



TOWN SQUARE PROGRAMMING COMMISSION AGENDA

WEDNESDAY, FEBRUARY 07, 2024 AT 4:15 PM

WATERTOWN CHAMBER OF COMMERCE - 519 E. MAIN STREET WATERTOWN, WI 53094

Virtual Meeting Info: <https://meet.goto.com/WatertownParkRec>

1. Call to order

2. Review and approval of minutes

A. BFTS minutes from January 3, 2024

3. Citizens to be heard

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

4. Business

A. Update on Ordinances sent to Council

B. Review and Discuss: Feedback from February 5th meeting

C. Review and Discuss: seasonal employees at BFTS

D. Discuss: Concert Costs and Sponsors

E. Discuss: Water Savings Options - Kristine

F. Discuss: WHS Painting Splash Pad Boxes

G. Discuss: ordinance 410.56(a) for smoking in prohibited places

5. Event Coordinator's report

A. Review and Discuss: Event Coordinators Report

6. Adjournment

Next Meeting March 6th, 4:15pm Chamber of Commerce Office

Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at mdunneisen@watertownwi.gov, phone 920-262-4006

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

Bentzin Family Town Square COMMISSION

MINUTES

Wednesday, January 3, 2024

1. Call to order

The Bentzin Family Town Square Commission in person on November 1, 2023. The meeting was called to order by Konz. Members present were: Lampe, Zimmerman, Konz, Hertel, Kauffmann, Bartz. Not present: Keepman.
Also present were: Butteris, Juhl.

2. Review and approval of minutes:

Lampe made motion to approve. Zimmerman seconded. All approved.

3. Review and approval of financial reports

Konz had questions on budget money coming in for tracking purposes. Juhl mentioned financials will be reported quarterly beginning March meeting. Zimmerman made motion to approve financial report. Kauffmann seconded. So moved.

4. Citizens to be heard

No one present

5. Business

a. Review & Discuss: survey & Feedback

It was decided to go ahead with the meeting with local taverns and restaurants to get feedback for level of involvement and to go over Health Department protocols when this happens. Request to do as soon as possible on a Monday night per Lampe. Communication for this: chamber and main street to provide emails and rest done through social and press release. A second meeting will be set up with the merchants to also get their feedback on level of involvement at the square. This to happen on a Tuesday evening.

Feedback from commission survey in regards to planning for the square was full of information and Steph will review to keep in line with requests.

b. Review and Take Action: New mission statement for the Bentzin Family Town Square

Zimmerman recommended to add the wording to include a business component to the statement. "Economic Vitality". Lampe suggested adding wording "Catalyst for downtown". Lampe made a motion. Hertel seconded. All approved.

c. Review and Discuss: Food and Beverage Fees – Recommended fee for Fermented Malt Beverage vendors per event: \$250 for Non-profits; \$350 for everyone else. This will go in the fee structure. Lampe motioned, Bartz seconded. Motion carried.

d. Review and Discuss: New Proposed Ordinance 428-10

e. Review and Discuss: Remembering Our Fallen Program: It was decided "no" at this time due to cost, bridge construction and the thought that this was just done in 2019 locally. Maybe look into next year and have other Vet groups possibly help with fundraising to bring it here. Check out price of Veterans Wall.

6. Event Coordinator's Report:

*Review and discuss report.

7. Adjournment – Next meeting date February 7, 2024

Hertel motioned, Lampe seconded. All approved.

MEMO

TO: Park, Recreation, & Forestry Committee
FROM: Kristine Butteris, Director of Parks, Recreation, & Forestry
DATE: January 8, 2024
RE: Create Section 398-20 Concession in the Parks of the City

Committee Members,

The Parks, Recreation, & Forestry Department has put together recommended changes to the ordinance 398-20 Concession in the Parks of the City. This will change the existing percentage-based fees to a flat fee. These fees will be listed on the fee schedule. The fees will help in covering expenses at the Bentzin Family Town Square and Riverside Park. The fee structure will be as follows:

- A. Merchant Concessionaire – \$25.00/event – Any concessionaire not using a park shelter or facility which is selling merchandise not for consumption.
- B. Non-Intoxicating Beverage Concessionaire – \$75.00/event or \$300/year – Any concessionaire either using or not using a park shelter or facility which is selling non-intoxicating beverage or food merchandise for consumption.
- C. Intoxicating Beverage Concessionaire – \$250.00/event – Any concessionaire either using or not using a park shelter or facility which is selling intoxicating beverage merchandise for consumption.

