Mason T. Becker – RDA Executive Director

July 16, 2025



- Introduction

- History of the RDA
- Mission and Goals
- Achievements and Projects
- Community Impact
- Future Plans
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Purpose of Presentation

- Overview of RDA Mission
- Review Major History Points
- Discuss Future Efforts



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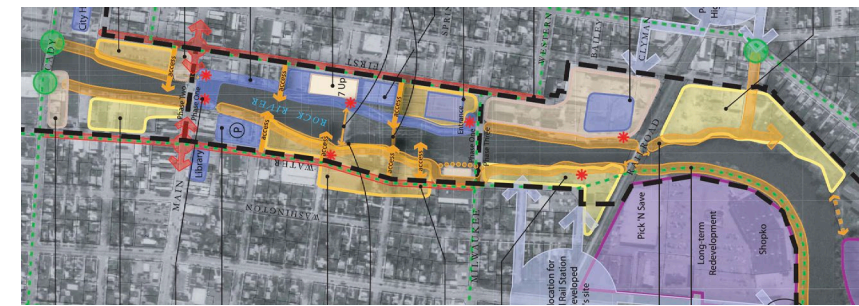
Evolution of the Economic Development Process in Watertown

1993 –

A new Business Incubator is built for business start-ups.

Businesses that successfully transitioned from the Incubator:

Symbol Mattress SI Roller
Berres Brothers Coffee Roasters Peterson Stainless



Watertown Riverfront/Downtown
Redevelopment Initiative

2014 –

The Watertown Common Council accepted the
“**Riverfront/Downtown Redevelopment Plan**”.



2018 –

RDA purchased the 100 W. Main St. block buildings.

2021 –

RDA hired full-time Executive Director
Watertown Common Council approved TID #8
targeting 18 acres in downtown Watertown.

– 2024 –

RINKA and Kapur work with the RDA to create the **Rock River District Vision** plan for further riverfront redevelopment and completion of the riverwalk.

– 1940’s

The Promotive Corporation is started by a group of local business people to look into the growing concern over a Watertown company that was struggling to sell their products.



– 2004

“**Watertown Riverfront Plan**” presented by VANDEWALLE & ASSOCIATES

– 2011

The **Watertown Economic Development Corp** created to provide a unified effort to retain, expand, and attract business to Watertown.

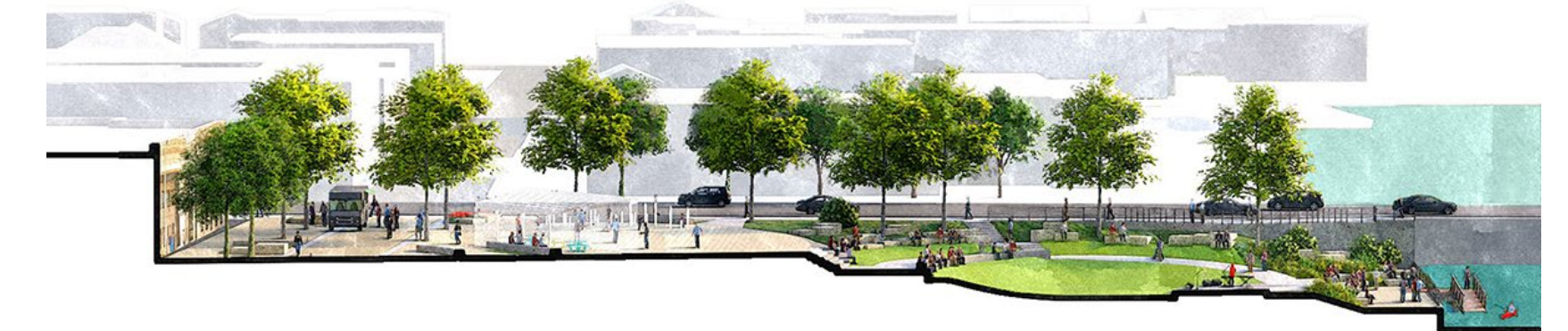


– 2016

The Redevelopment Authority (RDA), created to lead transformative change in the City of Watertown, held its first meeting. Adopted a plan to attract economic growth to Watertown’s Main Street and downtown area.

– 2017

Commercial Rehabilitative **Revolving Loan Fund Program** launched in December.



– 2023 –

Bentzin Family Town Square opened. RDA transferred the property to the City.



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- Future Plans
- Q&A

Watertown Redevelopment Authority Overview

MISSION: "Turning Opportunity into Results"

The Watertown Redevelopment Authority (RDA) was established to:

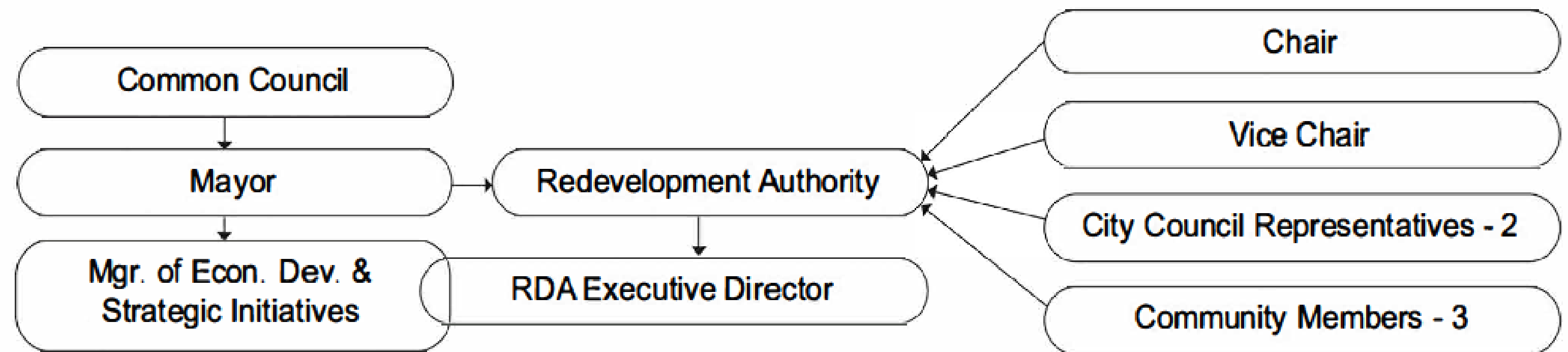
- Develop urban renewal projects
- Encourage private/public reinvestment in under-utilized areas resulting in:
 - New infill housing and commercial developments
 - Job creation
 - Expanded tax base
 - Improved quality of life for the citizens of Watertown

MANAGEMENT / OVERSIGHT:

The RDA Board, appointed by the Mayor and approved by the Watertown Common Council, is made up of seven members from the Watertown community who are involved in enhancing the economic vitality of the City through their professional and/or civic affiliations.

The Board is the governing body that meets on a monthly basis to provide guidance by contributing to the organization's strategic purpose and advocating on behalf of the RDA's redevelopment efforts.

The Manager of Economic Development and Strategic Initiatives is a City employee and serves as the RDA Executive Director.





- Introduction
- History of the RDA
- Overview
- **Projects and Achievements**
- Community Impact
- Future Plans
- Q&A

Projects and Achievements – Sale of the Business Incubator

The RDA sold the Business Incubator building for \$550,000 in January 2020.

Benefits:

- Funds were invested in building the Town Square.
- Maintaining the grounds (snow plowing/mowing grass) became the responsibility of the property owner.
(Had been provided by the City at no cost to the Incubator.)
- Five local businesses were renting spaces at the time of the sale.
- Below market rates rent put the RDA in competition with the private sector commercial real estate.
- The RDA was not designed to be in the landlord “business”.
- The building was almost 30 years old. Eventually, repairs would be needed.
- The property was returned to the tax rolls, with a current 2025 assessed value of \$835,100.





- Introduction
- History of the RDA
- Overview
- **Projects and Achievements**
- Community Impact
- Future Plans
- Q&A

Projects and Achievements – Sharp Corner Park

Goals:

To Provide:

- An inviting green space on the east end of Main Street
- Space for food trucks
- A shelter and seating areas for guests



The RDA provided \$23,300 for the centerpiece sign.

Project Outcomes

- Eliminated a blighted area with an abandoned gas station.
- Created a safer intersection.
- Provided a sign to proudly welcome visitors and residents to east Main Street.
- Recognized with a 2020 Wisconsin Main Street Award for Best Public Improvement Project.



- Introduction
- History of the RDA
- Overview
- **Projects and Achievements**
- Community Impact
- Future Plans
- Q&A

Projects and Achievements – Revolving Loan Fund

Purpose:

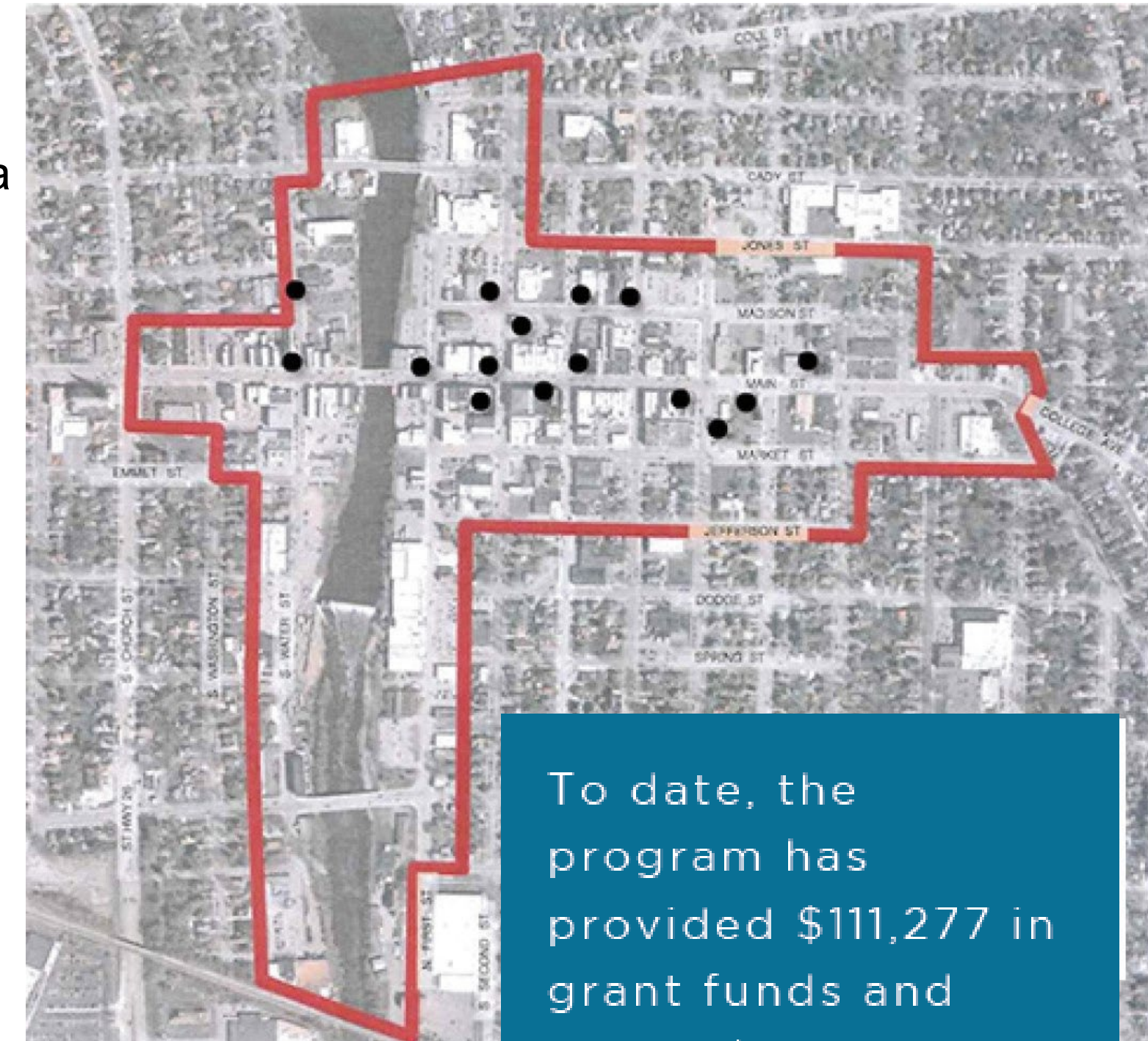
Attract private investment, which in turn increases property values, attracts more businesses, and provides a destination where people can live, shop, dine, and enjoy.

