THE CITY OF WATERTOWN

SENIOR CENTER ADVISORY BOARD MEETING AGENDA

TUESDAY, OCTOBER 20, 2026 AT 9:00 AM

514 S. FIRST ST, WATERTOWN, WI 53094

1. **CALL TO ORDER**
2. **REVIEW AND APPROVAL OF MINUTES**
   - A. Review and approve: Senior Center Advisory Board minutes from August 18, 2026
3. **REVIEW AND APPROVAL OF FINANCIAL REPORTS**
   - A. Review and approve: Current financial reports
4. **CITIZENS TO BE HEARD**

   Each individual who would like to address the Committee will be permitted up to three minutes for their comments
5. **CHAIRPERSON COMMITTEE REPORTS**
   - A. Fundraising Committee - Cookout summary, raffle proceeds, soup sale, cookie boxes
   - B. Membership Committee - Membership renewal process, new membership rollover
   - C. Community Services - Next item drive, Joy Tree program progress, upcoming community events & programs, documentary screening
   - D. Program Committee - Veteran's Day, holiday party, upcoming program series
6. **DIRECTOR'S REPORT**
   - A. Updated City volunteer policy, upcoming volunteer needs, artist contract & plan
   - B. Building updates: front door replacement, elevator modernization project
7. **ADJOURNMENT**

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

SENIOR CENTER ADVISORY BOARD

Tuesday, August 18, 2026
9:00 a.m.

The Senior Center Advisory Board met on the above date and time. The following members were present: Betty Jimenez, Dawn Justman, Tracy Rusch, John Wanke, Lynn Fredrick, Peggy Brown, Denis Greatens, as well as Andrea Draeger. No members of the public were present.

1. Call to Order

The meeting was called to order at 9:02 a.m.

2. Review and Approve Minutes

John Wanke moved to approve the Senior Center Advisory Board minutes from June 16, 2026, seconded by Dawn Justman, and carried by unanimous voice vote.

3. Review and Approval of Monthly Financial Report

Betty Jimenez moved to approve the monthly financial report as presented, seconded by Peggy Brown, and carried by unanimous voice vote.

4. Citizens to be Heard

None.

5. Business

A. Quarterly Birthday Party Date and Room Changes

The Board discussed options to reduce the number of Wednesday events held in Conley Hall and minimize displacement of regularly scheduled groups. Discussion included moving quarterly birthday parties to the Terrace Room when available and the possibility of adding divider walls in Conley Hall. Discussion also included options to move the parties to different days of the week or times of the day.

Dawn Justman moved to hold quarterly birthday parties in the Terrace Room when available and work to schedule other large events on different days of the week when possible, seconded by Peggy Brown, and carried by unanimous voice vote.

B. 2027 Movie License Renewal

The Board discussed renewal of the Center's movie license for 2027 considering the increase in cost and relatively low usage, though movies have been offered every week this year. There may be a possibility of coordinating with other city departments regarding movie programming.

Peggy Brown moved to table the 2027 movie license renewal until the October meeting to allow staff to explore potential coordination, seconded by John Wanke, and carried by unanimous voice vote.

C. Membership Upgrade System

The Board reviewed the proposed membership system upgrade, including approximately $1,000 for barcode tags and $1,500 for a computer, scanner, and related equipment. The system would allow membership and participation information to be managed through RecDesk software and reduce manual data entry.

Betty Jimenez moved to approve the use of fundraising funds for the membership system upgrade, seconded by Dawn Justman, and carried by unanimous voice vote.

D. Membership Rollover, Renewal Discount, and Membership Rates for 2027

Staff clarified that the current annual membership rates are $12 for City residents and $18 for non-City residents, with the $9 and $13.50 rates reflecting the current 25% discount.

The Board discussed allowing new memberships purchased during the final quarter of the year to carry over through the following calendar year.

