



REDEVELOPMENT AUTHORITY MEETING AGENDA

WEDNESDAY, JANUARY 18, 2023 AT 5:30 PM

CITY HALL, LOWER LEVEL ROOM 0041, 106 JONES STREET

IN-PERSON/VIRTUAL MEETING

By Phone or GoToMeeting: <https://global.gotomeeting.com/join/471703029>

For the Public, Members of the media and the public may attend **by calling:** (US)+1 (872) 240-3412

Access Code: 471-703-029

1. PLEDGE OF ALLEGIANCE

2. ROLL CALL

3. DETERMINATION OF QUORUM AND CALL TO ORDER

4. APPROVAL OF PRIOR MEETING MINUTES

[A.](#) RDA Meeting Minutes December 7, 2022

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. POTENTIAL BOARD MEMBER CHANGES - REVIEW AND POSSIBLE ACTION

7. STATUS REPORTS

[A.](#) Community Support/Communication - Mueller

1. Social media and web analytics

[B.](#) Common Council Update- Ruetten

[C.](#) Historical Installation Task Force - Zimmermann/Becker

1. Sign Art Studio recent site visit & plaque locations

[D.](#) Executive Director Update

1. Town Square Construction

a. Work in progress update

b. Budget and funds update

2. Town Square

a. Grand Opening planning

b. Programming Event Coordinator status

3. TWall Project Update

4. Revolving Loan Fund Update

a. Application Update- Zastrow/Becker

8. CHANGE ORDER - REVIEW AND POSSIBLE ACTION

[A.](#) Bike Racks

[B.](#) Fencing Renewal

9. FUTURE FUND TRANSFER - REVIEW AND POSSIBLE ACTION

[A.](#) Future Fund Transfer - Review and possible action

10. ADJOURN

Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at mdunneisen@CityofWatertown.org, 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



Wednesday December 7, 2022

5:30 pm

In-PERSON/VIRTUAL MEETING

Room 0041, City Hall

By Phone or GoToMeeting:

<https://global.gotomeeting.com/join/471703029>

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Access Code: 471-703-029

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.

AGENDA

1. Pledge of Allegiance
2. Roll Call
 - a. Present: Salas, Ruetten, Kuenzi, Bartz, Zimmermann, Zastrow
 - b. Absent: Marchant
 - c. Also Present: Mayor Emily McFarland; Mason Becker, RDA Executive Director; Mark Stevens, City Finance Director/Treasurer; Steven Chesebro, City Attorney
3. Determination of Quorum and Call to Order at 5:33 pm
4. **Review/Approve:** Minutes of Previous Meetings – May 18, 2022 and June 15, 2022
 - a. **Zimmermann motioned to approve. Bartz seconded the motion. Minutes were unanimously approved.**
5. Public Comment
 - a. No members of the public present.
6. Transition Updates
 - a. Staffing Update - McFarland
 - i. Salas thanks McFarland and Zastrow for working through details of the Town Square in the absent of an RDA Executive Director.
 - ii. McFarland introduced Mason Becker – RDA's new Executive Director
 - b. Town Square Update - McFarland
 - i. Town Square progress: items received, ordered, delayed, installed.
 - ii. McFarland – Water Street was designed with no road markings. If markings needed per PD, City Engineering team will put in their 2023 budget and complete.
 - iii. May 20, 2023 – Bentzin Family Town Square opens.
 - iv. Maas will be billing hourly now.
 - v. Fence rental ends January 13, 2023. Fencing might still be needed for safety.
Zastrow motioned to have Becker order fencing if need is determined. Kuenzi seconded the motion. Motion passed unanimously.
 - vi. Programming Events Coordinator (Bentzin Family Town Square) - Recreation, Parks, and Forestry Department is posted.

City is responsible for 75% of salary/benefits, RDA 25%.

Zimmermann volunteered to represent the RDA during the interview process.

- c. Historical Wall Update - Becker
 - i. Met with Sign Art Studio – Vendor selected for design/construction of History Wall. Scheduled install date: June 2023.
 - d. RDA Financial Management Update – Stevens
 - i. Bills are paid. Working with banks to add Becker as a signer to accounts.
 - ii. Payoffs: DS Johnson made final payment on schedule. Lindborg/Schempf building paid off \$100,000 early.
 - iii. Revolving Loan Fund now has \$100,000 funds. RDA will reassess program.
 - iv. City's general fund will be paying RDA Executive Director salary/benefits.
 - e. TWall Update – McFarland
 - i. Will be executing second (and final) 60-day extension notice on December 14 to expire February 12, 2023.
7. Transfer of Ownership – McFarland
- a. **Zastrow motioned to approve: “Resolution to Execute Quit Claim Deed to Transfer Ownership of the Bentzin Family Town Square to the City of Watertown”. Zimmermann seconded the motion. Roll call passed unanimously.**
 - b. Discussion of: “Resolution to Approve Property Management Agreement”. Additions/changes including: “Town Square Program Director will work with an Oversight Committee”, will be added to the Resolution. Suggestions e-mailed to Becker by 12/21/2022. Vote postponed until next meeting.
8. Approve Change Orders (from Maas Bros. Construction) – McFarland
- a. **Zastrow motioned to process Change Order 7 & 8. Kuenzi seconded the motion. Motion passed unanimously. Salas abstained.**
9. Adjournment at 6:38 pm
- Zastrow motioned to adjourn, Kuenzi seconded. Motion carried unanimously. Meeting adjourned.