Goals:

- Foster business growth and expansion
- Facilitate the development of high-quality upper-level residential units
- Update and preserve historic structures
- Increase the overall economic vitality of downtown Watertown
- Stimulate rehabilitation and redevelopment of commercial real estate

Achievements:

- Partially funded Revolving Loan Fund with excess TID #3 funds.
- Partnered with Bank First, Ixonia Bank, and Bank of Lake Mills who provided additional funding at low interest rates.
- Provided loans and grants to 15 businesses in Watertown's Downtown Commercial Corridor.



To date, the program has provided \$111,277 in grant funds and nearly \$1.2M in low interest loans for 18 projects.



- Introduction
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- Overview
- **Projects and Achievements**
- Community Impact
- Future Plans
- Q&A

Projects and Achievements – Bentzin Family Town Square

Mission:

Provide a sense of place for building community.

Vision:

Create a world-class, open-air gathering space for people of all ages and abilities to enjoy.

Goals:

The Town Square was designed with the goals of:

- Honoring the past/creating a world-class gathering space.
- Integrating the expanded Library into the Town Square.
- Providing a place for people to connect with the Rock River
- Attracting further downtown redevelopment.
- Serving as Watertown's central gathering space for social, recreational, and entertainment.

Achievements:

- Bentzin Family Town Square opened May 2023
- Construction fully funded predominantly by:
 - Private Donations: \$2,271,500 - 48%
 - Grants: \$1,245,136 - 26%
 - RDA: \$248,000 - 5%
(not including the \$752,000 for design, engineering, demolition, surveys, and studies)
 - City of Watertown: \$1,000,000 - 21% (TID closeout funds)
 - **79% of the building expenses were covered by non-City funds.**
- Raised over \$4.7M to fund Square and \$350,000 for Future Fund
- Awarded the 2023 US EPA Region 5 Brownfields Success Award
- Awarded the 2023 Mid-America EDC Economic Development Award in Placemaking





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- Future Plans
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Projects and Achievements – Bentzin Family Town Square

- Recently, the Historic Art Wall was officially unveiled at the Bentzin Family Town Square. The ribbon cutting was May 31, 2025.
- This art piece, recognizing and honoring Watertown's unique history, was made possible through a generous donation by Barton Bentzin.





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- Overview
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- Community Impact
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Projects and Achievements – Beltz Foundation Downtown Watertown Grant Programs

Purpose:

To encourage growth and programming in the Downtown Watertown Redevelopment District Target Area.

Program: Total \$50,000/year for 3 years with option to renew funding, currently in Year 3.

Beltz Foundation Downtown Watertown Special Events Grant Program

Provides grants up to \$10,000 per event to public events that attract more than 150 attendees, meet economic development goals of the area, contribute to the unique identity of downtown Watertown, make the City's core a compelling destination, provide economic impact, and promote business and community involvement.

Beltz Foundation Downtown Watertown Business Grant Program

Offers funding to encourage unique businesses to relocate or expand into the Target Area. Funds can be used towards eligible expenses such as capital improvements, renovations, and signage. Preference will be given to businesses that fall in categories that align with the program goals such as entertainment and family and full service, fine dining, grab-and-go lunch stops, and craft beer. In addition, organic and gourmet food stores, retail establishments offering quality merchandise, and non-chain/non-franchised businesses.

2024 Grant Recipients:

SPECIAL EVENTS

\$10,000 – Bentzin Family Town Square programming

\$6,177 – Jingle Bell on the Rock (Main Street Program)

\$5,000 – Watertown Parade Committee

\$10,000 – Holiday Tree Lighting at Bentzin Family Town Square

BUSINESS GRANTS

\$5,000 – Sassy Sweets (116 W Main St)

\$9,721 – Rapha Bowls Café (120 W Main St - completed in 2025)



“Opportunities come when people see value in what’s happening...forward thinking entrepreneurs see beyond the current state and invest in what something can become.”

– Dr. John Beltz, DVM



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- **Future Plans**
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Housing Rehab Grant Program

Housing Rehab Grant Program funded by American Rescue Plan Act (ARPA) :

- One time allocation of ARPA funds by the Watertown Common Council, to address an identified goal in preserving and maintaining existing housing stock in the community.
- Funds can be use for physical repairs to homes, including roofs, windows, plumbing, electrical, siding, etc.
- All housing units within the City of Watertown are eligible, including owner-occupied and rentals.
- Applications are reviewed by the RDA and Thrive ED. Some applicants are also eligible for assistance through the HOME Consortium.
- Assistance is on a sliding scale based on income, using HUD defined guidelines which are updated annually.
- **To date, over \$84,000 in projects have been approved by the RDA.**
- **Most projects have been in older areas of the City.**





- Introduction
- History of the RDA
- Overview
- Projects and Achievements
- Community Impact
- **Future Plans**
- Q&A

Rock River District Vision



Purpose:

- **Next logical step after completion of the Bentzin Family Town Square**
- **Continue work brought forward in previous plans...over 40 years**
- Improve public access to the riverfront
- Promote appropriate redevelopment along the river
- Enhance the river's environmental character and scenic beauty
- Enhance the Rock River as a downtown focal point and finish the riverwalk

Creating better physical and experiential connections between Main Street and the riverfront, building off of work already done (Watertown Public Library expansion, Bentzin Family Town Square, new Main Street bridge), as well as upcoming 2028 Main Street reconstruction.

Next steps: Finalize fundraising plan and identify mix of funds

- First five years of infrastructure plans have been placed into the City's five-year capital plan, with expectation that the City **will not be borrowing to fund this project.**



- Introduction
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Rock River District Vision (continued)

More than a riverwalk:

In late 2024 and early 2025, the RDA worked with the US EPA and a third-party firm, ICF. An Economic Impact Analysis was conducted, funded by a technical assistance grant (which did not have a required local funding match). A summary of the findings regarding potential redevelopment sites IDed in the plan:

*Based on the analysis, short-term construction activity has the most significant impact and would occur over the duration of the construction. While construction activity will be staggered across three phases, in the aggregate, **construction activity is anticipated to support \$25.4M in labor earnings, 462 additional jobs, and \$63.4M in industry activity in the region.***

*In the long term, household expenditures from new residents will drive economic activity, on the order of **an additional \$6.0M per year in labor earnings, 145 additional jobs, and \$16.7M in industry activity per year.** Long-term retail activity will also drive an **additional \$1.1M per year in labor earnings, 38 additional jobs, and \$3.5M in industry activity per year.***





- Introduction
- History of the RDA
- Overview
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- Community Impact
- Future Plans
- **Q&A**

Other Future Opportunities

Citywide Sign Grant Program: A proposed program currently being reviewed by the City Attorney. This program would be funded through a one-time allocation of funds from the closeout of TID #4. This would be the RDA's second foray into a citywide program (after the Housing Rehab Grant Program).

Continued messaging and education: The RDA now has a 12-month messaging calendar which is coordinated with the City's Media Director. Most messaging is through Facebook and the RDA website. Other messaging efforts occur through occasional press releases and earned media.

Networking: The RDA works with other economic development groups, such as Thrive/JCEDC, MadREP, WEDA, and others. There may be opportunities to further leverage these partnerships.

Other future steps: There is now opportunity to discuss the RDA's long-term strategy and improve ongoing operational activities. Long-term, ongoing funding sources may need to be secured.



- Introduction
- History of the RDA
- Overview
- Projects and Achievements
- Community Impact
- Future Plans
- Q&A

Parting Thoughts

Shifting the Community Conversation

“Downtown economies are critical to a healthy and balanced community which draws and attracts people and investments. ...**When viewed as a whole, ‘Downtown Watertown’ is a significant and vital client of the City** and should (as any other major asset) be preserved, managed and enhanced, in order for it to continue, as well as increase its economic impact in delivering jobs, incomes, tax base, and service to the community.”

- Watertown Riverfront/Downtown Redevelopment Initiative
October 2014

Change in Community Narrative

Watertown leadership and stakeholders boldly took a stand to change Watertown’s future. The benefits of focusing on “Downtown Watertown” as ONE WHOLE asset are already reaping economic benefits.

Overarching these tangible benefits is a slow, but steady, change of narrative. Once defined by its “problems”, Watertown is now attracting regional media attention with positive comments.

“The smaller, tight-knit community of Watertown is thinking big with its new downtown space.”

-Channel 3 / 5-9-2023

“Some big things are happening in Watertown, Wisconsin. This historic city recently redeveloped the heart of its downtown, and it’s now a lively destination for family fun.”

-Only in Your State / 7-4-2023

Headline: “Investing in Main Street makes more sense than Foxconn”

“Helping historical downtowns succeed, such as the central city of Watertown, is a better investment than trying to lure large corporations such as Foxconn.”

-Wisconsin State Journal / 12-5-2020



- Introduction
- History of the RDA
- Overview
- Projects and Achievements
- Community Impact
- Future Plans
- **Q&A**

Questions?





- Introduction
- History of the RDA
- Overview
- Projects and Achievements
- Community Impact
- Future Plans
- Q&A

Thank You!

Mason T. Becker – RDA Executive Director
mbecker@watertownwi.gov

2017 RESOLUTION 0001
REDEVELOPMENT AUTHORITY OF THE CITY OF WATERTOWN
ORGANIZING RESOLUTION

WHEREAS: The City of Watertown approved the establishment of the Redevelopment Authority for the City of Watertown through Council Resolution #8398 on December 20, 2016, and;

WHEREAS: Members of the Redevelopment Authority for the City of Watertown were appointed by the Mayor and approved by the City Council, and;

WHEREAS: The Redevelopment Authority for the City of Watertown wishes to establish itself through the adoption of an organizing charter.

NOW THEREFORE BE IT RESOLVED: that the Redevelopment Authority for the City of Watertown hereby accepts and adopts the organizing charter so noted in Attachment A, and agrees to abide by the principles and guidelines established therein.



Robert Marchant, Chairperson

5/9/17

Date



Kristen Fish, Executive Director

5/9/17

Date

Attachment A

ORGANIZING CHARTER

NAME. The name of the Authority shall be "Redevelopment Authority of the City of Watertown" referred to as "the RDA" at times within this document. All contracts and other documents shall be executed as "Redevelopment Authority of the City of Watertown."

OFFICE. The RDA shall meet in places accessible to the public in the City of Watertown. The official records of the RDA shall be maintained by the Clerk of the City of Watertown, pursuant to a Memorandum of Understanding between the RDA and the City of Watertown, or by the Executive Director at such office location to be determined by the RDA.

OFFICERS. The Officers of the RDA shall be a Chairperson, a Vice-chairperson, and a Secretary (which is the Executive Director).

CHAIRPERSON. The Chairperson shall preside at all meetings of the RDA. The Chair, together with the Executive Director, shall sign all contracts, notes and other forms of obligations made on behalf of the RDA, except that any contract for services between the RDA and the Executive Director shall be signed on behalf of the RDA by the Chairperson and the Vice-Chairperson and not the Executive Director. In addition, the RDA may designate certain items requiring signature to be signed only by the Executive Director, where this does not conflict with the intent of state statutes. Electronic and facsimile signatures may be employed.