Betty Jimenez moved to allow new memberships purchased on or after October 1 to carry over through the following calendar year and establish 2027 annual membership rates at $12 for City residents and $18 for non-City residents with no discounts for new members or early renewals, seconded by Peggy Brown, and carried by unanimous voice vote.

6. Chairperson's Committee Reports

A. Fundraising Committee Report

The Board reviewed the recent cookout fundraiser, which sold out and raised approximately $1,500. The next cookout is scheduled for September 18 and will follow a similar format. Additional food will be ordered, with sales continuing while supplies last. Indoor seating will be available, and a sandwich board will be placed outside the front entrance to help promote the event.

Additional discussion included potential uses for 50/50 raffle proceeds in October, November, and December; obtaining food options and pricing from different catering sources; and planning a cookie box fundraiser, including reserving a Saturday for baking.

B. Membership Committee Report

Discussion focused on transitioning the membership database to RecDesk by the end of the year and continued efforts to grow and retain membership. Members discussed potential open houses, and options for distributing renewal letters at the Center before mailing remaining letters.

C. Community Services Committee Report

The committee discussed potential future community service projects and donation drives, including opportunities to support assisted living facilities, the Humane Society, and other community organizations.

Discussion also included the August school supply drive, potentially inviting the new school superintendent to speak following the drive, with the hope to invite potential speakers to the Center before each drive moving forward.

D. Program Committee Report

The committee reviewed current and potential programming, including ear wax removal clinics, educational presentations, pop-up webinars, day trip promotion, Badger Talks, workshops, musical performances, and wellness programming.

Members also discussed ongoing concerns with Euchre, including consistency with rules and group concerns. Peggy Brown reported that she had not observed improvement since the previous discussion. Skip-Bo continues to go well, and Yahtzee will be discontinued.

The possibility of creating volunteer shirts was also raised.

7. Director's Report

Andrea Draeger provided updates regarding the building and facility, including the elevator, front door, and upcoming community events. The elevator modernization will be scheduled for fall; we are awaiting a start date from the company. The front door will also be replaced sometime this fall. Upcoming community events include Boo Bash, Annual Tree Lighting, Holiday Train, as well as Senior Center events such as Veterans Day celebration and the Holiday Party.

8. Adjournment

John Wanke moved to adjourn the meeting, seconded by Betty Jimenez, and carried by unanimous voice vote. The meeting adjourned at 10:44 a.m.

Next meeting date: Tuesday, October 20, 2026.

Respectfully submitted,
Andrea Draeger
Senior Center, Enrichment & Office Manager

Note: These minutes are uncorrected, and any corrections made thereto will be noted in the proceedings at which these minutes are approved.