We are looking for recommendation to move to common council.



THE CITY OF
WATERTOWN

MEMO

TO: Park, Recreation, & Forestry Committee
FROM: Kristine Butteris, Director of Parks, Recreation, & Forestry
DATE: January 8, 2024
RE: Create Section 428-10 Sale of Fermented Malt Beverages

Committee Members,

The Parks, Recreation, & Forestry Department has put together recommended changes to the ordinance 428-10 Sale of Fermented Malt Beverages, allowing for Fermented Malt Beverages to be sold by officers or employees of the City of Watertown at designated stations within the confines of the Bentzin Family Town Square and Riverside Park at times designated by the Parks Director. We are requesting these changes to be able to help generate revenue.

We are looking for recommendation to move to common council.



THE CITY OF
WATERTOWN

Section 4, Item A.

MEMO

TO: Park, Recreation, & Forestry Committee
FROM: Kristine Butteris, Director of Parks, Recreation, & Forestry
DATE: January 8, 2024
RE: Amend Section 428-8(g) Subsections 3 & 7 Open Container

Committee Members,

The Parks, Recreation, & Forestry Department has put together recommended changes to the ordinance 428-8(g) Subsections 3 & 7 Open Container. This will update the existing requirement for logoed 16 oz containers and logoed wristbands, when serving alcoholic beverages, to allow for generic options to these items. These logoed items are very costly and would help reduce expenses.

We are looking for recommendation to move to common council after approval from the Chief of Police and advice from Public Safety and Welfare.

City Host/Co-Host BFTS Events 2024	street closed	Temp B Required	Food Trucks	Music	Approx Price
March 17: St. Patricks Day Event w/ Library					\$300
May 18: Birthday Bash	x	x	x	x	\$15,000
May 28: WHS Art Walk					
June 8: Boy Band (Sat 7-9) Summer Kick Off	x	x	x	x	\$8,500
June 15: Conscious Pilot (Sat 7-9)	x	x	x	x	\$2,500
June 21: Mallrats (sat 7-9)	x	x	x	x	\$6,000
June 23: Set Apart Art Kids and Parents					
June 29: Dueling Pianos (Sat 6-9)	x	x	x	x	\$4,200
July 13: Pan Cromatic Steel - Hawaii Day	x	x	x	x	\$2,000
July 14: Kids Fest (Sun 11-3)	x		x		\$4,000
July 20: sidewalk sales	x		x		
July 20: 33RPM (Sat 7-9)	x	x	x	x	\$4,500
July 28: Sip & Paint		x			
Aug 3: WRMC Breatfeeding Celebration	x		x	?	
Aug 17: Ask Your Mother (Sat 7-9)	x	x	x	x	\$3,000
Aug 18: Art in the Park		?			
Aug 24: Bootjack Road Band (Sat 7-9) Summer Farewell	x	x	x	x	\$4,000
Aug 25: Family Fun Day	x		x	x	
Sept 7: Last Bees (Sat 7-9)	x	x	x	x	\$800
Sept 14: Back Bay Band (Sat 7-9)	x	x	x	x	\$1,250
Sept 22: Art in Park					
Oct 18: Halloween Party (Fri 6-9) w/ DJ	x	x	x	x	\$2,000
Oct TBD: Homecoming meet & greet players	x		booster club	WHS Band	
Oct 26: Pumpkin Palooza (Sat 10-3) Watertown Players Secured	x		x		\$250
Closed Road beg Nov 11th - Jan 3, 2025 ?	x				
Nov 16: Tree Lighting (sat 5:30)	x			carolers	
Dec 7: Jingle Bell on the Rock (Sat 12-7)	x	x	x	x	
Dec 31: Ball Drop Event (8pm-12)	x	x	x	x	
Food Truck Mondays (June - Oct 11am-6pm) 18ct			x		
Thursday Farm Markets (June - sept 4pm-7pm) 4ct	x		x	acoustic	200-500ea

Shade Structure on lower stage

25,000

Ice Rink

\$200K

3-4 Picnic Table Umbrellas only

4500 ea

Roof on current band shelter

replace pavers

kayaks for rental

Holiday Décor 2024

Outdoor Globes

Smores Tables

Sponsors for cups for concerts-hopefully being waived

Adopt a Park Program May-Nov 2024

Sponsor a Food Truck Program

Dog Sled races

Bistro tables

\$2300 ea



BANDS SPONSORSHIP OPPORTUNITIES



2024 SUMMER CONCERT SERIES
THURSDAY NIGHT MARKET

Sponsorships are limitless! Choose the entire season for \$28K or choose activities and dates that fit your budget —there is something for everyone!