VICE-CHAIRPERSON. The Vice-chairperson shall perform all duties of the Chairperson in the absence or incapacity of the Chairperson.

SECRETARY. The Secretary shall keep the records of the RDA, including minutes of all meetings. The Secretary shall keep a permanent record of the proceedings of the RDA. The Secretary shall prepare or cause to be prepared notices of all meetings as required by law.

TREASURER. The Treasurer of the City of Watertown shall act as Treasurer of the RDA, pursuant to a Memorandum of Understanding between the RDA and the City of Watertown. The Treasurer shall have the care and custody of all funds of the RDA. Such funds shall be deposited in the name of the RDA in such bank or banks as the RDA may select by resolution. The Treasurer shall keep or cause to be kept complete, accurate and regular books of account showing all receipts and expenditures, and periodically and when called upon by the Chairperson, the Executive Director, or the RDA, render an account of all transactions, as well as preparing and submitting reports of the financial condition of the RDA.

EXECUTIVE DIRECTOR AND OTHER PERSONNEL. The Executive Director shall be appointed by the RDA and shall also be the Secretary of the RDA. The Executive Director shall be an independent service provider to the RDA, pursuant to contract, and not an employee of the RDA, unless the RDA specifically designates the Executive Director to be an employee by

resolution. The Executive Director shall perform his or her duties pursuant to the overall direction of the Chairperson and the RDA but shall have general supervision over the administration, management, and financial operations of the business and other related affairs of the RDA. The Executive Director may not appoint personnel without express authority to do so by resolution of the RDA.

STATUTORY AND OTHER DUTIES AND POWERS. The RDA, its Officers, its Executive Director, and any other personnel have all powers and duties designated by state statute.

ELECTION OF OFFICERS. The Chairperson and Vice-chairperson shall be elected from among the board of the RDA at the charter meeting of the RDA. The term of the Office of Chairperson and Vice-chairperson shall be two years, except that the initial term shall expire on the date of the second annual meeting that occurs after the charter meeting of the RDA. The Chairperson and Vice-chairperson may be elected to multiple successive terms. Regular elections for Chairperson and Vice-chairperson shall occur on the date of every other annual meeting.

ANNUAL MEETING. The RDA shall hold an annual meeting at such time and place as determined by the Chairperson.

REGULAR MEETING. The RDA shall hold regular meetings at such time and place as determined by the Chairperson.

SPECIAL MEETINGS. The RDA shall hold a special meeting at such time and place as determined by the Chairperson, if the Chairperson deems a special meeting to be necessary to the proper functioning of the RDA. The Chairperson shall call a special meeting if three or more members of the board of the RDA request a special meeting in writing.

STANDING COMMITTEES.

Budget and Finance Committee. There shall be a Budget and Finance Committee, consisting of not less than three and not more than five members appointed by the Chairperson. The membership shall include at least two members of the board of the RDA. The Budget and Finance Committee shall develop a recommended budget for the RDA for consideration by the board and shall oversee the management of the budget the board approves, in coordination with the Executive Director and Treasurer. The committee shall have general oversight over financial matters impacting the RDA and shall make recommendations to the board that the committee considers necessary to the proper financial operation of the RDA.

OTHER COMMITTEES. The RDA may by resolution designate such other permanent committees as it deems necessary to the proper functioning of the RDA and may delegate authority to appoint members to any such committee to the Chairperson.

QUORUM. At all meetings of the RDA the presence of a majority of members then serving shall constitute a quorum for the purpose of transacting business. At all meetings of any Committee of the RDA, the presence of a majority of members then serving on the Committee shall constitute a quorum for the purpose of transacting business.

MANNER OF VOTING. *Resolutions.* All business transacted by the RDA relating to the expenditure of funds or finances in general, approval of contracts execution of deeds or other instruments, performance of statutory requirements, amendments of this Organizational Resolution, and actions in any manner whatsoever pertaining to the powers, responsibilities or obligations of the RDA shall be carried on by the adoption of an appropriate resolution. Voting on all resolutions coming before the RDA, having been properly introduced, moved for adoption, and seconded, shall be by roll call and no member of the board of the RDA present at the meeting may be excused from voting, except due to a conflict of interest, which shall be disclosed to the RDA and specifically noted in the minutes of the meeting.

Verbal Motions. All other business may be transacted by the adoption of verbal motions duly entered on the minutes of the RDA. Voting on all such motions coming before the RDA, having been properly recognized by the Chairperson and seconded, shall be by voice vote, unless a roll call is ordered by the Chairperson.

AMENDMENT OF ORGANIZATIONAL RESOLUTION. This Organizational Resolution may be amended by majority vote of all members of the board of the RDA, provided at least 7 days' written notice of the amendment was provided to each member of the board of the RDA.

RESOLUTION

TO DISSOLVE THE COMMUNITY DEVELOPMENT AUTHORITY (CDA) AND CREATING A REDEVELOPMENT AUTHORITY (RDA) AND HOUSING AUTHORITY

Sponsor: Mayor John David;

Committee referral: Finance Committee and "Community Development Authority"

WHEREAS, the City previously amended those certain provisions and iterations of a body known formally or informally as a/the "Community Development Authority" ("CDA") of the City of Watertown, Wisconsin, under a Resolution dated on or about August 15, 1989; but,

WHEREAS, the body politic since such time, and, currently, functioning analogously to the/a CDA, functions principally in/with the limited form and purpose of housing authority activities, only; and,

WHEREAS, the Common Council of the City of Watertown and the CDA of the City of Watertown deem it in the best interest of the City of Watertown that the CDA be dissolved and that a separate Housing Authority and Redevelopment Authority ("RDA") be created to perform the duties and obligations of a/the CDA; and,

WHEREAS, the City of Watertown, Wisconsin is a municipal corporation organized and existing under and pursuant to the laws of the State of Wisconsin and is authorized by Section 66.1333 of the Wisconsin Statutes, (the "Redevelopment Authority Law"), by proper resolution of the Common Council, to declare that there is a need in the City for a redevelopment authority which, upon the making of certain findings and declarations by this Common Council, shall be a public body corporate and politic authorized to transact business and exercise any and all powers, duties and functions set out in Section 66.1333 of the Wisconsin Statutes for redevelopment authorities; and,

WHEREAS, it is the finding, determination and declaration of this Common Council that there exists within the City a need for blight elimination, clearance of undesirable conditions, urban renewal programs and projects; and,

WHEREAS, it is the finding, determination and declaration of this Common Council that the City would derive public benefits from the creation of a redevelopment authority and the exercise by the redevelopment authority of its powers under the Redevelopment Authority Law, including by way of illustration but not limitation, the following public benefits: the elimination or prevention of substandard, deteriorated, unsanitary, and blighted areas; the provision and retention of gainful employment opportunities for the citizens of the City; an increase in the City's tax base; and the stimulation of the flow of investment capital into the City with resultant beneficial effects upon the economy in the City; and,

WHEREAS, it is the finding, determination and declaration of this Common Council that the public interest will be served if the City were to create a redevelopment authority in the City.

NOW, THEREFORE, BE IT RESOLVED BY THE CDA AND COMMON COUNCIL OF THE CITY OF WATERTOWN, WISCONSIN:

SECTION 1. That pursuant to Wisconsin Statutes § 66.1335, the CDA of the City of Watertown shall be, and, is hereby, dissolved;

(December 20, 2016) Exhibit #8398

SECTION 2. That it be, and hereby is, recognized that unsanitary or unsafe inhabited dwelling accommodations exist in the City of Watertown and that there is a shortage of safe or sanitary dwelling accommodations in the City of Watertown available to persons of low income at a cost they can afford;

SECTION 3. That on the basis of the findings and determinations herein recited, this Common Council declares that there is a need for and does hereby create a redevelopment authority in the City, to be known as the "Redevelopment Authority of the City of Watertown, Wisconsin" (the "RDA"), authorized to transact business and exercise any and all powers granted to a redevelopment authority under the Redevelopment Authority Law as amended from time to time.

SECTION 4. That given the foregoing as well as the findings and determinations herein recited, and, pursuant to Wisconsin Statutes § 66.1201, there is hereby further established (retained) a public body corporate and politic to be hereafter known as the Housing Authority of the City of Watertown; the Housing Authority membership, governance, operations and objectives shall be substantially the same as that of the to-be-former CDA insofar as said body functioned as a housing authority as authorized under Wisconsin Statutes § 66.1335;

SECTION 5. That this Resolution shall be in full force and effect upon its passage and adoption. Upon such approval, the Clerk shall promptly notify the Mayor of the adoption of this Resolution by delivering a certified copy hereof to him, and the Mayor shall, with the confirmation of a four-fifths majority vote of this Common Council, appoint seven (7) qualified resident persons to serve as commissioners of the Authority for staggered initial terms consistent with § 66.1333(3)(a) and (b) of the Wisconsin Statutes. One commissioner shall be a member of this Common Council and no more than 2 of the commissioners shall be statutory officers of the City.

This is to certify that I have compared the attached copy with the original record now on file in my office and that the same is a correct transcript thereof and of the whole thereof. In Testimony Whereof, I have hereunto subscribed my name and affixed the seal of the City of Watertown this dec. 31st day of dec., 2016.

Cynthia A. Rupprecht
City Clerk/Treasurer

ADOPTED Dec. 20, 2016
Cynthia A. Rupprecht
CITY CLERK/TREASURER

APPROVED Dec 20, 2016
John David
MAYOR

RESOLUTION

**DIRECTING THE MAYOR TO APPOINT SEVEN RESIDENTS TO SERVE AS
COMMISSIONERS OF THE REDEVELOPMENT AUTHORITY
OF THE CITY OF WATERTOWN**

Sponsor: Mayor John David;
Committee referral: Finance Committee and "Community Development Authority"

WHEREAS, the Common Council of the City of Watertown and the "Community Development Authority" ("CDA") of the City of Watertown deem it in the best interest of the City of Watertown that the CDA be dissolved and that a separate Housing Authority and separate Redevelopment Authority be retained/created as applicable to perform the duties and obligations of a/the CDA;

NOW, THEREFORE, BE IT RESOLVED BY THE COMMON COUNCIL OF THE CITY OF WATERTOWN, WISCONSIN:

SECTION 1. That there exists within the City of Watertown a need for blight elimination, slum clearance and urban renewal programs and projects, and the Redevelopment Authority of the City of Watertown is therefore created pursuant to Wisconsin Statutes § 66.1333(3)(a);

SECTION 2. That pursuant to, and, consistent with, Wisconsin Statutes §§ 66.1333(3)(a) and (b), and, according to the limitations and requirements therein fixed, the Common Council of the City of Watertown hereby directs the Mayor of the City of Watertown to appoint seven residents of the City of Watertown to serve as Commissioners of the Redevelopment Authority;

SECTION 3. That pursuant to Wisconsin Statutes § 66.1201, there is hereby further established (retained) a public body corporate and politic to be hereafter known as the Housing Authority of the City of Watertown; the Housing Authority membership, governance, operations and objectives shall be substantially the same as that of the to-be-former CDA insofar as said body functioned as a housing authority as authorized under Wisconsin Statutes § 66.1335;

SECTION 4. That this Resolution shall be in full force and effect upon its passage and adoption.

This is to certify that I have compared the attached copy with the original record now on file in my office and that the same is a correct transcript thereof and of the whole thereof. In Testimony Whereof, I have hereunto subscribed my name and affixed the seal of the City of Watertown this 21 day of Dec., 2016.