Watertown Redevelopment Authority Social Media Report - November 15

Section 7, Item A.

| Facebook (last 28 days) | Nov. | Oct. |
|--------------------------------|-------------|-------------|
| Post Reach: | 1,487 | 7,675 |
| Post Engagement: | 722 | 3,017 |
| Shares: | 8 | 40 |
| Followers: | 1,355 | 1,349 |
| New Followers: | 9 | 18 |

Definitions:

Post Reach: The post appeared on user's News Feed.

Post Engagement: User clicked anywhere on page posts (e.g. liked, comment, share)

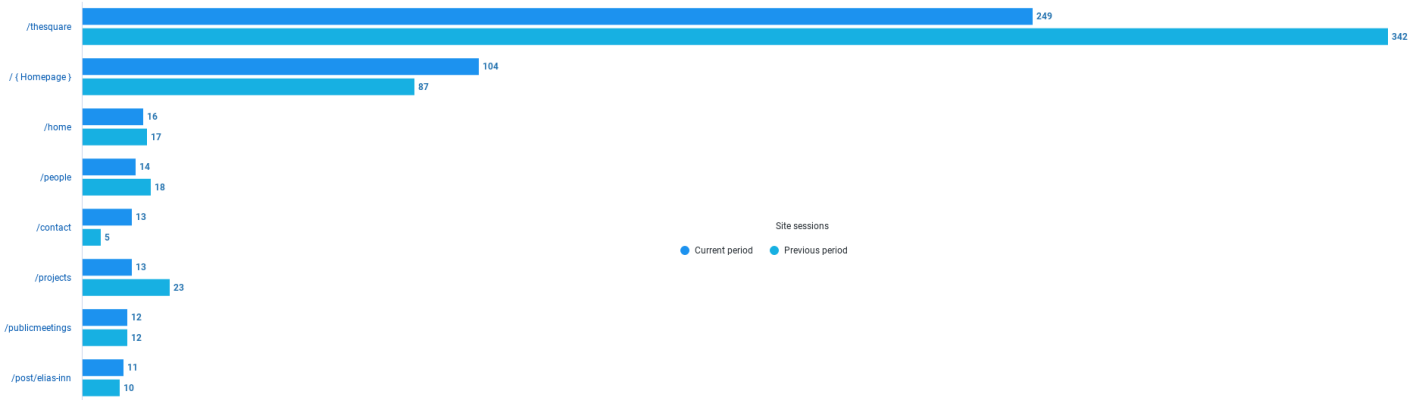
Followers: People who click "follow" to receive posts in their News Feed.

ATS = Around the Square

| Top Posts (Last 30 days) | Reach | Engage | | Reach | Engage |
|---------------------------------|--------------|---------------|----------------------------------|--------------|---------------|
| 11-4: ATS w/Dave Zimmermann | 744 | 121 | 10-6: Town Square - Bentzin Sign | 1,133 | 248 |
| 10-26: ATS w/Tony Meyers | 1,145 | 588 | 10-3: ATS w/Tony Meyers | 2,228 | 355 |

Website (Last 30 days - End Date November 15)

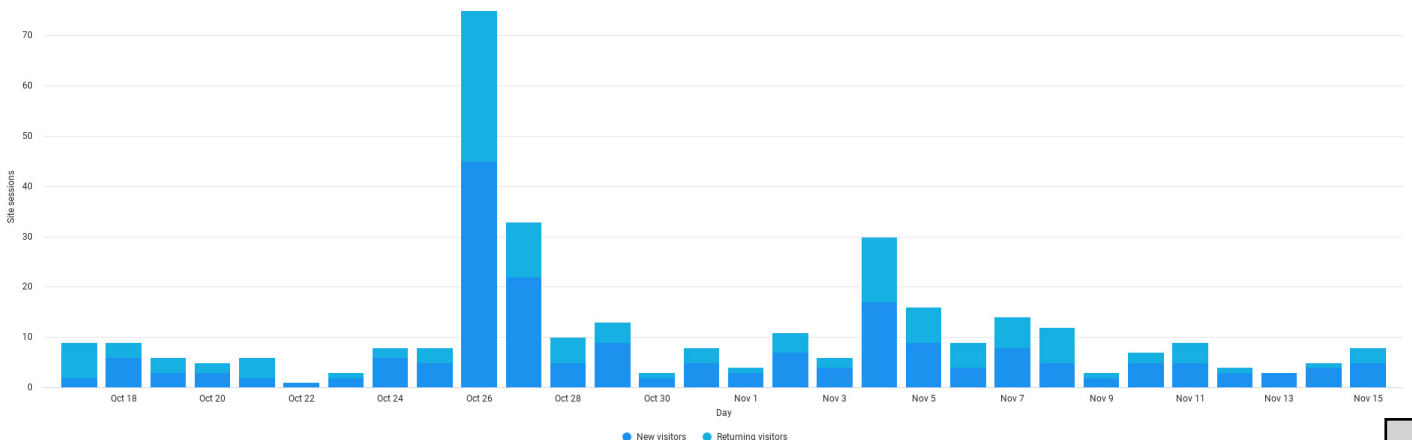
| | November | October | September |
|--|-----------|-----------|-----------|
| Page Views (The number of times a site page was visited or refreshed): | 338 | 430 | 408 |
| Unique Visitors (A person visited at least once): | 263 | 336 | 310 |
| New Visitors: | 194 (74%) | 256 (76%) | 235 |
| Returning: | 69 (26%) | 80 (24%) | 75 |
| Av. Session Duration: | 4m 5s | 3m 21s | 4m 33s |



| Most Popular Pages: | Page | Unique Visitors |
|---------------------|-------------------|-----------------|
| | The Square | 249 |
| | Home Page + /home | 120 |
| | People | 14 |
| | Contact | 13 |