➔ Sponsorship includes: speaking at events, hosting a booth, selling items, handing out coupons, etc. If you can “think it” we can make it happen.

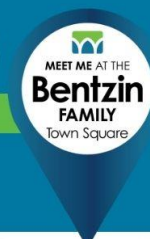
Please respond by February 1st if you are interested, to be included in all initial advertising.



**BENTZIN FAMILY
TOWN SQUARE**

DON'T WAIT: Contact Steph Juhl at sjuhl@watertownwi.gov

2024 SPONSORSHIP OPTIONS



BIRTHDAY BASH - MAY 18TH

One of the largest events of the season...This is going to be an amazing family-friendly event with all kinds of activities for kids and entertainment for adults.

11am-9pm

Entertainment Options:

11 One Louder Band \$1750, Magician \$1000, DJ \$1000: Bounce House \$800,
Local Acoustic Music \$800, Face Painter \$1000, Selfie Station \$300,
Chair Massage Therapist \$1000

THURSDAY NIGHT MARKETS

SPONSOR \$300 EACH
OR SERIES \$700

Will be held on Water Street and throughout the square from 4-7pm. This will include produce, area artists, and local food vendors, as well as, food trucks. Hoping to have unique items you cannot find everywhere! This is the first year for this type of event in Watertown. There will be 4 night markets. 6/27; 7/25; 8/22; 9/26

Entertainment Options: Acoustic local artists \$300, host your business booth \$100

CONCERTS

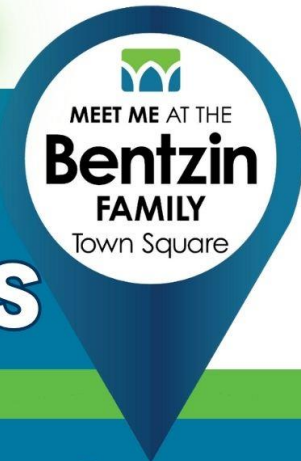
*Saturday nights unless stated

BOY BAND June 8th, 7-9pm Entertainment Options: Band \$5000 Food Trucks Beer Vendors \$5000	CONSCIOUS PILOT June 15th, 7-9pm Entertainment Options: Band \$2500 Food Trucks Beer Vendors \$2500	MALLRATS SPECIAL FRIDAY NIGHT June 21st, 7-10pm Entertainment Options: Band \$5000 Food Trucks Beer Vendors \$5000	NEW DUELING PIANOS June 29th, 7-9pm Entertainment Options: Band \$4200 Food Trucks Beer Vendors \$4200	PANCHROMATIC STEEL July 13th, 7-9pm Entertainment Options: Band \$2000 Food Trucks Beer Vendors \$2000
33RPM July 20th, 7-9pm Entertainment Options: Band \$4000 Food Trucks Beer Vendors \$4000	ASK YOUR MOTHER Aug. 17th, 7-9pm Entertainment Options: Band \$3000 Food Trucks Beer Vendors \$3000	BOOTJACK ROAD Aug. 24th, 7-9pm Entertainment Options: Band \$2400 Food Trucks Beer Vendors \$2400	LAST BEES Sept. 7th, 7-9pm Entertainment Options: Band \$800 Food Trucks Beer Vendors \$800	BACK BAY Sept. 14th, 7-9pm Entertainment Options: Band \$1000 Food Trucks Beer Vendors \$1000



EVENTS

SPONSORSHIP OPPORTUNITIES



Non-concert events will be added throughout the summer. Please let us know if you are interested in being contacted as these opportunities arise.

Some will include face painters, comedians, actors, karaoke nights, movie nights, etc. (beginning \$100)

Partial and joint sponsorships are welcomed.

BE PART OF THE FUN!



DON'T WAIT: Contact Steph Juhl at sjuhl@watertownwi.gov

**ORDINANCE TO
AMEND SECTION 410-56(A) SMOKING IN PROHIBITED PLACES, OF
THE CITY OF WATERTOWN GENERAL ORDINANCES**

**SPONSOR: XXXXXXXXXXXX
FROM: XXXXXXXXXXXXXXXX**

THE COMMON COUNCIL OF THE CITY OF WATERTOWN DOES ORDAIN AS FOLLOWS:

SECTION 1. Section 410-56(A), Smoking in Prohibited Places is hereby amended to read and include as follows:

A. Definitions. As used in this section, the following terms shall have the meanings indicated:

(1) DESIGNATED AREA

- (a) An area designated by Park, Recreation, & Forestry Commission within each public park where smoking is permitted and which shall meet the following criteria:
 - a. The designated area must be clearly designated and marked with smoking permitted signs.
 - b. The area must be at least 20 feet from any picnic areas, sports fields or improvements used for recreational activity, food vendors, lines for recreational activities in the recreational area, any structure or any heating and air condition intakes or vents.
 - c. The area cannot be capable of being completely enclosed.
 - d. The agreement or special event permit between the City and a private entity permits the designation of a smoking area.

(2) PERSON IN CHARGE

- (a) The person, or his or her agent, who ultimately controls, governs or directs the activities aboard a public conveyance or at a location where smoking is prohibited or regulated under this section.

(3) PROHIBITED PLACE

- (a) Any place or location in the City of Watertown as described in § 101.123(2)(a), (d) and (e), Wis. Stats.
- (b) Within a City Park, unless within a Designated Area.

(4) SMOKING

(a+) "Smoking" includes burning or holding, or inhaling or exhaling smoke from, any of the following items containing tobacco:

- (ia) A lighted cigar.
- (iib) A lighted cigarette.
- (iiie) A lighted pipe.
- (ivd) Any other lighted smoking equipment.

(b2) "Smoking" also includes using an electronic smoking device. "Electronic smoking device" means an electronic device that can be used to deliver an inhaled dose of nicotine or any other substance intended for human consumption that may be used by a person to simulate smoking through inhalation of vapor or aerosol from the product. It includes any such device whether manufactured, distributed, marketed or sold as an electronic cigarette, commonly known as e-cigarettes; an electronic cigar; an electronic cigarillo; an electronic pipe; an electronic hookah; vape pen; or any other product name or descriptor.

SECTION 2. All ordinances or parts of ordinances inconsistent with the provisions of this ordinance are hereby repealed.

SECTION 3. This ordinance shall take effect and be in force March 1st 2024.

DATE:				
READING:	1 ST		2 ND	
	YES	NO	YES	NO
DAVIS				
LAMPE				
VACANT				
BARTZ				
BLANKE				
SMITH				
SCHMID				
WETZEL				
MOLDENHAUER				
MAYOR MCFARLAND				
TOTAL				

ADOPTED _____

CITY CLERK

APPROVED _____

MAYOR

COORDINATOR'S REPORT

February 7, 2024

Section 5, Item A.



2024 Current Calendar of Events

The summary below is the tentative status of scheduling.

March 17: St. Patrick's Day Event
May 18: 1st Annual Birthday Bash/Splash Pad Opens/YMCA Yoga in park
May 28: WHS Art Walk
June 8: Boy Band (Sat 7-9)
June 14: Share the Love Series (Fri 5-8)
June 15: Conscious Pilot (Sat 7-9)
June 19: YMCA Zumba on the Square 6pm
June 21: Mallrats (7-9)
June 23: Set Apart Art - Kids
June 28: Share the Love Series (Fri 5-8)
June 29: Dueling Pianos (Sat 6-9)
July 9: YMCA Pound 8am & 6pm
July 12: Share the Love Series (Fri 5-8)
July 13: Panchromatic Steel
July 14: Kids Fest/YMCA Family Zumba
July 19: Share the Love Movie time TBD
July 20: 33RPM (Sat 7-9) & Sidewalk Sales
July 26: Share the Love Series (Fri 5-8)
July 28: Sip & Paint
Aug ? : YMCA Body Combat
Aug 2: Share the Love Movie time TBD
Aug 3: WRMC Breastfeeding Coalition Event
Aug 16: Share the Love Series (Fri 5-8)
Aug 17: Ask Your Mother (7-9)
Aug 18: Art in Park
Aug 23: Share the Love Movie time TBD
Aug 24: Bootjack Road Band (Sat 7-9)
Aug 25: Family Fun Day (11-1)
Sept 7: Last Bees (Sat 7-9)
Sept 14: Back Bay Band (7-9)
Sept 22: Art in Park
Oct 1-4: EZ Promotion Homecoming Pop Up w/ Fuelify
Oct 8: Halloween Party (6-9)
Oct 26: Pumpkin Palooza
Nov 16: Tree Lighting
Dec. 7: Jingle Bell on the Rock

Food Truck Mondays beginning June 10th and ends on Oct 28th . Working on schedule. Will have for April Meeting.

Thursday Night Market: June 27th, July 25th, August 22nd, September 26th

Still looking for main sponsor and vendors for this. I will have flyers promoting event at March Meeting.

Summer Concert Series					
Saturday, May 18 2024	11am-9 p.m.	11 One Louder	-	-	\$ 1,750
Saturday, June 08 2024	7-9 p.m.	Boy Band Night			\$ 5,000
		Essential Details, LLC			\$ -
		A.G. Entertainment, LLC	\$ 1,959		\$ -
		Proline Entertainment, LLC		\$ 2,500	\$ -
Saturday, June 15, 2024	7-9 p.m.	Conscious Pilot	-	-	\$ 2,500
Special: Friday, June 21, 2024	7-9 p.m.	Mallrats: Special	-	-	\$ 5,000
Saturday, June 29, 2024	7-9 p.m.	Dueling Pianos	-	-	\$ 4,200
Saturday, July 13, 2024	7-9 p.m.	PanCromatic Steel	-	-	\$ 2,000
Saturday, July 20, 2024	7-9 p.m.	33RPM	-	-	\$ 4,000
Saturday, August 17, 2024	7-9 p.m.	Ask Your Mother	-	-	\$ 3,000
Saturday, August 24, 2024.	7-9 p.m.	Bootjack Road Band	-	-	\$ 2,400
Saturday, September 7, 2024	7-9 p.m.	Last Bees	-	-	\$ 800
Saturday, September 14, 2024	7-9 p.m.	Back Bay Band	-	-	\$ 1,250
Band		\$ 31,900.00			
Audio		\$ 1,959.00			
Lighting and Power		\$ 2,500.00			
Management (Essential Details)		\$ 550.00			
Marketing (Essential Details)		\$ 1,400.00			
Hospitality		\$ 250.00			
Total		\$ 38,559.00			
Budget		\$ 28,700.00			
Balance +/-		\$ (9,859.00)			

Concert Prices for Donation Purposes

Section 5, Item A.

City Host/Co-Host BFTS Events 2024	street close	Temp B Require	Food Truck	Music	Approx Price
March 17: St. Patricks Day Event w/ Library					\$300
May 18: Birthday Bash	x	x	x	x	\$15,000
May 28: WHS Art Walk					
June 8: Boy Band (Sat 7-9) Summer Kick Off	x	x	x	x	\$8,500
June 15: Conscious Pilot (Sat 7-9)	x	x	x	x	\$2,500
June 21: Mallrats (sat 7-9)	x	x	x	x	\$6,000
June 23: Set Apart Art Kids and Parents					
June 29: Dueling Pianos (Sat 6-9)	x	x	x	x	\$4,200
July 13: Pan Cromatic Steel - Hawaiiin Day	x	x	x	x	\$2,000
July 14: Kids Fest (Sun 11-3)	x		x		\$4,000
July 20: sidewalk sales	x		x		
July 20: 33RPM (Sat 7-9)	x	x	x	x	\$4,500
July 28: Sip & Paint		x			
Aug 3: WRMC Breatfeeding Celebration	x		x	?	
Aug 17: Ask Your Mother (Sat 7-9)	x	x	x	x	\$3,000
Aug 18: Art in the Park		?			
Aug 24: Bootjack Road Band (Sat 7-9) Summer Farewell	x	x	x	x	\$4,000
Aug 25: Family Fun Day	x		x	x	
Sept 7: Last Bees (Sat 7-9)	x	x	x	x	\$800
Sept 14: Back Bay Band (Sat 7-9)	x	x	x	x	\$1,250
Sept 22: Art in Park					
Oct 18: Halloween Party (Fri 6-9) w/ DJ	x	x	x	x	\$2,000
Oct TBD: Homecoming meet & greet players	x		booster club	WHS Band	
Oct 26: Pumpkin Palooza (Sat 10-3) Watertown Players Secured	x		x		\$250

