



TOWN SQUARE PROGRAMMING COMMISSION AGENDA
WEDNESDAY, DECEMBER 18, 2024 AT 12:00 PM
514 S. FIRST STREET, WATERTOWN ROOM

Virtual Meeting Info: <https://us06web.zoom.us/join> Meeting ID: 563 709 0828 Passcode: 53094 One tap mobile +16469313860

1. CALL TO ORDER

2. REVIEW AND APPROVAL OF MINUTES

A. Town Square minutes from October 16, 2024

3. REVIEW AND APPROVAL OF FINANCIAL REPORTS

A. Review and approve: financial reports

4. CITIZENS TO BE HEARD

Each individual who requests to address the Council will be permitted up to three minutes for their comments.

5. BUSINESS

A. Update: Town Square Improvement Group

B. Discuss: events we want in kiosk for winter

C. Review: approved 2025 Budget

6. EVENT COORDINATOR'S REPORT

A. December 2024 Coordinators Report

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



TOWN SQUARE PROGRAMMING COMMISSION AGENDA
WEDNESDAY, OCTOBER 16, 2024 AT 12:00 PM
514 S. FIRST STREET, WATERTOWN ROOM

Virtual Meeting Info: <https://us06web.zoom.us/join> Meeting ID: 563 709 0828 Passcode: 53094 One tap mobile +16469313860

1. **Call to order – 12:03pm by Zimmerman (present: Hertel, Kaufmann, Purtell, Zimmerman, Schneekloth, Butteris, Juhl. (Not Present: Bartz, Konz)**
2. **Review and approval of minutes**
 - A. Review and Approve Minutes from September 18, 2024 **Purtell motion, Schneekloth second**
3. **Review and approval of financial reports – Hertel motion, Kaufmann second – all approved**
4. **Citizens to be heard**
No one present
5. **Business**
 - A. Review and take action: new advertising policy for non-city sponsored events – review and bring back ideas in November. Kaufmann – does this include all city sponsored events? – clean up and put on – policy for only events held in the BFTS.
 - Hertel – new kiosk – how to change out? Do we want to offer to non-city sponsored events? – better laminating sheets so they do not start looking bad
 - Keep an eye on the kiosk
 - Zimmerman – Signage up only during events
 - Juhl to send out the current sign ordinance...
 - B. Review and take action: final concessions pricing for 2025 – we are not going to make any changes for next year. Motion: Purtell, Schneekloth second
 - C. Review and take action: 10/31 Special Event List for 2025 – Hertel motion, Purtell second – motion carries. List will be sent to PSW and City Clerk
 - D. Discuss: upcoming improvement projects, priorities and funding –
 - Fund future fund
 - Cover on upper pergola
 - Sunshade on stage
 - Wrap trailer
 - Grant for piped in music BFTS - \$10,000...
 - Insurance on 501c3 rainout policy/directors and members insurance...
 - Zimmerman asked Juhl to set up a google form for priority of projects
6. **Event Coordinator's report**
 - A. Coordinators Report for October 2024
7. **Adjournment – Kaufmann motion, Hertel second.**

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TOWN SQUARE PROGRAMMING COMMISSION AGENDA
WEDNESDAY, SEPTEMBER 18, 2024 AT 12:00 PM
514 S. FIRST STREET, BRANDENSTEIN ROOM

Virtual Meeting Info: <https://us06web.zoom.us/join> Meeting ID: 563 709 0828 Passcode: 53094 One tap mobile +16469313860

1. Call to order at 12 Noon

- In attendance: Hertel, Zimmerman, Bartz, Konz, Kaufmann, Juhl, Butteris by phone

2. Review and approval of minutes

- A. Town Square Programming minutes from August 21, 2024
- Bartz motioned to approve and Zimmerman 2nd

3. Review and approval of financial reports

- A. Review and approve: Financial Reports
- Hertel motioned to approve, Kaufmann 2nd
 - Discussed adding band shelter cover to capital outlay for 2025

4. Citizens to be heard

Each individual who requests to address the Council will be permitted up to three minutes for their comments.

- John Kattish in attendance and Tim Sullivan from WDT

5. Business

- A. Discuss and approve: new concessions in parks fees for 2025 for Beer Vendors
- Discussed that both food and beer vendors suffered from lower sales this year and that it may be hard to get them to return since the profit was considerable smaller this past summer. The decision was to try one more summer to have the current concessions pricing of \$300/\$75 for food vendors and \$250 for the beer sales non-profits through programming of 2025. Zimmerman motioned and Bartz 2nd. I will add to the next month's agenda to confirm this IS what we want to do and move forward with the suggestions. Will decide if anything needs to be presented to the parks board.
- B. Discuss: Food Truck Frequency for 2025
- Due to the fact that the Monday food trucks have been slow this summer, it was recommended maybe moving to a different day of the week and the change the frequency. Konz recommended doing more partnering with local businesses to encourage said businesses to host appreciation type events with the food trucks in mind while keeping them also open to the public. Zimmerman mentioned maybe just have the trucks present when there are events already happening. Butteris thought we should try again with Monday's and give it one more year. After discussion we will have Monday food trucks with the change of hours and frequency. Monday's from 5-8pm and 2x per month as well as at already schedule events when appropriate.

6. Event Coordinator's report

- A. Review and Discuss: Coordinators Report

7. Adjournment

- Hertel motioned, Zimmerman 2nd

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City sponsored special events 2025

Jan 19: snowman building contest
Jan date TBD: Tractor Beer Crawl
March 15: Lucky Leprechaun
April 12: Scavenger Hunt (snow date 4/26)
May 31: Birthday Event (Sat 6-9)
June 12: Thursday Night Market (5-8)
June 16: Monday Food Trucks Mon
June 21: Concert Series (Sat 6-9)
June 22: Paint Class (rain date 6/29)
July 10: Thursday Night Market (5-8)
July 13: Kids Fest (Sun 11-3)
July 18 & 19: Concert Series (Sat 6-9)
July 21: Food Truck Monday
July 26: Event TBD - Open Mic?
July 27: Paint Class (rain date 8/3)
Aug 18: Food Truck Monday
Aug 23: Watertown Brigade Band/ Bucky Badger Band ?
Aug 24: Paint Class (Rain Date 9/7)
Aug 28: Thursday Night Market (5-8)
Sept 6: Concert Series (Sat 6-9)
Sept 14: Packers Party Tentative
Sept 15: Food Truck Monday
Sept 20: Badger Part Tentative
Sept 21: Paint Class
Sept 25: Thursday Night Market (5-8)
Sept 27: Badger Party Tentative
Sept 28: Packers Party Tentative
Oct 4: Badger Party Tentative
Oct 5: Packers Party Tentative
Oct 6: Food Truck Monday
Oct 12: Fall Craft Class
Oct 16: Thursday Night Market (5-8)
Oct 18: Halloween Party (Fri 6-9) w/ DJ
Oct 19: Packer Party Tentative
Oct 25: Bentzin Boo Bash (Sat 12-3)
Oct TBD: Homecoming meet & greet players
Nov 15: Tree Lighting (sat 5:30)
Dec 6: Jingle Bell on the Rock (Sat 12-7)

COORDINATOR'S REPORT

As of October 2024

2024-25 CURRENT CALENDAR OF EVENTS

THE SUMMARY BELOW IS THE TENTATIVE STATUS OF SCHEDULING

- Oct 7: Food Truck Mondays (Mon 4-7)
- Oct 14: Food Truck Mondays (Mon 4-7)
- Oct 15: Cousins Main Lobster Food Truck
- Oct 19: Hope Church Event
- Oct 21: Food Truck Mondays (Mon 4-7)
- Oct 26: Boo Bash (Sat 11-3)
- Oct 26: WBR Performance (Sat 12 noon)
- Nov 16: Tree Lighting (Fri 5:30-7)
- Dec 7: Jingle Bell on the Rock (TBD)

- May 31: NEW Dueling Pianos
- June 21: Ask Your Mother
- July 19: Mallrats
- Sept 6: Boogie & and Yo Yoz (Sat 6-9)

Share the Love added 8 events for 2025
Will add all the new ones once 10/31 list approved.



NEW Grants & Sponsorships Update

- Beltz grant received for \$10k for Tree Lighting
- Application to be submitted for Chamber of Commerce Grant due October 31
- Received a sponsor for Thursday Night Markets Series for 2025 \$1000 EverDry Waterproofing

Maintenance Updates at the Square

- Water test update: still hoping to do testing before we close up splash pad for year

Thursday Night Markets Final

	Market vendors	Food Trucks <small>(some fees not included here)</small>	Entertainment Fees	booth fees	Sponsor	Attendance	Profit		
June	30 present (4 exempt from payments) 1ct No shows -not pd	3 showed	\$105	\$650	\$300 + \$225	250	\$1,045		
July	31 present (7 exempt from payments) 4ct No shows (2 pd; 2 did not)	3 showed (1 had breakdown)	\$300	\$650	\$225	400	\$575		
August	33 present (6 exempt from payments) 5ct no shows (3 pd)	4 showed (1 broke down)	\$150	\$950	\$225	300	\$1,025		
September	28 present (5 exempt from payments) 12ct no shows (11 pd)	2 showed (1 no show)	\$300	\$650	\$225	200	\$775		
							Profit from TNM	\$3,420	does not include food truck fees

Watertown Parks and Recreation Department

Financial Report

Section 3, Item A.

End of Month OCT 2024

Revenue		Year to Date	Year to Date	Budgeted	Balance
Account #	Description	Revenue	Budget	Amount	
26-446210	TS Revenue - Nontaxable	\$ 23,845.00	\$ 999.60	\$ 1,200.00	\$ (22,645.00)
26-446211	TS Revenue - Taxable	\$ 14,790.00	\$ 20,408.50	\$ 24,500.00	\$ 9,710.00
26-446250	Contributions FR General Fund	\$ 56,475.00	\$ 62,724.90	75,300.00	\$ 18,825.00
26-446266	TS Future Fund Contributions	\$ 50,000.00	\$ 94,962.00	114,000.00	\$ 64,000.00
Grand Total Revenue		\$ 145,110.00	\$ 179,095.00	\$ 215,000.00	\$ 69,890.00
Expense		Year to Date		Budgeted	Balance
Account #	Description	Expenses		Amount	
26-554310	Salaries	52,886.40	54,543.17	\$ 65,478.00	\$ 12,591.60
26-554316	Part-time Salaries	-	-	-	-
26-554318	Supplies	(380.29)	-	-	\$ 380.29
26-554319	Advertising	214.09	5,831.00	7,000.00	\$ 6,785.91
26-554320	Repair/Maintenance	22,855.97	10,245.90	12,300.00	\$ (10,555.97)
26-554330	Electricity	1,352.31	2,165.80	2,600.00	\$ 1,247.69
26-554331	Water	5,789.87	35,605.75	42,744.00	\$ 36,954.13
26-554333	Wisconsin Retirement	173.77	3,763.49	4,518.00	\$ 4,344.23
26-554334	Social Security	153.37	3,381.98	4,060.00	\$ 3,906.63
26-554335	Medicare	35.87	790.52	949.00	\$ 913.13
26-554336	Health Insurance	727.88	-	-	\$ (727.88)
26-554337	Life Insurance	-	245.74	295.00	\$ 295.00
26-554338	Dental Insurance	29.88	-	-	\$ (29.88)
26-554341	Event Expenses	49,965.41	36,922.73	44,325.00	\$ (5,640.41)
26-554360	Capital Outlay	7,992.14	8,330.00	10,000.00	\$ 2,007.86
Grand Total		\$ 141,796.67	161,826.08	\$ 194,269.00	\$ 52,472.33

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**CITY OF WATERTOWN
TOWN SQUARE FUTURE FUND**

2025

ACCT NO.	DEPARTMENT	ACTUAL 2023	ADOPTED 2024	ACTUAL TO 6/30/24	TOT. EST 2024	ESTIMATED 2025	MAYOR 2025	FINANCE 2025	ADOPTED 2025
REVENUES									
26-44-62-10	TS Revenue- Nontaxable	8,975	1,200	19,645	22,000	10,000	10,000	10,000	10,000
26-44-62-11	TS Revenue- Taxable	380	24,500	11,980	14,000	15,000	15,000	15,000	15,000
26-44-62-50	Contribution from General Fund		75,300	37,650	75,300	75,300	75,300	75,300	78,600
26-44-62-66	TS Future Fund Contributions	343,743	114,000	50,000	50,000	50,000	50,000	50,000	50,000
	TOTAL REVENUE	\$ 353,098	\$ 215,000	\$ 119,275	\$ 161,300	\$ 150,300	\$ 150,300	\$ 150,300	\$ 153,600
EXPENSES									
26-55-43-10	Salaries	\$ 16,196	\$ 65,478		\$ 65,478	\$ 68,266	\$ 68,266	\$ 68,266	\$ 68,266
26-55-43-16	Part-time Salaries					-	-	-	-
26-55-43-18	Supplies	4,897		9,148	10,000	7,650	7,650	7,650	7,650
26-55-43-19	Advertising		7,000		-	3,400	3,400	3,400	3,400
26-55-43-20	Repair/Maintenance	1,700	12,300	16,998	24,000	17,300	17,300	17,300	17,300
26-55-43-30	Electricity	832	2,600	917	1,750	1,952	1,952	1,952	1,952
26-55-43-31	Water	35,530	42,744	1,867	7,000	25,000	25,000	25,000	25,000
26-55-43-33	Wisconsin Retirement		4,518		4,518	4,744	4,744	4,744	4,744
26-55-43-34	Social Security		4,060		4,060	4,232	4,232	4,232	4,232
26-55-43-35	Medicare		949		949	990	990	990	990
26-55-43-36	Health Insurance					9,386	9,386	9,386	9,386
26-55-43-37	Life Insurance		295		295	361	361	361	361
26-55-43-38	Dental Insurance					366	366	366	366
26-55-43-41	Events Expenses	72,849	44,325	29,173	44,680	40,000	40,000	40,000	40,000
26-55-43-60	Capital Outlay		10,000	-	-	10,000	10,000	10,000	10,000
	TOTAL EXPENSES	\$ 132,005	\$ 194,269	\$ 58,104	\$ 162,730	\$ 193,647	\$ 193,647	\$ 193,647	\$ 193,647

11/20/2024
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**CITY OF WATERTOWN
TOWN SQUARE FUTURE FUND**

2025

ACCT NO.	DEPARTMENT	ACTUAL 2023	ADOPTED 2024	ACTUAL TO 6/30/24	TOT. EST 2024	ESTIMATED 2025	MAYOR 2025	FINANCE 2025	ADOPTED 2025
	REVENUE	\$ 353,098	\$ 215,000	\$ 119,275	\$ 161,300	\$ 150,300	\$ 150,300	\$ 150,300	\$ 153,600
	TOTAL EXPENSES	\$ 132,005	\$ 194,269	\$ 58,104	\$ 162,730	\$ 193,647	\$ 193,647	\$ 193,647	\$ 193,647
	FUND BALANCE CHANGE	221,093	20,731	61,171	(1,430)	(43,347)	(43,347)	(43,347)	(40,047)
	Fund Balance 12/31/23	221,093							
	Est. Fund Balance Change 2024	(1,430)							
	Est. Fund Balance 12/31/2024	219,663							
	Est. Fund Balance Change 2025	(40,047)							
	Est. Fund Balance 12/31/2025	179,616							

COORDINATOR'S REPORT

As of December 2024

2024-25 CURRENT CALENDAR OF EVENTS

THE SUMMARY BELOW IS THE TENTATIVE STATUS OF SCHEDULING REMAINING

Dec 7: Jingle Bell on the Rock (11am-4pm)
Dec 8: Holiday Train at BQ
Dec 14 & 15: Stuff the Bus (11am-3pm)

May 31: NEW Dueling Pianos
June 21: Ask Your Mother
July 19: Mallrats
Sept 6: Boogie & and Yo Yoz (Sat 6-9pm)

Share the Love added 8 events for 2025
Will add all the new ones once 10/31 list approved.

NEW Grants & Sponsorships Update

WRMC donated 21 First Aid Kits for our Parks Crew to have in their vehicles.

Maintenance Updates at the Square

- Water test update: We did not pass the chlorine test – will have to try again in spring 2025 or discuss other options

January 2025 Commission Meeting

Final Stats from all events 2024
Update on the 10/31 list
Approved Library MOU
New sign ordinance (Feb meeting)