Traffic Sources: Facebook 155 ↓ 35%, Google 83 ↑ 8%, Direct 72 ↓ 16%, ci.watertown.wi.us 9 ↓ 31%

Site Session: Traffic over Time



Watertown Redevelopment Authority Social Media Report - October 17

Section 7, Item A.

| | | |
|--------------------------------|-------------|--------------|
| Facebook (last 28 days) | Oct. | Sept. |
| Post Reach: | 7,675 | 1,251 |
| Post Engagement: | 3,017 | 357 |
| Shares: | 40 | 5 |
| Followers: | 1,349 | 1,333 |
| New Followers: | 18 | 5 |

Definitions:

Post Reach: The post appeared on user's News Feed.

Post Engagement: User clicked anywhere on page posts (e.g. liked, comment, share)

Followers: People who click "follow" to receive posts in their News Feed.

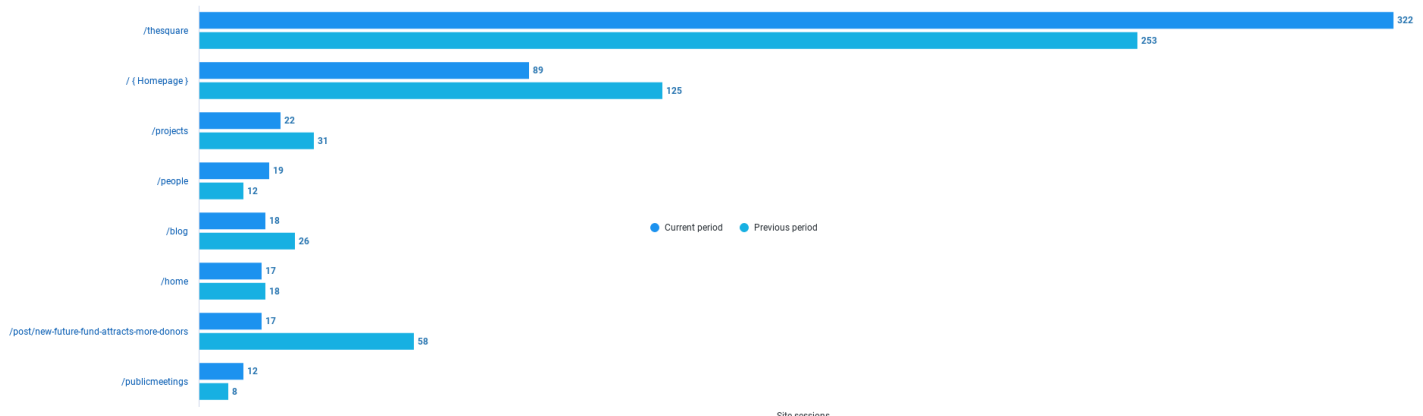
ATS = Around the Square

Top Posts (Last 30 days)

| | Reach | Engage | | Reach | Engage |
|-------------------------------|-------|--------|----------------------------------|-------|--------|
| 9-26: Supply Chain/Delay Open | 6,173 | 2,344 | 10-6: Town Square - Bentzin Sign | 1110 | 245 |
| 10-3: ATS/with Tony Meyers | 2,199 | 354 | 10-16: ATS - Alex (last one) | 898 | 247 |

Website (Last 30 days - End Date September 20)

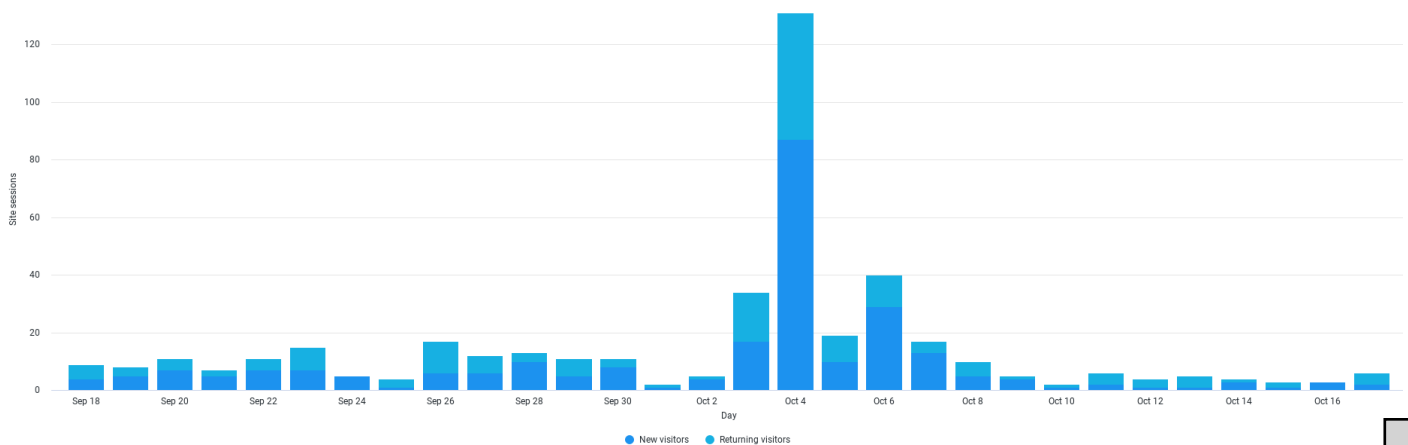
| | October | September | August |
|--|-----------|-----------|-----------|
| Page Views (The number of times a site page was visited or refreshed): | 430 | 408 | 865 |
| Unique Visitors (A person visited at least once): | 336 | 310 | 747 |
| New Visitors: | 256 (76%) | 235 | 582 (78%) |
| Returning: | 80 (24%) | 75 | 165 (21%) |
| Av. Session Duration: | 3m 21s | 4m 33s | 5m 0s |