2026 Fundraising Account Expense 24-58-11-07 Revenue 24-48-12-07

Beginning Balance 38,744.93

Non-Taxable Revenue	January	February	March	April	May	June	July	August	September	October	2025 YTD Revenue	
Donations	107.45	45.25	523.25	42.21	112.50	146.00	10.93	17.50	79.50	125.00	1,209.59	
Memorials								30.00			30.00	
Popcorn Donations	29.84	24.34	33.37	39.25	29.89	26.25	39.41	21.00	17.50	12.50	273.35	
Beverage Sales/Concessions	240.40	157.75	249.75	173.00	240.50	240.60	303.50	239.50	201.00	126.50	2,172.50	
Trip Commissions							689.80		437.50		1,127.30	
WI Lottery Pull Tabs	358.50	121.50	118.00	82.00	235.50	266.50	218.50	217.00	139.50	34.00	1,791.00	
Bake Sale	261.00					430.00					691.00	
Soup Sale	501.00										501.00	
Kwik Trip Gas/Scrip Cards	155.00	240.00	120.00	385.00	575.00	605.00	430.00	425.00	600.00	265.00	3,800.00	
Care Fair Donations			775.00	175.00	175.00	125.00					1,250.00	
Raffles	254.50	235.50	313.00	203.00	298.00	312.00	318.50	296.00	339.50	144.00	2,714.00	
Taxi Voucher Donation											0.00	
Taxi Voucher Repayment (Jeff Cty ADRC)	147.00	150.00	210.00	447.00		129.00	168.00	201.00	12.00		1,464.00	
Event Tickets							301.00	175.00		45.00	521.00	
Bday Party Revenue				10.00	32.00						42.00	
Brat Fry/Cookout						797.00	120.00		1,033.50		1,950.50	
Birthday Party Sponsor								250.00			250.00	
Senior Citizen Day sponsorship			200.00					200.00			400.00	
Veteran's Day Meal Donation		35.25									35.25	
Veteran's Day Event Sponsorship			1,700.00								1,700.00	
Generations of Joy	50.00										50.00	
Dept of Administration - Raffle License Refund								25.00				
Bingo Machine Donation	1,300.00										1,300.00	
Refrigerator Donation					652.00	652.00					1,304.00	
Senior Membership Donation											0.00	
Total Non-Taxable	**3,404.69**	**1,009.59**	**4,242.37**	**1,556.46**	**2,350.39**	**3,729.35**	**2,599.64**	**2,097.00**	**2,860.00**	**752.00**	**24,576.49**	**$ 24,601.49**

Taxable Revenue	January	February	March	April	May	June	July	August	September	October	YTD Revenue	
Equip Rental	30.00										30.00	
Greeting Cards	58.00	108.00	118.00	78.00	85.00	111.00	129.00	108.00	100.00	43.00	938.00	
Misc Rev						5.00					5.00	
Total Taxable Revenue	**88.00**	**108.00**	**118.00**	**78.00**	**85.00**	**116.00**	**129.00**	**108.00**	**100.00**	**43.00**	**973.00**	**$ 973.00**

Expenses	January	February	March	April	May	June	July	August	September	October	YTD Expenses	
Lottery/payouts		111.00	139.00	9.00	1.00	421.00	11.00	15.00		162.00	869.00	
Raffle	50.00										50.00	
Movies & License/Netflix	1,064.68	17.99	17.99	17.99	19.99	19.99	19.99	19.99	19.99	19.99	1,278.57	
Tax/WI Dept of Admin	-25.00				2.61						-22.39	
Watertown Daily Times								203.30			203.30	
Fundraising:											0.00	
Snack Shop Supplies/coffee/popcorn			220.40			68.87	31.99	170.73			491.99	
Concessions (chips, candy bars, etc)	84.07		78.55	36.90	103.51	52.11	66.55	110.23			531.92	
Soda/water Purchases	105.96	50.60	37.95	66.40	106.08	56.92	221.40		46.97	45.84	738.12	
Bake sale supplies											0.00	
Soup Sale	113.43										113.43	
Brat Fry/cookout						283.38			58.75		342.13	
Greeting Cards								155.71			155.71	
Decorations											0.00	
Flowers/plants					144.19						144.19	
Refrigerator					975.97						975.97	
Yard Signs						29.56					29.56	
Office supplies					61.99	18.99		219.99		39.99	340.96	
TV mount	109.24										109.24	
Scrip Cards - RaiseRight/Kwik Trip	231.10			1,085.40		1,559.50		1,176.00	356.00		4,408.00	
Program Supplies:											0.00	
Card/wii/game supplies						30.98	11.99				42.97	
Self Defense								348.06			348.06	pending JE?
Bingo Expenses		1,364.40					30.90				1,395.30	
Promotional Items/giveaways											0.00	
Taxi Vouchers	225.00	273.00	633.00	270.00	243.00	222.00	87.00	96.00			2,049.00	
Program Refreshments											0.00	
ID Tag System & Supplies for System						28.49	1,041.00			29.74	1,099.23	
Floor stripper							1,096.08				1,096.08	
Photo Processing					3.37						3.37	
Pool Table		4.99									4.99	
Events:											0.00	
Care Fair					172.18						172.18	
Seasonal/bingo Parties							30.90	72.86			103.76	
Senior Citizen Day								201.60			201.60	
Birthday Event Supplies		224.67			49.45		285.00				559.12	
Vets Day Event/Paver			150.00				48.97	129.54			478.51	
Holiday Party								57.01			457.01	
Total Expenses	**1,958.48**	**2,046.65**	**1,276.89**	**1,485.69**	**1,883.34**	**2,791.79**	**2,982.77**	**2,976.02**	**481.71**	**297.56**	**18,770.88**	**$ 18,770.88**

Ending Monthly Balance	40,279.14	39,350.08	42,433.56	42,582.33	43,134.38	44,187.94	43,933.81	43,162.79	45,641.08	46,138.52	45,523.54	
Monthly Net Income	1,534.21	-929.06	3,083.48	148.77	552.05	1,053.56	-254.13	-771.02	2,478.29	497.44	6,778.61	

50/50 RAFFLES

Jan	bingo machine
Feb	programming supplies
March	flower pots/flowers
April	annual flowers/plants patio
May	cook out supplies
June	cook out supplies
July	bingo treats & supplies
Aug	popcorn supplies
Sept	special bingo days
Oct	membership system upgrades
Nov	membership system upgrades
Dec	holiday party?

6/26 Cookout - $1,500 revenue - review email to Betty

2026 Membership Report

Memberships	Base >2024	Inactive	2026 Paid	2026 New	2025 Unpaid
January	731	0	522	11	205
February	741	2	586	18	155
March	759	0	614	15	145
April					
May	778	13	642	19	136
June	787	1	655	8	132
July	799	0	670	10	129
August	809	3	681	9	128
September	821	0	694	12	127
October	829	0	702	7	127
November					
December					
Total		19		109	

2025 Membership Report

Memberships	Base >2023	Inactive	2025 Paid	2025 New	20 Unp
January	763	3	564	30	18
February	768	4	599	16	169
March	772	2	607	3	168
April	781	2	619	8	162
May	793	1	631	12	162
June					
July	804	2	646	11	161
August	807	1	650	4	157
September	829	5	673	21	156
October	835	0	676	6	156
November	843	3	689	8	154
December	848	0	691	5	154
Total		23		124	

Membership Statistics

	Total Member-ship	Men	Women	New Members	Avg Age	Deceased
2025	848	275	573	124	76	29
2024	813	222	591	119	77	12
2023	758	205	553	126	77	31
2022	645	177	468	136	77	21
2021	680	195	485	62	77	30
2020	613	169	444	47	77	12
2019	694	184	510	103	76	21
2018	694	192	502	97	75	28
2017	698	202	496	134	74	21
2016	661	191	471	103	75	23
2015	658	190	468	130		11
2014	609	180	427	91		15
2013	598	167	431	101		24
2012	605	173	432	70		20
2011	636	179	457	109		7
2010	670	189	481	144		
2009	619			91		



Greeting Card Sales

	2026	2025	2024	2023	2022	2021	2020	2019	2018	2017	2016
January	80	49	59	111	46	0	70	45	137	65	92
February	108	63	113	57	56	2	91	96	178	135	181
March	118	69	63	106	58	0	32	62	150	154	177
April	78	72	122	63	108	11	0	136	118	120	163
May	85	85	70	106	75	5	0	71	147	145	117
June	111	100	178	90	90	28	1	108	166	119	157
July	129	69	76	70	88	49	0	78	106	100	85
August	108	83	63	60	50	80	3	65	115	150	104
September	100	85	107	74	95	58	2	74	77	127	106
October	43	94	97	93	83	36	2	90	75	106	115
November		60	57	90	70	85	11	95	119	170	98
December		105	100	138	140		0	121	128	219	99
Total	960	934	1,105	1,058	959	354	212	1,041	1,516	1,610	1,494
Avg/Mth	96	78	92	88	80	32	18	87	126	134	125