Cynthia D. Ruppert
City Clerk/Treasurer

ADOPTED

Dec. 20, 2016
Cynthia D. Ruppert
CITY CLERK/TREASURER

APPROVED

Dec. 20, 2016
John David
MAYOR

JOINT RESOLUTION
APPROVING THE MEMORANDUM OF UNDERSTANDING
BETWEEN THE CITY OF WATERTOWN AND
THE CITY OF WATERTOWN REDEVELOPMENT AUTHORITY

Co- Sponsors:
Mayor John David
RDA Chair, Robert Marchant

WHEREAS, the attached Memorandum of Understanding between the City of Watertown, a Wisconsin municipal corporation and the City of Watertown Redevelopment Authority, a separate public body corporate duly established on December 20, 2016 by Common Council Resolution (Exhibit #8398 and #8399), memorializes the common goals and expectations associated with, generally, inspiring and maintaining economic development in the City and the roles and responsibilities of each respective entity, has been reviewed and deemed appropriate and in the best and vital interest of the City;

NOW, THEREFORE, BE IT RESOLVED BY THE COMMON COUNCIL OF THE CITY OF WATERTOWN, WISCONSIN, AND THE WATERTOWN REDEVELOPMENT AUTHORITY:

Section 1. That based upon the foregoing, and, the mutual objectives, generally, of the City and the RDA in support of advancing the economic interests of the City of Watertown and its citizens, visitors and businesses, the Mayor and City Clerk, the RDA Chairperson and the RDA Vice Chairperson are hereby authorized to sign, execute and implement the attached Memorandum of Understanding between the City of Watertown and the City of Watertown Redevelopment Authority; and,

Section 2. That this Resolution shall be in full force and effect upon its passage and adoption by both the Common Council and the RDA; the effective date shall be the later adoption.

DATE:	YES	NO
McFARLAND	<i>absent</i>	
SMITH	✓	
BERG	✓	
LARSEN	✓	
ZGONC <i>2</i>	✓	
RAETHER	✓	
TIETZ	✓	
MARON	✓	
ROMLEIN <i>1</i>	✓	
MAYOR DAVID		
TOTAL	<i>8</i>	<i>0</i>

ADOPTED *March 21, 2017*
Cynthia D. Repprecht
CITY CLERK/TREASURER
APPROVED *March 21, 2017*
John David
MAYOR

MEMORANDUM OF UNDERSTANDING BETWEEN THE CITY OF WATERTOWN AND THE CITY OF WATERTOWN REDEVELOPMENT AUTHORITY

This Memorandum of Understanding (hereinafter, "MOU") is made this 14th day of March, 2017 by and between the City of Watertown, a Wisconsin municipal corporation (hereinafter, "City") and, the City of Watertown Redevelopment Authority, a separate public body corporate and politic created pursuant to Wis. Stat. § 66.1333(3)(hereinafter, "RDA")(collectively, "parties");

The purpose of this MOU is to memorialize the mutual understanding among and between the constituent executive membership of the City and the RDA relative to the common goals, benefits, roles, policies and activities – shared or divided, as the case may be or come to be, among and between the parties, as well as the interplay of the parties' interests, objectives and concerns as associated with inspiring or maintaining economic development in the City ("parties" to additionally refer to each entity's constituent executive membership);

RECITALS

Whereas, the City and the former Community Development Authority enjoyed a positive and productive working relationship for approximately 30 years; and,

Whereas, the RDA, as authorized and enabled by state statute, and, as implemented on December 20, 2016 under Council resolution (Res. Ex. #8398 and #8399), and, as fully constituted and active as of February 8, 2017 following appointment of all seven (7) statutorily required member-commissioners, is, essentially, the descendent body of the Community Development Authority with substantially the same functions, powers and objectives as that of the former Community Development Authority excepting those functions, powers and objectives of a Housing Authority pursuant to Wis. Stat. § 66.1201; and,

Whereas, in recognition of this successor character and the shared visions of the parties to institute and promote a redevelopment authority with heightened economic growth activities and initiatives than as executed by the former CDA; and,

Whereas, the RDA has been established pursuant to Wis. Stat. § 66.1333(3)(a) for the purpose of carrying out blight elimination, urban renewal programs and projects (to this end, the City can no longer engage in carrying out blight elimination, urban renewal programs and projects pursuant to Wis. Stat. § 66.1333(3)(d)); and,

Whereas, this MOU is entered into in response and deference to the City's auditor's urging and specific recommendation; and,

Whereas, the parties recognize that it is in their shared best interests to define their relationship and establish in writing, to the extent practicable, delegation of responsibilities, mutual expectations along with projected or anticipated benefits in advancing in partnership in support of the economic interests of the City of Watertown and its citizens, visitors and businesses; and,

Whereas, in order to foster robust, stable economic growth in the City while increasing the standard of living for its citizens and enhancing its appeal to visitors, the City and RDA must exist with unified aims consistent with all of the foregoing objectives and this MOU is intended to help maximize the within-described cooperative efforts and the likelihood of achieving the within-described, and, similarly contemplated goals;

NOW, THEREFORE, the City and RDA hereby acknowledge and accept the following:

That the RDA is a separate and distinct public body corporate and politic created pursuant to Wis. Stat. § 66.1333(3)(f);

That the RDA is separate and distinct in its body corporate and politic status in relation to the City notwithstanding RDA dependence on City assets or fiscal, human or other resources, payroll administration and other compensatory or other employee benefit management; said practical realities have no impact on the RDA's legally independent character;

That Governmental Accounting Standards Board ("GASB") principles and corollary concepts such as "component units (CU) of government" (versus "primary units of government") are consistent with the qualities of the RDA as a CU and legally separate organization with independent obligations for financial accountability (the paramount attributes per the foregoing include the RDA's capacity to have and give its own name; its capacity to sue and be sued in its own name without recourse to the City or another government; its right to buy, sell, transfer, lease and encumber or mortgage real, personal or intellectual property via its own name and according to its own prerogatives, and, its right to engage in all of those powers enumerated under Wis. Stat. § 66.1333, (which, in itself, is consistent with GASB principles establishing the RDA's legally independent status as a separate component unit of government to the primary government (the City));

That as a CU, the RDA is not an integrated operation off/to the parent, primary unit of government (the City), which is consistent, again, with its legally separate organizational and corporate body politic status;

That the parties shall unconditionally adhere to and comply with all GASB and similar public accountancy principles and requirements as related to CU's and legally separate organizations;

That the RDA shall be the recipient of, and, its activities, practices and accounting and financial records shall be subject to, annual review by, the City's retained auditor; and, in all said and similar regards, adhere to all GASB advisories as recommended or directed by the City's auditor;

That as a CU to the City-primary unit of government, the RDA shall be solely and exclusively responsible for complying with all City auditor requests as well as the independent preparation of all of its financial and accounting documentation in conformity with GASB and similar legal requirements or principles; in addition to the foregoing independent accounting obligation, the RDA's funds, assets and holdings in shall be deposited and maintained in financial institutional accounts separately credentialed, secured and titled as compared to City's funds, assets and holdings;

That the RDA shall, in general, be responsible for its own sound, secure and GASB or City auditor-compliant auditing and financial controls;

That the RDA shall every other year, elect a chairperson and a vice-chairperson from among the seven (7) then-appointed member-commissioners;

That the City Plan Commission established under Wis. Stat. § 62.23 shall assist as requested with the performance of duties statutorily incumbent upon, and, assigned to, the RDA and shall endeavor to align itself in coordination with the RDA to accomplish the RDA's vision;

That the RDA shall secure the professional consultants and staffing required to fulfill the RDA's statutory purpose and responsibilities and as well as to ensure adherence with all manner of City legal counsel, auditor and GASB public finance and asset accountability requirements particularly with respect to, but not limited to, ensuring compliant and adequate bookkeeping, financial and accounting controls or similar protocol within in its operations and activities;

That, pursuant to its Organizational Resolution, the RDA may appoint any firm or person to perform the role of Executive Director pursuant to Wis. Stat. § 66.1333(3)(g) and the authority and duties of any such Executive Director shall be governed by the Organizational Resolution. In the event of a conflict between the Organizational Resolution and this Memorandum of Understanding relating to the duties and powers of the Executive Director, the Organizational Resolution shall prevail;

That the RDA will develop and adhere to a Conflict of Interest Policy to ensure compliance with state law and to maintain public confidence in its operations;

That, if so provided in the Organizational Resolution adopted by the RDA, the Treasurer of the City of Watertown shall act as the Treasurer of the RDA, shall have the care and custody of all funds of the RDA, shall keep or cause to be kept complete, accurate and regular books of account showing all receipts and expenditures, and periodically and when called upon by the Chairperson of the RDA, the Executive Director of the RDA, or the RDA itself, render an account of all transactions, as well as prepare and submit reports of the financial condition of the RDA;

That, upon request of the chairperson, the City Attorney of the City of Watertown shall provide legal advice related to the RDA to the chairperson and/or any firm or person appointed to perform the role of Executive Director and shall attend any meetings of the RDA or its committees as requested by the chairperson and/or any firm or person appointed to perform the role of Executive Director;

That upon formal request by the RDA, the City, by formal Council resolution, may supply other City staff or other supportive resources to the RDA;

That the RDA is free to create whatever committees or divisions within or among itself according, exclusively, to its own prerogatives so long as any said establishments or practices are legally conforming;

That the RDA shall conduct an annual meeting at which time the economic and community development goals and objectives of the City will be considered; such RDA annual meeting shall be held as closely in conjunction as practicable with the onset of the annual City budget preparation and pre-adoption process of each calendar year;

That the RDA may assign the responsibilities of an Executive Director to the RDA chairperson if no Executive Director is appointed by the RDA pursuant to Wis. Stat. § 66.1333(3)(g);

That the RDA's legal, financial and accounting records shall be maintained by the RDA's Secretary, who shall work in coordination with the Treasurer; to this end, no less than quarterly Tax Incremental Finance District reports shall be prepared and made publicly accessible to/by the RDA; quarterly financial reports will also be prepared and made accessible by the RDA relative to its real estate acquisition, financial and all other transactive activities;

That the Mayor, a representative of the Chamber of Commerce, and a representative of the RDA designated by the chairperson, with assistance from any firm or person designated to perform the role of Executive Director of the RDA, shall develop and publish a coordinated approach to: serve as an initial contact for existing industry that may be experiencing economic development challenges or hardship; review requests for new economic development programming, activities and projects as well assist in coordinating existing economic development activities with other City and local government departments, officials and economic development programming, activities or projects;

That the RDA chairperson or any firm or person designated to perform the role of Executive Director pursuant to Wis. Stat. § 66.1333(3)(g) shall have exclusive day-to-day, operational tasking authority over RDA consultants and staff;

That the RDA chairperson or any firm or person designated to perform the role of Executive Director pursuant to Wis. Stat. § 66.1333(3)(g) shall be responsible for the personnel management required for RDA staffing including, but not limited to, the interpretation and administration of City personnel policies and regulations;

That the hiring, firing, position modification and discipline of RDA professional consultants and staffing shall the responsibility of the RDA, acting in consultation with the City Common Council Finance Committee;

That the City Common Council, in consultation with the City Plan Commission and the RDA chairperson and/or Executive Director shall formulate and publicly memorialize the long-range economic and development goals for the City; within this context, an overall economic development plan should be created by the City Council and updated as often as practicable and necessary;

That the Mayor and City Common Council shall be responsible for submitting to the RDA for RDA consideration, proposed projects to be undertaken by the RDA to achieve the economic and development goals of the City; the RDA chairperson or any firm or person designated to perform the

role of Executive Director pursuant to Wis. Stat. § 66.1333(3)(g), similarly, with and upon concurrence among the RDA member-commissioners, shall be responsible for submitting on behalf of the RDA to the City Common Council for City Common Council consideration, proposed projects to be undertaken by the RDA to achieve the economic and development goals of the City.

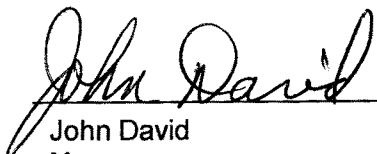
That the RDA shall be exclusively responsible for conducting the various activities necessary to accomplish or advance any statutory "project plan" (as that term is used under Wis. Stat. § 66.1105(2)) within its purview or as assigned to it;

That it is imperative that close coordination exist among and between the membership, staffing and professional consultants of the RDA, the Plan Commission, and City leadership; the RDA chairperson and/or Executive Director must be accessible and available to City leadership and departments;

The parties to this MOU recognize that there may be occasions when, due to conflicting opinions, the parties may develop discrepant opinions on a matter; it is expected that the parties will substantially adhere to the following process when such conflict arises: an *ad hoc* committee shall be formed that will consist of one City Common Council member appointed by the City Council; one RDA member-commissioner appointed by the RDA; and, the Mayor. If it is not practical for the City Council to appoint a member due to the immediacy of the circumstances, the City Council President shall act as the City Council representative. If it is not practical for the RDA to appoint a member due to the immediacy of the circumstances, the RDA Chairperson shall act as the RDA representative. The *ad hoc* committee so formed shall endeavor in good faith to resolve the conflict to the parties' mutual satisfaction. If the *ad hoc* committee is unable to resolve the conflict within reasonable time, the RDA representative shall communicate the RDA's position to the City Common Council for final disposition. Upon completion of the work of the committee on the issue in question, the committee shall adjourn *sine die*.

This Memorandum of Understanding between the City of Watertown and the City of Watertown Redevelopment Authority consisting of four (5) typewritten pages is acknowledged and accepted as of the date first written above:

CITY OF WATERTOWN



John David
Mayor

Countersigned:



Cindy Rupprecht
City Clerk

CITY OF WATERTOWN
REDEVELOPMENT AUTHORITY

Robert J. Marchant
Chairperson

Countersigned:

Nate Salas
Vice Chairperson

**JOINT RESOLUTION
APPROVING THE MEMORANDUM OF UNDERSTANDING
BETWEEN THE CITY OF WATERTOWN AND
THE CITY OF WATERTOWN REDEVELOPMENT AUTHORITY**

Co- Sponsors:
Mayor John David
RDA Chair, Robert Marchant

WHEREAS, the attached Memorandum of Understanding between the City of Watertown, a Wisconsin municipal corporation and the City of Watertown Redevelopment Authority, a separate public body corporate duly established on December 20, 2016 by Common Council Resolution (Exhibit #8398 and #8399), memorializes the common goals and expectations associated with, generally, inspiring and maintaining economic development in the City and the roles and responsibilities of each respective entity, has been reviewed and deemed appropriate and in the best and vital interest of the City;

NOW, THEREFORE, BE IT RESOLVED BY THE COMMON COUNCIL OF THE CITY OF WATERTOWN, WISCONSIN, AND THE WATERTOWN REDEVELOPMENT AUTHORITY:

Section 1. That based upon the foregoing, and, the mutual objectives, generally, of the City and the RDA in support of advancing the economic interests of the City of Watertown and its citizens, visitors and businesses, the Mayor and City Clerk, the RDA Chairperson and the RDA Vice Chairperson are hereby authorized to sign, execute and implement the attached Memorandum of Understanding between the City of Watertown and the City of Watertown Redevelopment Authority; and,

Section 2. That this Resolution shall be in full force and effect upon its passage and adoption by both the Common Council and the RDA; the effective date shall be the later adoption.

This is to certify that I have compared the attached copy with the original record now on file in my office and that the same is a correct transcript thereof and of the whole thereof. In Testimony Whereof, I have hereunto subscribed my name and affixed the seal of the City of Watertown this March 21 day of March, 2017.

Cynthia D. Ruppelt
City Clerk/Treasurer

ADOPTED March 21, 2017
Cynthia D. Ruppelt
CITY CLERK/TREASURER
APPROVED March 21, 2017
John David
MAYOR

MEMORANDUM OF UNDERSTANDING BETWEEN THE CITY OF WATERTOWN AND THE CITY OF WATERTOWN REDEVELOPMENT AUTHORITY

This Memorandum of Understanding (hereinafter, "MOU") is made this 14th day of March, 2017 by and between the City of Watertown, a Wisconsin municipal corporation (hereinafter, "City") and, the City of Watertown Redevelopment Authority, a separate public body corporate and politic created pursuant to Wis. Stat. § 66.1333(3)(hereinafter, "RDA")(collectively, "parties");

The purpose of this MOU is to memorialize the mutual understanding among and between the constituent executive membership of the City and the RDA relative to the common goals, benefits, roles, policies and activities – shared or divided, as the case may be or come to be, among and between the parties, as well as the interplay of the parties' interests, objectives and concerns as associated with inspiring or maintaining economic development in the City ("parties" to additionally refer to each entity's constituent executive membership);

RECITALS

Whereas, the City and the former Community Development Authority enjoyed a positive and productive working relationship for approximately 30 years; and,

Whereas, the RDA, as authorized and enabled by state statute, and, as implemented on December 20, 2016 under Council resolution (Res. Ex. #8398 and #8399), and, as fully constituted and active as of February 8, 2017 following appointment of all seven (7) statutorily required member-commissioners, is, essentially, the descendent body of the Community Development Authority with substantially the same functions, powers and objectives as that of the former Community Development Authority excepting those functions, powers and objectives of a Housing Authority pursuant to Wis. Stat. § 66.1201; and,

Whereas, in recognition of this successor character and the shared visions of the parties to institute and promote a redevelopment authority with heightened economic growth activities and initiatives than as executed by the former CDA; and,

Whereas, the RDA has been established pursuant to Wis. Stat. § 66.1333(3)(a) for the purpose of carrying out blight elimination, urban renewal programs and projects (to this end, the City can no longer engage in carrying out blight elimination, urban renewal programs and projects pursuant to Wis. Stat. § 66.1333(3)(d)); and,

Whereas, this MOU is entered into in response and deference to the City's auditor's urging and specific recommendation; and,

Whereas, the parties recognize that it is in their shared best interests to define their relationship and establish in writing, to the extent practicable, delegation of responsibilities, mutual expectations along with projected or anticipated benefits in advancing in partnership in support of the economic interests of the City of Watertown and its citizens, visitors and businesses; and,

Whereas, in order to foster robust, stable economic growth in the City while increasing the standard of living for its citizens and enhancing its appeal to visitors, the City and RDA must exist with unified aims consistent with all of the foregoing objectives and this MOU is intended to help maximize the within-described cooperative efforts and the likelihood of achieving the within-described, and, similarly contemplated goals;

NOW, THEREFORE, the City and RDA hereby acknowledge and accept the following:

That the RDA is a separate and distinct public body corporate and politic created pursuant to Wis. Stat. § 66.1333(3)(f);

That the RDA is separate and distinct in its body corporate and politic status in relation to the City notwithstanding RDA dependence on City assets or fiscal, human or other resources, payroll administration and other compensatory or other employee benefit management; said practical realities have no impact on the RDA's legally independent character;

That Governmental Accounting Standards Board ("GASB") principles and corollary concepts such as "component units (CU) of government" (versus "primary units of government") are consistent with the qualities of the RDA as a CU and legally separate organization with independent obligations for financial accountability (the paramount attributes per the foregoing include the RDA's capacity to have and give its own name; its capacity to sue and be sued in its own name without recourse to the City or another government; its right to buy, sell, transfer, lease and encumber or mortgage real, personal or intellectual property via its own name and according to its own prerogatives, and, its right to engage in all of those powers enumerated under Wis. Stat. § 66.1333, (which, in itself, is consistent with GASB principles establishing the RDA's legally independent status as a separate component unit of government to the primary government (the City));

That as a CU, the RDA is not an integrated operation of/to the parent, primary unit of government (the City), which is consistent, again, with its legally separate organizational and corporate body politic status;

That the parties shall unconditionally adhere to and comply with all GASB and similar public accountancy principles and requirements as related to CU's and legally separate organizations;

That the RDA shall be the recipient of, and, its activities, practices and accounting and financial records shall be subject to, annual review by, the City's retained auditor; and, in all said and similar regards, adhere to all GASB advisories as recommended or directed by the City's auditor;

That as a CU to the City-primary unit of government, the RDA shall be solely and exclusively responsible for complying with all City auditor requests as well as the independent preparation of all of its financial and accounting documentation in conformity with GASB and similar legal requirements or principles; in addition to the foregoing independent accounting obligation, the RDA's funds, assets and holdings in shall be deposited and maintained in financial institutional accounts separately credentialed, secured and titled as compared to City's funds, assets and holdings;

That the RDA shall, in general, be responsible for its own sound, secure and GASB or City auditor-compliant auditing and financial controls;

That the RDA shall every other year, elect a chairperson and a vice-chairperson from among the seven (7) then-appointed member-commissioners;

That the City Plan Commission established under Wis. Stat. § 62.23 shall assist as requested with the performance of duties statutorily incumbent upon, and, assigned to, the RDA and shall endeavor to align itself in coordination with the RDA to accomplish the RDA's vision;

That the RDA shall secure the professional consultants and staffing required to fulfill the RDA's statutory purpose and responsibilities and as well as to ensure adherence with all manner of City legal counsel, auditor and GASB public finance and asset accountability requirements particularly with respect to, but not limited to, ensuring compliant and adequate bookkeeping, financial and accounting controls or similar protocol within in its operations and activities;

That, pursuant to its Organizational Resolution, the RDA may appoint any firm or person to perform the role of Executive Director pursuant to Wis. Stat. § 66.1333(3)(g) and the authority and duties of any such Executive Director shall be governed by the Organizational Resolution. In the event of a conflict between the Organizational Resolution and this Memorandum of Understanding relating to the duties and powers of the Executive Director, the Organizational Resolution shall prevail;

That the RDA will develop and adhere to a Conflict of Interest Policy to ensure compliance with state law and to maintain public confidence in its operations;

That, if so provided in the Organizational Resolution adopted by the RDA, the Treasurer of the City of Watertown shall act as the Treasurer of the RDA, shall have the care and custody of all funds of the RDA, shall keep or cause to be kept complete, accurate and regular books of account showing all receipts and expenditures, and periodically and when called upon by the Chairperson of the RDA, the Executive Director of the RDA, or the RDA itself, render an account of all transactions, as well as prepare and submit reports of the financial condition of the RDA;

That, upon request of the chairperson, the City Attorney of the City of Watertown shall provide legal advice related to the RDA to the chairperson and/or any firm or person appointed to perform the role of Executive Director and shall attend any meetings of the RDA or its committees as requested by the chairperson and/or any firm or person appointed to perform the role of Executive Director;

That upon formal request by the RDA, the City, by formal Council resolution, may supply other City staff or other supportive resources to the RDA;

That the RDA is free to create whatever committees or divisions within or among itself according, exclusively, to its own prerogatives so long as any said establishments or practices are legally conforming;

That the RDA shall conduct an annual meeting at which time the economic and community development goals and objectives of the City will be considered; such RDA annual meeting shall be held as closely in conjunction as practicable with the onset of the annual City budget preparation and pre-adoption process of each calendar year;

That the RDA may assign the responsibilities of an Executive Director to the RDA chairperson if no Executive Director is appointed by the RDA pursuant to Wis. Stat. § 66.1333(3)(g);

That the RDA's legal, financial and accounting records shall be maintained by the RDA's Secretary, who shall work in coordination with the Treasurer; to this end, no less than quarterly Tax Incremental Finance District reports shall be prepared and made publicly accessible to/by the RDA; quarterly financial reports will also be prepared and made accessible by the RDA relative to its real estate acquisition, financial and all other transactive activities;