| Most Popular Pages: | Page | Unique Visitors |
|---------------------|------------|-----------------|
| | The Square | 322 |
| | Home Page | 89 |
| | Projects | 22 |
| | People | 19 |

Traffic Sources: Facebook 219 ↑ 42%, Direct 86 ↑ 13%, Google 78 ↓ 43%, ci.watertown.wi.us 13 ↓ 7%

Site Session: Traffic over Time



Watertown Redevelopment Authority Social Media Report - December 20

Section 7, Item A.

| Facebook (last 28 days) | Dec. | Nov. |
|--------------------------------|-------------|-------------|
| Post Reach: | 909 | 1,487 |
| Post Engagement: | 240 | 722 |
| Shares: | 5 | 8 |
| Followers: | 1,363 | 1,355 |
| New Followers: | 6 | 9 |
| Link Clicks | 71 | |

Definitions:

Post Reach: The post appeared on user's News Feed.

Post Engagement: User clicked anywhere on page posts (e.g. liked, comment, share)

Followers: People who click "follow" to receive posts in their News Feed.

ATS = Around the Square

Top Posts (Last 28 days)

| |
|-------------------------|
| 12-8: "Street Open" |
| 12-1: Meet Mason Becker |

Reach Engage

| | |
|-----|-----|
| 661 | 146 |
| 292 | 40 |

| |
|----------------------------|
| 11-4: ATS: Dave Zimmermann |
| 10-26: ATS w/Tony Meyers |

Reach Engage

| | |
|-------|-----|
| 766 | 122 |
| 1,258 | 603 |

Website (Last 30 days - End Date December 20)

Page Views - Site Sessions (# site page was visited/refreshed):

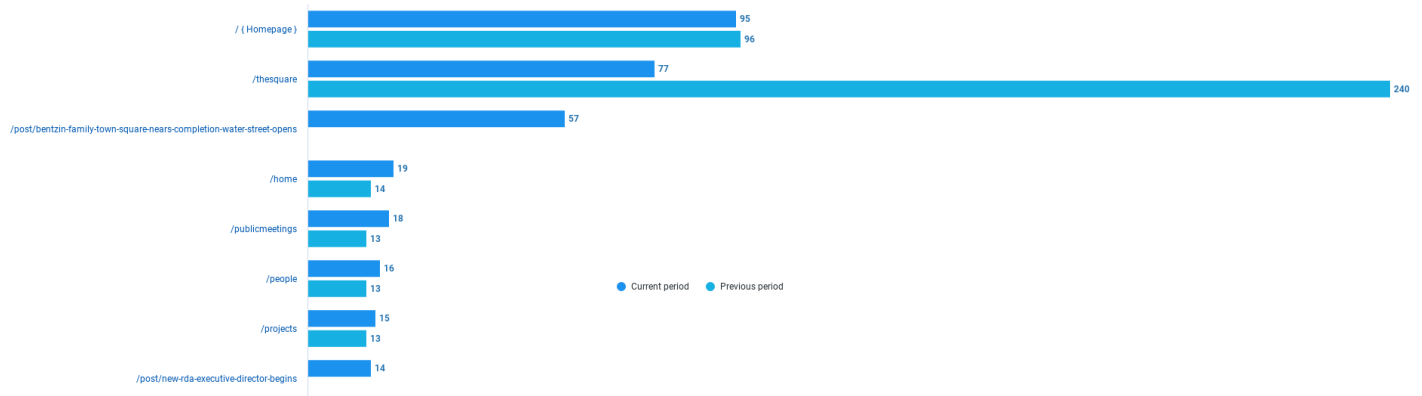
Unique Visitors (A person visited at least once):

New Visitors:

Returning:

Av. Session Duration:

| December | November | October |
|-----------|-----------|-----------|
| 236 | 338 | 430 |
| 162 | 263 | 336 |
| 126 (78%) | 194 (74%) | 256 (76%) |
| 36 (22%) | 69 (26%) | 80 (24%) |
| 8m | 4m 5s | 3m 21s |



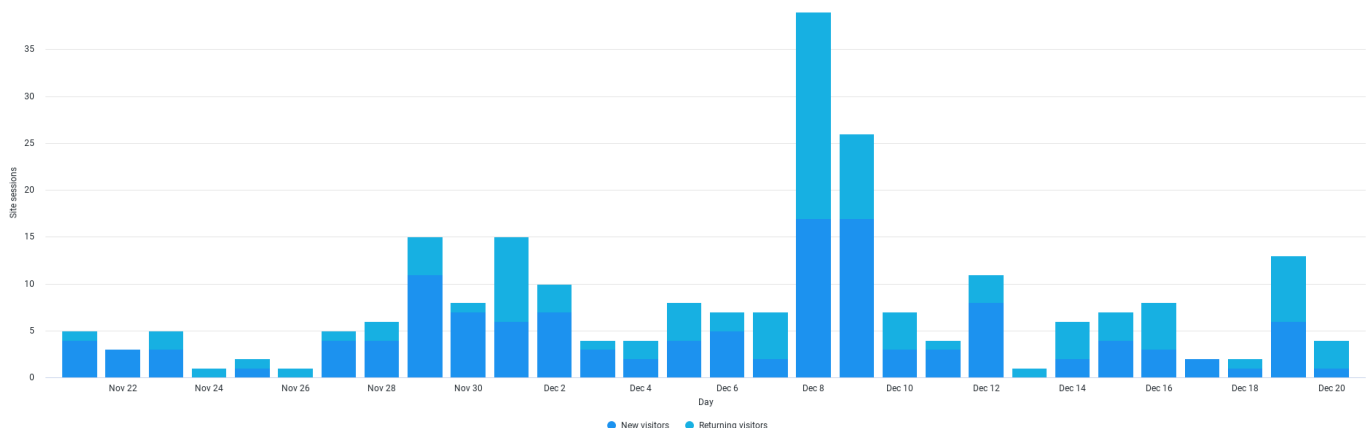
Most Popular Pages: Page

Unique Visitors

| | |
|-------------------------------|----|
| Home Page | 95 |
| The Square | 77 |
| Post: Square Nears Completion | 57 |
| Home | 19 |

Traffic Sources: Facebook 71 ↓ 54%, Google 67 ↓ 7%, Direct 56 ↓ 20%, ci.watertown.wi.us 25 ↑ 178%

Site Session: Traffic over Time



1 W MAIN ST

Section 7, Item C.

Bentzin Family Town Square

Bertram Beltz Community Plaza

On Seating Stone

Talk Read Play Terrace
on back of Main Sign

EARL & EUGENIA QUIRK
FOUNDATION DOCK

Size/Layout/Materials TBD

The Wall.
Sponsored by Don & Jean

On Seating Stone

Fisher Barton Plaza,
Richard L. Wilkey, Founder 1973

Back of Wall

- Locations for:
- 1 - WRMC - Harvest Market Plaza
 - 2 - In honor of Ed Kreuziger (seat block)
 - 3 - Bank First - Chairs/tables
 - 4 - In honor of River City Distributing Co. Employees (Shade Structure)
 - 5 - Future Fund donors
DNR & WEDC grants acknowledgment
 - 6 - Historic: Commemorating 100 W Main Street Block
 - 7 - Resolution Plaque: Mayor, Council, RDA Board, Design Task Force
 - 8 - Address: 1 W. Main Street
 - 9 - 300M Lawn Mower Blade
 - 10 - Mayor John David recognition

1
WATERTOWN REGIONAL
MEDICAL CENTER
**HARVEST
MARKET PLAZA**
16"x 8"

2
IN HONOR OF
**ED
KREUZIGER**
6"x4"

3
CHAIRS & TABLES
SPONSORED BY
BANK FIRST
6"x4"


4
IN HONOR OF
**River City
Distributing
Company
Employees**
1981-2017
6"x8"

16"x 7"

5
Founders of the Future Fund
The Joseph & Sharon Darcey Foundation
Watertown Regional Medical Center
Ixon Bank
Maas Brothers
Construction Co., Inc.
The Marquardt,
An Illuminus Community
yes! Watertown

Major Grants
WISCONSIN DEPARTMENT OF NATURAL RESOURCES:
Knowles-Nelson Stewardship, Local Assistance Grant
Urban Nonpoint Source & Storm Water Management Construction Grant
Wisconsin Assessment Monies Award – U.S. EPA Brownfield Grant

WISCONSIN ECONOMIC DEVELOPMENT CORPORATION:
Community Development Investment Grant
16"x 7"

6
**In Commemoration of Businesses
in the 100 West Main Street Block**

101 – Wisconsin Hearing Aid Center, Kim B. Peterson
105 – A Tax, Kim B. Peterson
107 – Chalet Restaurant, Lisa & Roger Cutsforth
109 – Imagery Hair Studio, Linda V. Doerr
111 – Authentic Ancient Arts, Neil & Luciana Stolemark
115 – Watertown Daily Times, The Clifford Family
121 – Triana's Trophy Case, Ed & Michelle Wolf
Photo Credit: 2016 PhotoJournalist State Journal

16" x 16"

7

**THE CITY OF
WATERTOWN
BENTZIN FAMILY
TOWN SQUARE**
16"x 27"
**Resolution Authorizing Construction
of the Town Square**
December 5, 2017
Watertown Common Council
John David, Mayor (2013-2018)
Emily McFarland, Mayor (2019-2025)
Dan Bartz
Ken Berg
Jill Holthaus
Linda Kilps
Kurt Larsen
William Maron
Bob Mueller
Tom Pasch
Tim Rastner
James Romlein
Chris Ruetten
Eric Schmid
Fred Smith
Auggie Tietz
Rick Tortomasi
Cassandra Wagner
Karen Wendt
Bob Wetzel
Steve Zgonc
Watertown Redevelopment Authority
Brad Kuenzi
Rob Marchant
Nate Salas
Matt Zastrow
David Zimmermann
Executive Directors:
Alex Allon
Kristin Fish-Peterson
Town Square Design Task Force
Lisa Adrian
Peg Checkai
Melissa Lampe
Candy Strmaza
Michael Sullivan
Randy Wojtasiak

8
1 W MAIN ST
Design TBD

9

**Fisher
Barton**
Richard L. Wilkey, Founder, 1973
12" x 12"
COMMEMORATING
300 MILLION
LAWN MOWER BLADES PRODUCED

10
IN RECOGNITION OF
Mayor John David
2001-2006 & 2013-2018
FOR HIS VISION & LEADERSHIP
IN THE CREATION OF THE
Bentzin Family Town Square
10"x6"

**EARL & EUGENIA QUIRK
FOUNDATION DOCK**

Size: TBD – Both sides of gate to floating dock

| Bentzin Family Town Square - Construction Budget | | | |
|--|-----------------|-----------------|---------------|
| Guaranteed Maximum Price Contract Work | Budgeted | Paid | Remaining |
| Sea Wall | 676,850.00 | 676,850.00 | - |
| Sea Wall Deduct | (18,000.00) | (18,000.00) | - |
| Water Feature | 317,100.00 | 263,375.00 | 53,725.00 |
| Site Development | 152,675.00 | 108,250.00 | 44,425.00 |
| General Trades and Steel | 644,000.00 | 378,661.98 | 265,338.02 |
| General Trades Add on | 3,800.00 | | 3,800.00 |
| Masonry | 250,201.11 | 215,201.11 | 35,000.00 |
| Irrigation System | 20,919.00 | | 20,919.00 |
| Landscaping | 452,121.00 | 200,000.00 | 252,121.00 |
| Site Plumbing | 139,300.00 | 134,000.00 | 5,300.00 |
| Site Electrical | 277,300.00 | 153,000.00 | 124,300.00 |
| Dock System | 114,150.00 | 59,700.00 | 54,450.00 |
| Geotech Engineer Allowance | 20,000.00 | 4,500.00 | 15,500.00 |
| Site Layout and Surveying Allowance | 40,000.00 | 8,023.60 | 31,976.40 |
| Project Sup./Gen. Conditions (6 mo.) | 147,300.00 | 135,150.00 | 12,150.00 |
| Site Fencing | 3,146.01 | 3,146.01 | - |
| CSM for site | 1,600.00 | 1,600.00 | - |
| Reimbursables - PM Software | 4,760.00 | | 4,760.00 |
| Reimbursables - Bond Cost | 22,105.00 | 22,105.00 | - |
| Reimbursables - Insurance Premium | 10,000.00 | | 10,000.00 |
| CM Fee (4.5%) | 147,569.72 | 101,427.95 | 46,141.77 |
| Subtotal (Alex's details) | \$ 3,426,896.84 | \$ 2,446,990.65 | \$ 979,906.19 |
| Through October 31, 2022: | | | |
| Original Contracted Amount | \$ 3,426,896.84 | \$ 3,308,959.28 | \$ 117,937.56 |
| Contingency Funds | | | |
| Unsuitable Soils Contingency | 200,000.00 | 177,861.29 | 22,138.71 |
| 10% Construction Costs Contingency | 342,689.68 | | 167,996.19 |
| Change Order #1 | | 35,245.18 | |
| Change Order #2 | | 37,303.93 | |
| Change Order #3 | | 34,684.07 | |
| Change Order #4 | | 21,790.82 | |
| Change Order #5 | | 9,412.40 | |
| Change Order #6 | | 14,885.32 | |
| Change Order #7 | | (7,272.05) | |
| Change Order #8 | | 25,911.30 | |
| Change Order #9 | | 2,732.52 | |
| Subtotal | \$ 542,689.68 | \$ 352,554.78 | \$ 190,134.90 |
| Permitting and Fees | | | |
| Water Department Impact Fees | 66,000.00 | | 66,000.00 |
| Construction Permit Fees | | 647.00 | (647.00) |
| Detour Signs and Barriers | | 1,359.45 | (1,359.45) |
| Erosion Control and Stormwater Fees | | 1,038.58 | (1,038.58) |

| | | | |
|---|------------------------|------------------------|----------------------|
| Subtotal | \$ 66,000.00 | \$ 3,045.03 | \$ 62,954.97 |
| RDA Held Construction Costs | | | |
| ATT Utility Relocation | 83,969.32 | 83,969.32 | - |
| WE Energies Utility Relocation | 102,152.98 | 102,152.98 | - |
| RipRap Bank Stabilization (2021) | 1,219.75 | 1,219.75 | - |
| Fence Rental (2021) | 5,136.00 | 5,136.00 | - |
| Subtotal | \$ 192,478.05 | \$ 192,478.05 | \$ - |
| Project Totals | \$ 4,228,064.57 | \$ 3,857,037.14 | \$ 371,027.43 |
| RDA Held Design/Engineering | | | |
| Surveys (Chaput) | 9,000.00 | 9,000.00 | - |
| Environmental (Sigma) | 40,851.79 | 33,740.79 | 7,111.00 |
| SmithGroup | 450,892.00 | 487,233.30 | (36,341.30) |
| SmithGroup Grant Writing | 20,000.00 | 18,610.00 | 1,390.00 |
| Subtotal | \$ 520,743.79 | \$ 548,584.09 | \$ (27,840.30) |
| Additional Costs | | | |
| H&H Modeling and design iterations (SG) | 18,658.00 | | 18,658.00 |
| TWall Coordination (SG) | 8,870.00 | 8,870.00 | - |
| Bid Package Coordination (SG) | 1,050.00 | | 1,050.00 |
| Food Truck Electrical Adds (SG) | 3,088.00 | | 3,088.00 |
| DNR additional grant info (SG) | 3,045.00 | | 3,045.00 |
| Stage revision and donor recognition (SG) | 3,660.00 | 3,660.00 | - |
| Revise guardrail per Site Plan (SG) | 810.00 | 25.00 | 785.00 |
| Donor recognition additions (SG) | 4,770.00 | | 4,770.00 |
| Add security cameras per Site Plan (SG) | 3,005.00 | 3,005.00 | - |
| Main Street Sidewalk added (SG) | 2,130.00 | 2,130.00 | - |
| Railing and Sawcut added (SG) | 2,010.00 | 2,010.00 | - |
| Irrigation System added (SG) | 2,160.00 | 2,160.00 | - |
| Cut/Fill exhibit for Sigma and DNR (SG) | 945.00 | 945.00 | - |
| DNR permit added | 675.00 | 675.00 | - |
| State plumbing permit fee | 510.00 | 510.00 | - |
| Amend DNR grant to move BMPs (SG) | 3,000.00 | | 3,000.00 |
| Library window coordination (SG) | 3,710.00 | 3,710.00 | - |
| Art/History Wall (SG) | 23,940.00 | 17,955.00 | 5,985.00 |
| Subtotal | \$ 86,036.00 | \$ 45,655.00 | \$ 40,381.00 |
| Anticipated Additional Costs | | | |
| Site Furnishings | 67,000.00 | 32,291.53 | 34,708.47 |
| History Wall Installation | 100,000.00 | | 100,000.00 |
| Donor placques/Signage | 15,155.64 | | 15,155.64 |
| Subtotal | \$ 182,155.64 | \$ 32,291.53 | \$ 149,864.11 |
| Total | \$ 5,017,000.00 | \$ 4,483,567.76 | \$ 533,432.24 |

\$ 533,432.24

WATERTOWN CENTRAL BUSINESS DISTRICT COMMERCIAL REHABILITATION/FACADE LOAN PROGRAM

Purpose: The Watertown Commercial Rehabilitation Program is a loan program designed to stimulate rehabilitation and redevelopment of commercial real estate within downtown Watertown, which will in turn, increase property values and improve the overall economy.

Type of Funding: The program provides low interest loans to be reviewed and approved by the Watertown Redevelopment Authority (RDA) Loan Committee. Individual banks participating in the fund shall underwrite and manage collection on the loans. Rehabilitation projects shall be completed in accordance with guidelines as outlined in the Federal Historic Standard for Rehabilitation and comply with applicable city codes and ordinances. The RDA will participate with grants and/or loan guarantees to qualifying projects.

Financing Terms:

- Financing assistance shall be made as loans with a variable-year amortization schedule based on project, at a 2.0% interest rate.
- Payments may be deferred through project completion and up to 90 days following, depending on the project.
- A promissory note shall be executed by and between the RDA and/or bank and the borrower and final estimated value of the rehabilitated building shall support all existing debt.
- Loan terms may be negotiated under special circumstances and approved by designated staff and the RDA Loan Committee. Typical loans will be payable within five years.
- Owner required to contribute a minimum of 10% owner cash based on the total project.
- Eligible projects may receive a grant and/or loan guarantee from the RDA.

Eligible Expenditures: Funds are to be used for physical improvements including, but not limited to, exterior facade and necessary structural, electrical, plumbing and other building system components, including reactivation of upper level residential units. Fees and other project related expenses, such as required design/architectural/engineering costs, title insurance, credit report and recording fees are considered project eligible costs and will be added on to the loan amount.

Program Boundaries: Eligible properties include those which are within and are immediately adjacent to the Watertown Main Street program boundary map, attached. Other Economic Development Commercial Facade projects outside this area will be considered on a case-by-case basis.

Additional Guidelines: Property must be in good standing with the City of Watertown, with taxes current and no outstanding code violations or citations. Façade loans are subject to review and approval by the Historic Preservation & Downtown Design Commission.

Application Process: Applications are reviewed on a first-come, first-served basis. An application fee of \$50.00 will be received from the applicant before RDA can process the application. The RDA reserves the right to conduct a background and credit check on all applicants.

CITY OF WATERTOWN
COMMERCIAL REHABILITATION /FACADE LOAN PROGRAM APPLICATION

Please provide information on the proposed project. Your signature below indicates your intent to apply for commercial rehabilitation program funding and that you have received a copy of the program guidelines. **Please return to City Hall, 106 Jones Street, with your check in the amount of \$50.00 for the application fee.**

Applicant name: _____
 Address: _____
 Cell Phone: _____ Work Phone: _____
 Property Owner(s): _____
 Project Address: _____
 Project description (work to be done): _____

How will this project benefit the business or property? _____

How will this project impact the downtown? _____

Estimated Timeframe for Project Completion: _____
 Loan amount requested: _____
 Property Mortgage Holder(s): _____

INCLUDE WITH APPLICATION (please check each box):

- ____ Three years of business and personal income tax returns/financials
 ____ Personal financial statement
 ____ Available business financial reports such as profit/loss statement, balance sheet, inventory, receivables.

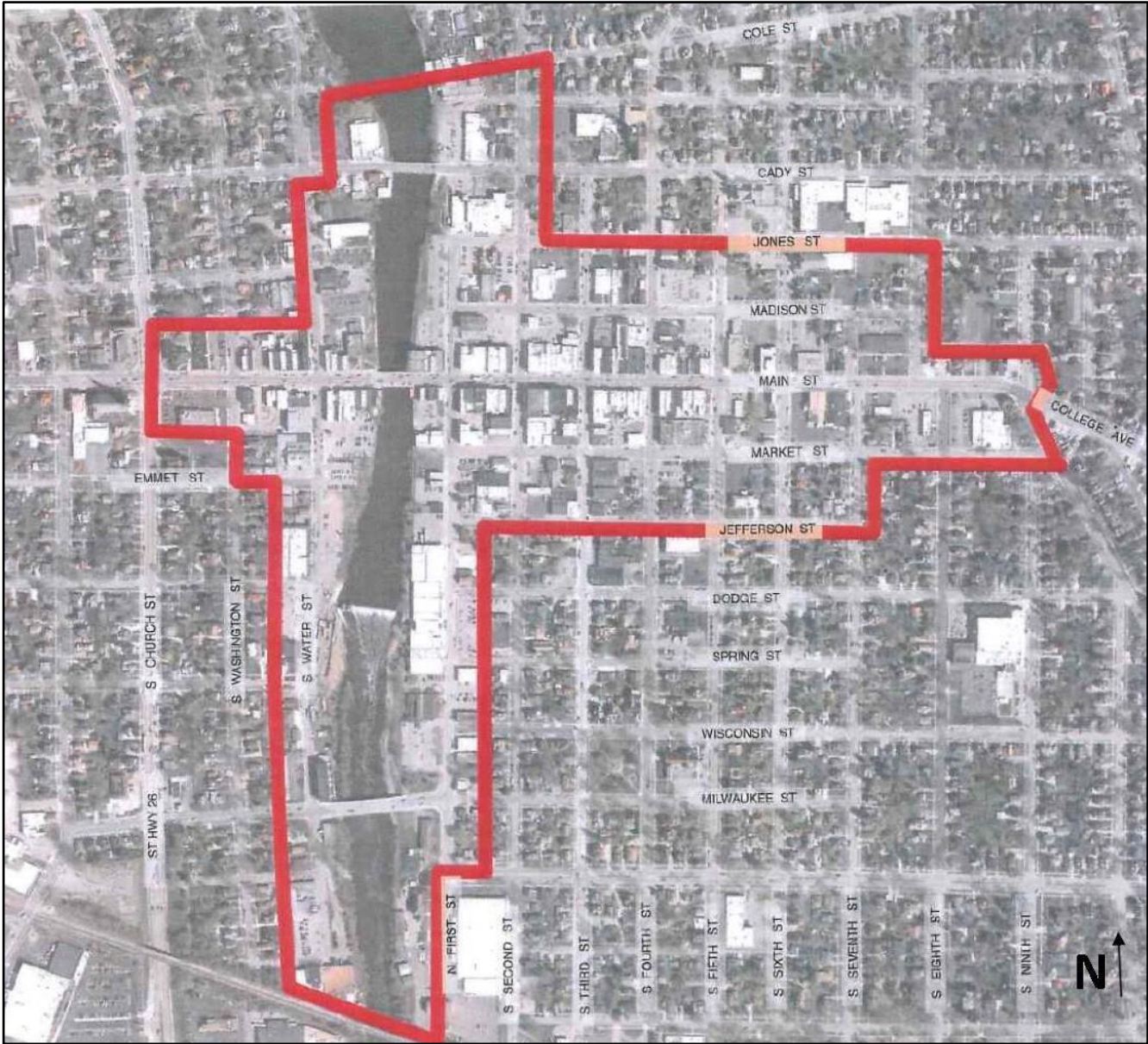
I certify that the information in this application is correct and accurate to the best of my knowledge.

| | |
|-----------------------|------|
| Applicant | Date |
| Loan Committee Review | |

| | |
|-----------|------|
| Signature | Date |
|-----------|------|

☐ (check box if reviewed by staff for completion and all supplemental documents included)

Watertown Main Street Program Boundary Map



SINCE 1922

MAASBROTHERS
CONSTRUCTION

CO., INC.

410 Water Tower Court
Watertown, WI 53094
Phone: (920) 261-1682
Fax: (920) 261-3521
maasbros@maasbros.com
www.maasbros.com

Section 8, Item A.

410 V
Watertown, WI 53094
Ph : (920) 261-1682**Change Request****To:** City of Watertown**Number:** 20**Date:** 1/10/23**Job:** 22120 Town Square RDA**Phone:****Description:** CE#28 - (2) Additional Bike Racks

Reason: Owner Request

Initiated by: Tony Meyers

We are pleased to offer the following specifications and pricing to make the following changes:

(2) Additional bike racks were orderd from Landscape Forms and were installed by Maas Bros. Construction in December 2022.

| Description | Labor | Material | Equipment | