



**REDEVELOPMENT AUTHORITY MEETING AGENDA**

**WEDNESDAY, JUNE 17, 2026 AT 6:00 PM**

**WATERTOWN MUNICIPAL BUILDING - 106 JONES STREET, WATERTOWN WI 53094 - RM  
2044**

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**1. DETERMINATION OF QUORUM AND CALL TO ORDER**

**2. ROLL CALL**

**3. PLEDGE OF ALLEGIANCE**

**4. APPROVAL OF PRIOR MEETING MINUTES**

A. Approval of minutes from May 20, 2026

**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. BUSINESS**

A. Discuss and take action: RDA priorities

- i. Strengthen and diversify RDA revolving loan fund (uses & funding)
- ii. Business continuity funding (Main Street Reconstruction)
- iii. Ease of doing business

B. Discuss and take action: RDA board work plan framework

- i. Board member role versus staff role
- ii. Work team approach
- iii. Monthly reporting by work teams at RDA monthly meetings
- iv. Identify Board champion for each priority

C. Discuss and take action: Establish priority work teams and 90-day objectives

- i. Business continuity funding (Main Street Reconstruction)
  - a. Board champion
  - b. Work team members
  - c. 90-day objectives

D. Discuss: Downtown Main Street Reconstruction Task Force

- i. Refocus: outreach and communication
- ii. Transition to work team

**7. REPORTS**

A. Common Council report

B. Communications Report

**8. ADJOURN**

*Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at [cityclerk@watertownwi.gov](mailto: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, May 20, 2026, 6:00 pm**  
 In-PERSON/VIRTUAL MEETING  
 Room 2044, City Hall

1. Pledge of Allegiance
2. Roll Call
  - A. Present: Ryan Wagner, Steve Board, Ald. Tony Arnett, Ald. Rita Haase, Todd Huhn, Jacob Maase, and Deb Sybell,
  - B. Virtual: None
  - C. Absent: Dave Zimmermann

Other attendees: Mayor Robert Stocks, Stefanie Broere, Linden Peacy, Robin Kaufmann, and John Kadish

3. Determination of Quorum and Call to Order at 6:03 pm.
4. Approval of meeting minutes
  - A. Regular board minutes 4.15.26.  
**Steve Board motioned to approve**  
**Todd Huhn seconded the motion. Motion carried unanimously.**

5. Public Comment
  - A. None

6. Business
  - A. Review and discuss: RDA priorities (Mayor Stocks, Chair Wagner Presentation)  
 Mayor Stocks and Chair Wagner highlighted three priorities: 1) building a more robust Revolving Loan Fund, both in size and scope/impact 2) exploring options for Business Continuity Funding for downtown businesses and 3) simplifying the process of starting a business in Watertown.

B. Review and take action: Beltz grant application for the Big Pop-up Event  
 This event is a collaborative effort between Watertown Area Chamber of Commerce, Watertown Main Street, and Watertown Tourism. The event, planned for August 8, 2026, will include local and regional vendors, family-friendly activities, and strong connections to downtown restaurants and shops. Grant dollars will help cover the costs of promotion, logistics, and event infrastructure.

**Jacob Maas motioned to approve**  
**Steve Board seconded the motion. Motion carried unanimously.**

7. Updates
  - A. Review and discuss: Riverwalk engineering design estimates from Kapur  
 The Board will explore possible grant opportunities to fund engineering design.

8. Reports
  - A. RDA financials

**RDA STRATEGIC PRIORITIES**

- 1) ~~400 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.

B. Executive Director report

a. RDA revolving loan program

Deb discussed with the board expanding the scope, diversifying funding and promotion.

b. Industry and Innovation Tours

In partnership with Watertown Area Chamber of Commerce, the City launched what we are calling the Industry and Innovation Tours. These mayoral visits with area businesses are designed to strengthen relationships and explore ways that the city can assist with long-term stability and opportunity. Thus far the mayor has visited Madison College, Watertown Country Club, Sandra D's, Rosy-Lane Holsteins, MetalTek, Glory Global, and the Marquardt.

c. Amtrak

Hiawatha West Service Development Plan includes municipality-identified preferred station locations with intercity passenger rail service (Milwaukee-Pewaukee-Watertown-Madison). The City of Watertown has identified a preferred station location at the 1998-South Site (3<sup>rd</sup> Street). Many factors are at play for the expansion to become a reality which includes funding at the federal, state, and municipal level.

C. Communication report

9. Adjournment at 7:10 pm

**Jacob Maas motioned to adjourn.**

**Alder Rita Haase seconded the motion. Motion carried unanimously. Meeting adjourned.**



RDA



# Revolving Loan Fund

Infrastructure Modernization  
Downtown Redevelopment (upper stories)  
Childcare Expansion  
(Help future business owners find a path)  
Entrepreneurship Programs



# Business continuity funding







**DORA**  
DESIGNATED OUTDOOR REFRESHMENT AREA



<https://www.youtube.com/watch?v=ZUocC7t-drl>

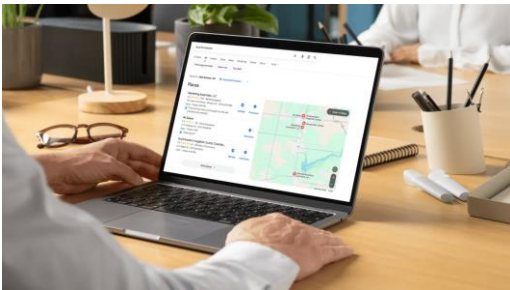




# Ease of Doing Business

Navigate State of Wisconsin requirements and processes?





Have simple directions available online and in paper form





The RDA Board has a wide range of diverse skills and background.

What is the possibility of each member tackling one of these three initiatives.

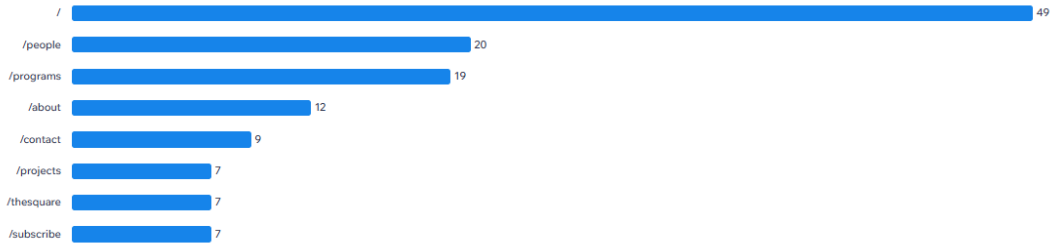


# Watertown Redevelopment Authority

## Social Media Report – 6/10/26

### Website Metrics (last 30 days)

- 84 Site sessions (down 45%)
- 64 Unique visitors (57 new, 11 returning)
- Page visits:



### Year-to-date Website Visits



### Facebook (last 28 days)

The top performing post this month is Rita’s Welcome post! 1.2K views, 20 likes.

- Content interactions: 33 (Down a lot!)
- Followers: 1813
- New Followers: 8
- Link Clicks: 0

**Facebook 2025 Totals:**  
Content interactions: 2,442  
New Followers: 249  
Link clicks: 1,325

**2026 Totals:**  
Content interactions: 835  
New followers: 90  
Link clicks: 138