That the Mayor, a representative of the Chamber of Commerce, and a representative of the RDA designated by the chairperson, with assistance from any firm or person designated to perform the role of Executive Director of the RDA, shall develop and publish a coordinated approach to: serve as an initial contact for existing industry that may be experiencing economic development challenges or hardship; review requests for new economic development programming, activities and projects as well assist in coordinating existing economic development activities with other City and local government departments, officials and economic development programming, activities or projects;

That the RDA chairperson or any firm or person designated to perform the role of Executive Director pursuant to Wis. Stat. § 66.1333(3)(g) shall have exclusive day-to-day, operational tasking authority over RDA consultants and staff;

That the RDA chairperson or any firm or person designated to perform the role of Executive Director pursuant to Wis. Stat. § 66.1333(3)(g) shall be responsible for the personnel management required for RDA staffing including, but not limited to, the interpretation and administration of City personnel policies and regulations;

That the hiring, firing, position modification and discipline of RDA professional consultants and staffing shall be the responsibility of the RDA, acting in consultation with the City Common Council Finance Committee;

That the City Common Council, in consultation with the City Plan Commission and the RDA chairperson and/or Executive Director shall formulate and publicly memorialize the long-range economic and development goals for the City; within this context, an overall economic development plan should be created by the City Council and updated as often as practicable and necessary;

That the Mayor and City Common Council shall be responsible for submitting to the RDA for RDA consideration, proposed projects to be undertaken by the RDA to achieve the economic and development goals of the City; the RDA chairperson or any firm or person designated to perform the

role of Executive Director pursuant to Wis. Stat. § 66.1333(3)(g), similarly, with and upon concurrence among the RDA member-commissioners, shall be responsible for submitting on behalf of the RDA to the City Common Council for City Common Council consideration, proposed projects to be undertaken by the RDA to achieve the economic and development goals of the City.

That the RDA shall be exclusively responsible for conducting the various activities necessary to accomplish or advance any statutory "project plan" (as that term is used under Wis. Stat. § 66.1105(2)) within its purview or as assigned to it;

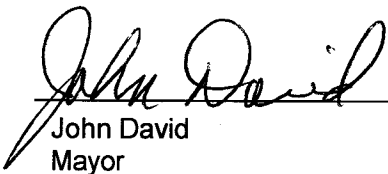
That it is imperative that close coordination exist among and between the membership, staffing and professional consultants of the RDA, the Plan Commission, and City leadership; the RDA chairperson and/or Executive Director must be accessible and available to City leadership and departments;

The parties to this MOU recognize that there may be occasions when, due to conflicting opinions, the parties may develop discrepant opinions on a matter; it is expected that the parties will substantially adhere to the following process when such conflict arises: an *ad hoc* committee shall be formed that will consist of one City Common Council member appointed by the City Council; one RDA member-commissioner appointed by the RDA; and, the Mayor. If it is not practical for the City Council to appoint a member due to the immediacy of the circumstances, the City Council President shall act as the City Council representative. If it is not practical for the RDA to appoint a member due to the immediacy of the circumstances, the RDA Chairperson shall act as the RDA representative. The *ad hoc* committee so formed shall endeavor in good faith to resolve the conflict to the parties' mutual satisfaction. If the *ad hoc* committee is unable to resolve the conflict within reasonable time, the RDA representative shall communicate the RDA's position to the City Common Council for final disposition. Upon completion of the work of the committee on the issue in question, the committee shall adjourn *sine die*.

This Memorandum of Understanding between the City of Watertown and the City of Watertown Redevelopment Authority consisting of four (5) typewritten pages is acknowledged and accepted as of the date first written above:

CITY OF WATERTOWN

CITY OF WATERTOWN
REDEVELOPMENT AUTHORITY


John David
Mayor

Robert J. Marchant
Chairperson

Countersigned:

Countersigned:


Cindy Rupprecht
City Clerk

Nate Salas
Vice Chairperson

**RESOLUTION
APPROVING THE FIRST AMENDMENT TO THE
MEMORANDUM OF UNDERSTANDING
BETWEEN THE CITY OF WATERTOWN AND
THE CITY OF WATERTOWN REDEVELOPMENT AUTHORITY**

**SPONSOR: MAYOR JOHN DAVID
FROM: FINANCE COMMITTEE**

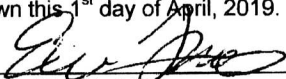
WHEREAS, the attached Memorandum of Understanding between the City of Watertown, a Wisconsin municipal corporation and the City of Watertown Redevelopment Authority, a separate public body corporate duly established on December 20, 2016 by Common Council Resolution (Exhibit #8398 and #8399), memorializes the common goals and expectations associated with, generally, inspiring and maintaining economic development in the City and the roles and responsibilities of each respective entity, has been reviewed and deemed appropriate and in the best and vital interest of the City;

NOW, THEREFORE, BE IT RESOLVED BY THE COMMON COUNCIL OF THE CITY OF WATERTOWN, WISCONSIN:

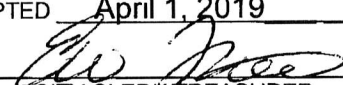
Section 1. That based upon the foregoing, and, the mutual objectives, generally, of the City and the RDA in support of advancing the economic interests of the City of Watertown and its citizens, visitors and businesses, the Mayor and City Clerk are hereby authorized to sign, execute and implement the attached First Amendment to the Memorandum of Understanding between the City of Watertown and the City of Watertown Redevelopment Authority dated April 1, 2019; and,

Section 2. That this Resolution shall be in full force and effect upon its passage and adoption by both the Common Council and the RDA; the effective date shall be the later adoption.

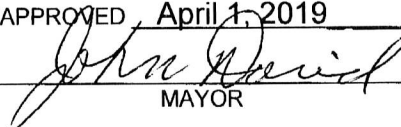
This is to certify that I have compared the attached copy with the original record now on file in my office and that the same is a correct transcript thereof and of the whole thereof. In Testimony Whereof, I have hereunto subscribed my name and affixed the seal of the City of Watertown this 1st day of April, 2019.



City Clerk/Treasurer

ADOPTED April 1, 2019


CITY CLERK/TREASURER

APPROVED April 1, 2019


MAYOR

FIRST AMENDMENT TO

MEMORANDUM OF UNDERSTANDING BETWEEN THE CITY OF WATERTOWN ("CITY") AND THE
CITY OF WATERTOWN REDEVELOPMENT AUTHORITY ("RDA")
DATED APRIL 1, 2019

WHEREAS, the parties entered into that certain MOU dated March 14, 2017, which, generally, set forth the parties' mutual objectives and commitments with and among each other as further described therein; and,

WHEREAS, the RDA, as authorized and enabled by state statute, and, as implemented on December 20, 2016 (under City Res. Ex. Nos. 8398 and 8399) remains early in its existence and of limited purchasing and financing capacity, and, as such, is reliant on funding sources external to itself, and,

WHEREAS, the RDA is an autonomous and separate body corporate pursuant to Wis. Stat. § 66.1333(3)(f), and, authorized to acquire blighted property, work to prevent blight and pursue revitalization and redevelopment pursuant to Wis. Stat. § 66.1333(3)(d) and, in general, execute the revitalization and redevelopment pursuits consistent with the objectives and visions of the RDA and City; and,

WHEREAS, Wis. Stat. § 66.1333(13) authorizes a City or other public body to lend or contribute funds to assist any redevelopment project located in an area in which a Redevelopment Authority is authorized to act; and,

WHEREAS, the above-described RDA authority to act is enabled in legally defined Project Areas containing "blighted property" or designated "blighted area(s)" under § 66.1333, and, the RDA seeks to work, and is working, within this enabling authority and in accord with the combined objectives of the City and RDA pursuant to Wis. Stat. § 66.1333; and,

WHEREAS, the RDA and City recognize the mutual revitalization and redevelopment objectives of both entities as well as their inter-dependency with respect to the revitalization and redevelopment visions described herein; and,

NOW THEREFORE, consistent with the above-described objectives, and, incorporating and restating the above recitals, below; and, further,

Section 1. In the interest of formally recognizing and memorializing the basis for RDA funding requests of the City, and, the authority for the giving of money by the City to the RDA upon said requests; and,

In the interest of memorializing additional definition with respect to the prospective costs and expenses of the RDA, and, with respect to the prospective fiscal allocation and sharing intentions of the parties, the parties hereby amend the MOU as follows:

- a. The City has \$700,000.00 in its Community Development Block Grant ("CDBG") fund that was to be spent on neighborhood revitalization and maintaining the Downtown Business District. CDBG funding was eliminated at the federal level and the City now has the opportunity to use the funds in keeping with the original CDBG goals. As such, the City desires to give the RDA \$700,000.00 of the funds.
- b. These funds shall not be transferred to the RDA until it shows the monies are protected by the FDIC, the monies are to be deposited into an interest bearing account and the monies


shall not be invested in any bank in which an RDA member is employed, is on the bank's board or has any financial interest.

- c. RDA shall use these funds towards maintaining the Downtown Business District and neighborhood revitalization. The foregoing contemplated applications or expenditures are not intended as exhaustive; these sections are not limiting subject to the RDA remaining within its statutory authority pursuant to Wis. Stat. § 66.1333;

Any further amendment to the parties' MOU shall take, substantially, the form of this First Amendment.

This First Amendment to the Memorandum of Understanding between the City of Watertown and the City of Watertown Redevelopment Authority consisting of two (2) typewritten pages is acknowledged and accepted as of the date first written above:

CITY OF WATERTOWN


John David
Mayor

Countersigned:


Elissa Meltesen
City Clerk

CITY OF WATERTOWN
REDEVELOPMENT AUTHORITY

Robert J. Marchant
Chairperson

Countersigned:

Nate Salas
Vice Chairperson

ARPA Monies Budgeted		Received					
FY 2024		City transferred money to RDA	100,000.00				
		RDA fee for administrtion of grant program (5%)	5,000.00				
		Remaining total available	95,000.00				
Property Address	Project Description	Requested	Approved Amount (Thrive)	Disbursed	Status	RDA Approve/Deny	CHK #
408 Baxter St	Replace windows, enclose screen porch structure	10,000.00	3,000.00	3,000.00	Agreement signed. Invoice and photos showing completion received 12-4-24	Approved March 26, 2024	Invoice received. Check #1682 mailed 12-5-24
915 N Second St	Exterior pressure wash & paint, gutter replacement	13,350.00	9,345.00	9,345.00	Agreement signed. Paint job finished.	Approved June 19, 2024	#1665 (Heuel Painting), #1666 Midwest Repair Svcs
512 Pearl St	New windows, entry door, roof repair	10,000.00	10,000.00	10,000.00	Agreements have been signed 11-12-24. Signed agreement w/ MTB 11-27-24	Approved June 19, 2024	Paid C&D Construction \$7250 - #1696, Carew Heating \$2750 - #1697
702 S Tenth St	Porch and stairway repair, roof and railing repair.	10,000.00	10,000.00	8,500.00	Agreement signed. Roofing contractor (Kent Const.) said roof be finished first thing in spring.	Approved June 19, 2024	Complete Roofing (Jesus Garcia) finished roofing portion. Chk #1683 mailed 12-5-24
218 S Montgomery St	Drainage upgrades, interior/exterior repairs	10,000.00	10,000.00	10,000.00	Approved. Agreement signed 10-11-24.	Approved 10-2-24	Mailed check #1686 12-23-24
410 Baxter St	Replace windows	10,000.00	5,460.18	5,460.18	Approved. Agreement signed 10-24-24.	Approved 10-2-24	Windows now done. Invoice received 6-18-25
208 S 8th St	AC replacement/chimney rehab	1,817.70	1,817.70	1,817.70	Approved. Agreement signed 10-8-24. Work completed, inspection done.	Approved 10-2-24	Reimbursement check #1716 mailed 6-18-25
310 S Monroe St	Exterior painting, basement water/flooding issues	9,473.11	10,000.00	10,000.00	Approved. Submitted paperwork to HOME Consortium.	Approved 6-9-25	Paid JA Homework LLC #1720
808 Cole St	New plumbing, fix sewer issues	16,000.00	10,000.00	0.00	Approved. Submitted updated paperwork 3-26-25.	Approved 6-9-25	
320 E Green St	Furnace replacement	10,000.00	4,678.10	0.00	Grant agreement signed.	Approved 5-21-25	
407 Terry Ln	Window replacements	10,000.00	10,000.00	0.00	Grant agreement signed.	Approved 5-21-25	
This list does not include applications rejected or projects no longer moving forward.							
Totals to date:		110,640.81	84,300.98	58,122.88			
		Remaining Available:	10,699.02				
		On-Hand Balance:	41,877.12				

Redevelopment Authority of the City of Watertown

Beltz Foundation Downtown Watertown Business Grant Application

Applicant Information

Application Date: 7/1/2025

Business Name: UPTOWN OF WATERTOWN LLC/OBS INVESTMENTS LLC

Type of Business/Industry: Bar/Restaurant/Hospitality

Contact Name: Robert Smith

Role at Business: Co-Owner

Contact Phone: 414-807-1089

Contact Email: robert.smith@uptownbar.com

Business Mailing Address: 1301 Allermann Dr., Watertown WI 53094

Total Amount Requested: \$10,000 Total Project Cost: \$37,000

Brief Description of what funds will be used for (please see Program Guidelines for eligible expenses):

Last year when we replaced the awning, I discovered there is a massive wood beam at the top. It's about 10" tall and probably just as deep. Most of it had severe rot damage and I bandaged it up the best I could in the time I had. Also much of the brick below and connecting to the neighbor building that beam is extremely soft. It might not be long before its it need of repair again.

That said, this project is as much of a repair as it is an improvement. An initial step we want to take is to have the entire first floor façade facing Main St. replaced with fresh brick, new windows, and remove and straighten the ingress that is already walled off from inside.

- The existing bricks don't match side-to-side and there is no way they are the original either. We would like a consistent "Watertown brick" looking yellowey-biege.

- Removal of the ingress, straightening that wall, would really help us reclaim space that can be better used inside. In it's place another window would be installed. Right now that space is almost functionally unusable on the inside and not visually appealing on the outside.

- We intend to make the windows taller, possibly with a transom window below. I find this is common downtown. This would allow for us to put dining tables in front of those windows for our customers to enjoy.

- The severely cracked concrete at the remaining Main St. ingress/egress will also be replaced.

- The entrance will be updated with the same brick and a clean finish overhead.

Anticipated Timeline (estimated start and end dates): Late August 2025 through end of September 2025

Business Information

How long has your business been established? 15 years

Please describe your business, including products and services offered and a brief history of operations.

My wife and I have been operating this business for 15 years as of this August. When we started the business, it was an unsuccessful western style dive bar. We started out leasing the space the first year, negotiated a land contract after that so that we could investment in remodeling improvements. Since that time, we have remodeled the entire interior with new electrical, new plumbing, and up to date equipment. Additionally, about eight years ago we installed a small kitchen. Today, our sales are about 60% beverage and 40% food on weekdays and 50/50 on weekends. We feel that having a better dining experience and better use of space will continue to steer the business toward a more family friendly dine out experience rather than just another bar. We do offer a full array of beverages including beers, seltzers, mixers as well as Wisconsin favorites like Old Fashioneds and Bloody Mary's. We have our kitchen open from 10am to 9pm every day offering Americana style food (burgers, wings, wraps) but often have specials that are outside that cuisine. We also have a Friday Fish Fry and just started offering a salad bar.

Additional Materials

The following materials must be included with your application:

- ✓ A copy of your lease agreement or proof of purchase of property
- ✓ Project Expenses Worksheet
- ✓ Two (2) years of Income Statement projections
- ✓ Last three (3) years of business income statements and most recent balance sheet
- ✓ Renderings, mock-ups, or architectural plans for new location
- ✓ Business plan (if opening/expanding business)

Applicant Agreement & Signature

I have read the program requirements and reviewed them with the Executive Director of the Watertown Redevelopment Authority, and I understand that my participation in the Beltz Foundation Downtown Watertown Business Grant Program is contingent upon my full

compliance with all requirements. I understand that all grant funds must be used to cover eligible expenses as outlined in the program documents and will be reimbursed after submission of receipts. My application includes all the materials listed above.

Applicant Signature MUA B. Go Date 7/1/25

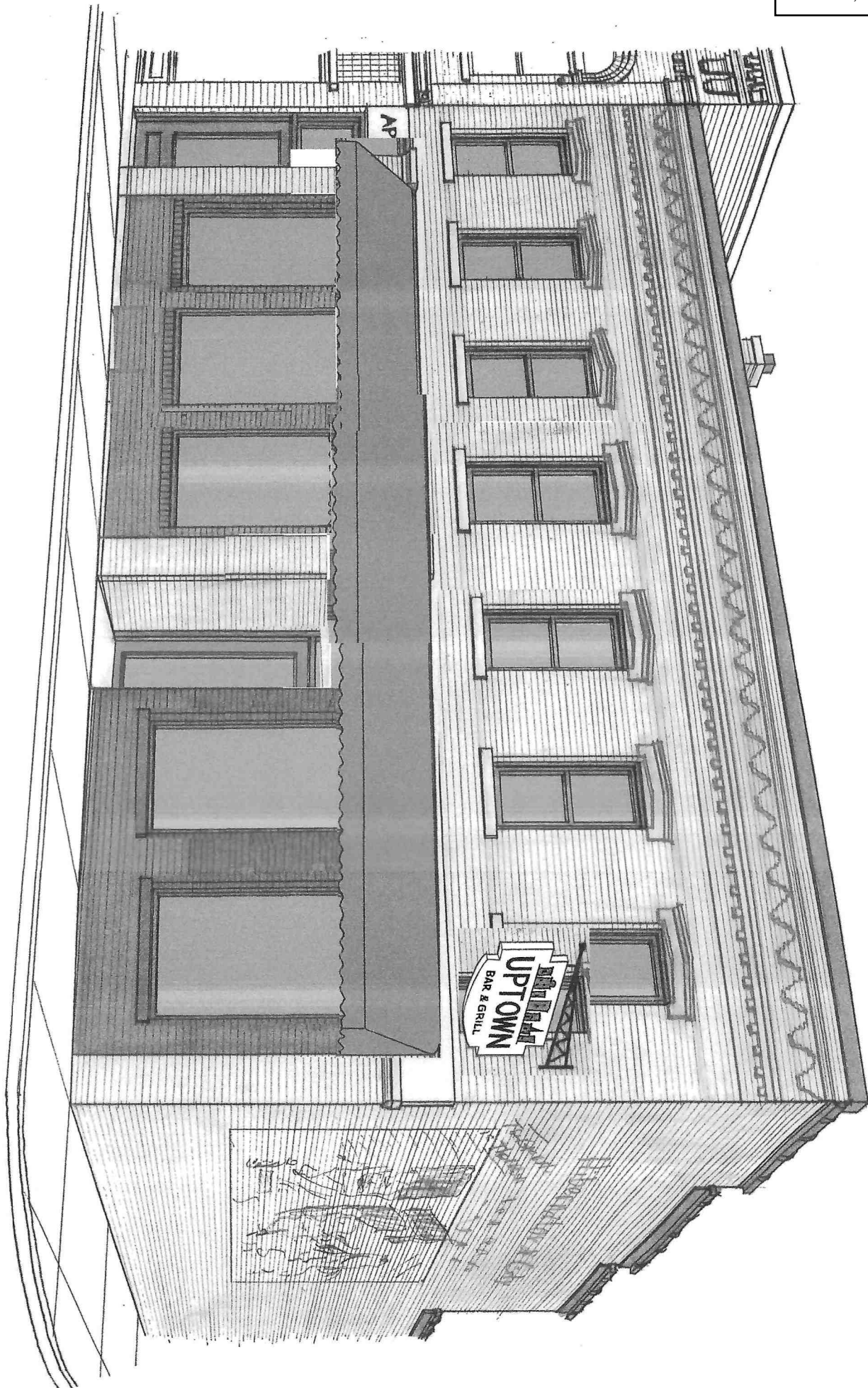
Landlord Signature (if lease) MUA B. Go Date 7/1/25



UPTOWN BAR & GRILL
MAY 16, 2018

-

WATERTOWN, WI
JOE LAWNICZAK





King Stud Carpentry, LLC

Robert Smith

(414) 807-1089

robert.smith@uptownbar.com

Section 8, Item B.

ESTIMATE	
ESTIMATE DATE	Apr 18, 2025
EXPIRATION DATE	Apr 25, 2025
TOTAL	\$37,596.55

CONTACT US

729 Stow St

Horicon, WI 53032

(920) 583-9280

npalm@kingstudcarpentry.com

ESTIMATE

Services

Exteriors - Brick Installation

Basic labor to install masonry wall with favorable site conditions. Excavate up to 0.3m/1ft below grade if necessary. Layout pattern or lower cuts. Set level concrete foundation. Lay courses up to 1m/3ft tall in mortar joints. Does not include top filling. Includes planning, equipment and material acquisition, area preparation and protection, setup and cleanup.

Framing - Room Framing

Basic labor to frame walls with favorable site conditions. Layout, fabricate and install wood framed wall with studs spaced 16" on center. Includes double top plate, treated bottom plate where necessary, blocking and 1 corner per 100 SF of wall and up to 12' high. Includes planning, equipment and material acquisition, area preparation and protection, setup and cleanup.

Drywall and Textures - Firewall Installation

5/8" Fire-X Rated Drywall Installation. Includes fire-x rated drywall, standard rate drywall and finishing materials, shims, fasteners, and installation labor up to a level 2 finish - level 2: tape and a single top coat of drywall compound to seal the tape.

Painting - Interior Painting

Basic labor to paint bedroom with favorable site conditions. Initial prep not to exceed 1hr per 500 SF. Caulk gaps and spot prime. Roll / brush 2 coats of paint over lightly textured ceiling/walls. Includes planning, equipment and material acquisition, area preparation and protection, setup and cleanup. This is inclusive to 9' ceilings or less.

Concrete Repair

Basic labor to repair concrete with favorable site conditions. Remove loose material and debris. Clean and prime patch area. Fill, level and finish blend the repair. Includes planning, equipment and material acquisition, area preparation and protection, setup and cleanup.

Remove - Demo and Disposal

New & Replacement Windows - Window Installation

Basic labor to install window with favorable site conditions. Set unit in rough opening. Shim to achieve level and plumb placement. Set jamb edges flush to finished wall surface. Secure unit to rough opening framing. Insulate perimeter and secure house wrap at window as appropriate. Repair of exterior and interior surfaces is not included. Includes planning, equipment and material acquisition, area preparation and protection, setup and cleanup.

Safety Conditions

Safety Conditions to be contingent on safety evaluation on this project. Cost is determined on a 2.1% unconditional fee for safety regulations and OSHA Compliance.

Window Installation

Basic labor to install transom windows below current windows with favorable site conditions. Set unit in rough opening. Shim to achieve level and plumb placement. Set jamb edges flush to finished wall surface. Secure unit to rough opening framing. Insulate perimeter and secure house wrap at window as appropriate. Repair of exterior and interior surfaces is not included. Includes planning, equipment and material acquisition, area preparation and protection, setup and cleanup. Provided windows in estimate which estimated to be Commercial replacement windows. Install includes window sill flashing. Disposal of existing windows is included.

Services subtotal: \$35,596.55

Materials

Commercial Window

Commercial window to match existing. Cost allowance on this window is \$2,000.

Materials subtotal: \$2,000.00

Subtotal	\$37,596.55
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Total	\$37,596.55
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Thank you for choosing King Stud Carpentry. We look forward to completing your project!

Sec. 183.0202
Wis. Stats.



State of Wisconsin
Department of Financial Institutions

ARTICLES OF ORGANIZATION - LIMITED LIABILITY COMPANY

Executed by the undersigned for the purpose of forming a Wisconsin Limited Liability Company under Chapter 183 of the Wisconsin Statutes:

- Article 1. **Name of the limited liability company:**
 Uptown of Watertown, LLC
- Article 2. **The limited liability company is organized under Ch. 183 of the Wisconsin Statutes.**
- Article 3. **Name of the initial registered agent:**
 Nicole Marie Smith
- Article 4. **Street address of the initial registered office:**
 8924 W. Lincoln Ave.
 West Allis, WI 53227
 United States of America
- Article 5. **Management of the limited liability company shall be vested in:**
 A member or members
- Article 6. **Name and complete address of each organizer:**
 Nicole Marie Smith
 8924 W. Lincoln Ave.
 West Allis, WI 53227
 United States of America
- Other Information. **This document was drafted by:**
 Nicole Marie Smith

Organizer Signature:
Nicole Marie Smith

Date & Time of Receipt:
7/7/2011 9:14:32 PM

Order Number:
201107072661997

1401839

Office of Register of Deeds
Jefferson County, WI
RECEIVED FOR RECORD
09/26/2018 08:02:15 AM
Staci M. Hoffman
Total Pages: 2
REC FEE: 30.00
TRANSFER FEE: 645.00
EXEMPT #

**The above recording information
verifies that this document has
been electronically recorded
and returned to the submitter**

State Bar of Wisconsin Form 1-2003
WARRANTY DEED

Document Number

Document Name

THIS DEED, made between Jeff and Betty Schoechert LLC

_____, ("Grantor," whether one or more),
and OBS Investments LLC

_____, ("Grantee," whether one or more).
Grantor, for a valuable consideration, conveys to Grantee the following described real
estate, together with the rents, profits, fixtures and other appurtenant interests, in
Jefferson _____ County, State of Wisconsin ("Property") (if more space is
needed, please attach addendum):

Recording Area

Name and Return Address

OBS Investments LLC
1408 Utah Street
Watertown, WI 53094

291 0815 0412 135

Parcel Identification Number (PIN)

This is not homestead property.
(is) (is not)

Grantor warrants that the title to the Property is good, indefeasible in fee simple and free and clear of encumbrances except:
Municipal and Zoning ordinances and agreements entered under them, recorded easements for the distribution of utility and
Municipal services, recorded building and use restrictions and covenants, general taxes levied in the year of closing

Dated 9.14.18

Jeff and Betty Schoechert LLC

Jeff and Betty Schoechert LLC

[Signature] (SEAL)
* By: Jeffrey C. Schoechert, member

[Signature] (SEAL)
* By: Betty Schoechert, member

_____, (SEAL) _____, (SEAL)
* *

AUTHENTICATION

Signature(s) Jeffrey C Schoechert and
Betty Schoechert, members
authenticated on Sept 14, 2018

[Signature]
* Ethan C Geis

TITLE: MEMBER STATE BAR OF WISCONSIN

(If not,
authorized by Wis. Stat. § 706.06)

THIS INSTRUMENT DRAFTED BY:

Jeffrey C. Schoechert / hh

ACKNOWLEDGMENT

STATE OF WISCONSIN)
Dodge COUNTY) ss.

Personally came before me on _____,
the above-named Jeffrey C. Schoechert and Betty Schoechert

to me known to be the person(s) who executed the foregoing
instrument and acknowledged the same.

* _____
Notary Public, State of Wisconsin
My Commission (is permanent) (expires: _____)

(Signatures may be authenticated or acknowledged. Both are not necessary.)

NOTE: THIS IS A STANDARD FORM. ANY MODIFICATIONS TO THIS FORM SHOULD BE CLEARLY IDENTIFIED.

WARRANTY DEED

* Type name below signatures.

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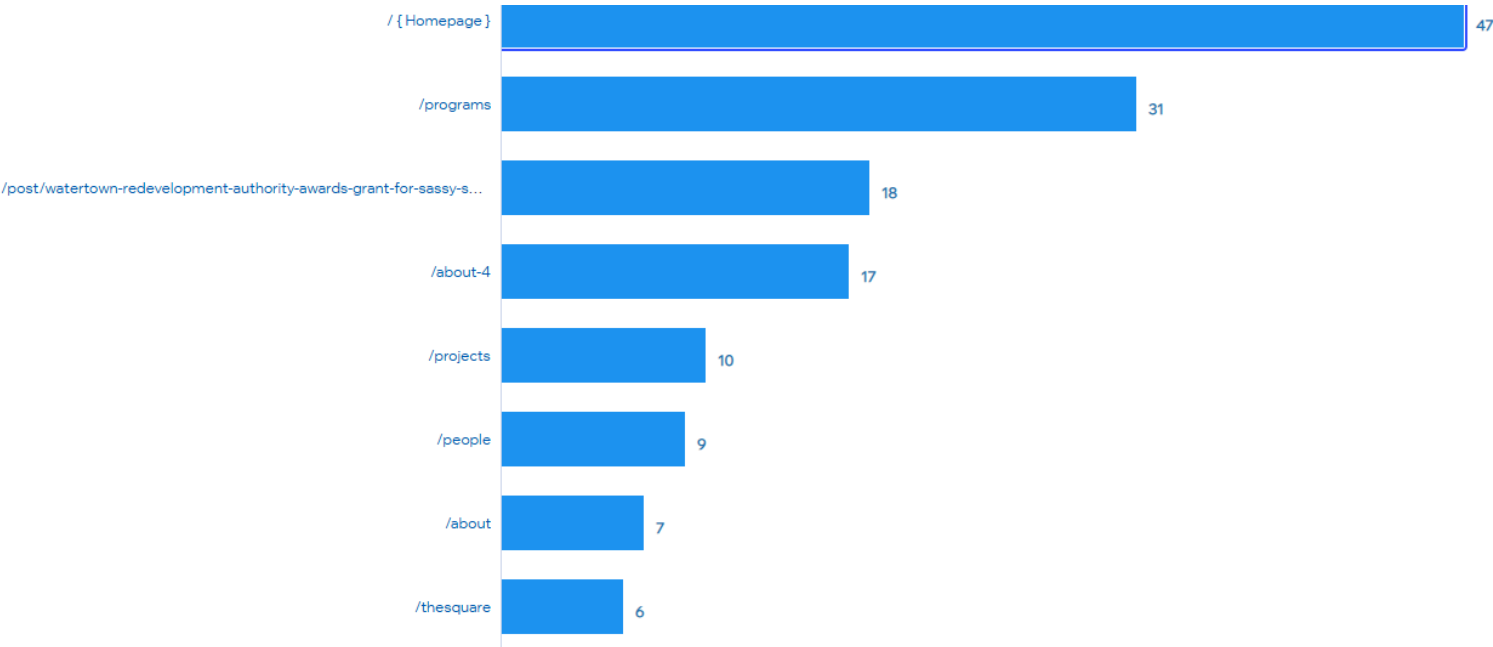
FORM NO. 1-2003

Watertown Redevelopment Authority

Social Media Report – 7/8/25

Website Metrics (6/9 to 7/8)

- 113 Site sessions
- 105 Unique visitors (96 new, 9 returning)
- Page visits:



Sessions over time

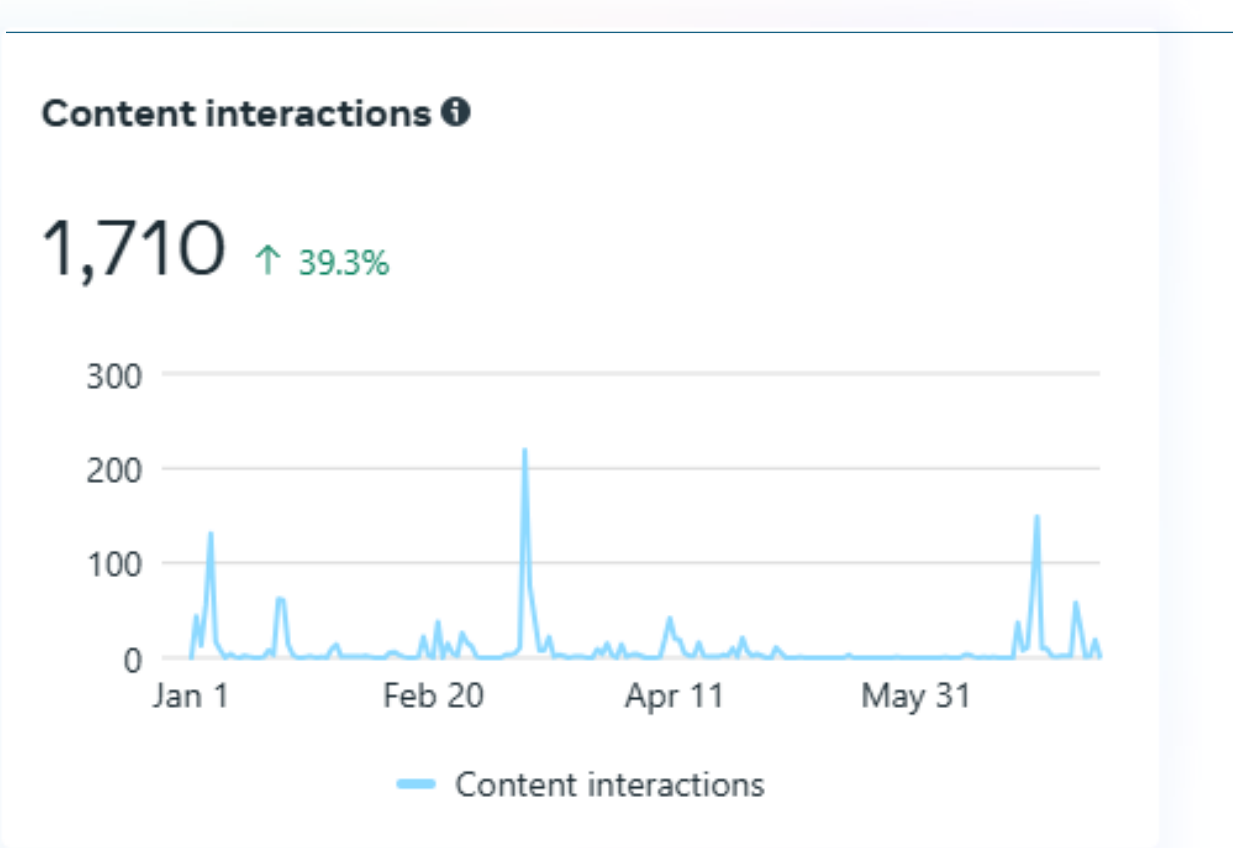


Year-to-date Activity: Site Traffic

Facebook (last 28 days)

Rock River District Vision posts are performing the best on Facebook, especially one on June 24 that mentioned restaurants, cafes, and event spaces. Comments are mixed, some mentioning things like parking, costs associated with construction, and concern over existing businesses. There are a lot of link clicks on these posts as well, meaning that users are at least opening the PDFs posted on the RDA website about this topic.

- Post Reach: 12,459
- Content interactions: 422
- Shares: 47
- Followers: 1725
- New Followers: 49
- Link Clicks: 78



Year-to-date Activity: Facebook Content Interactions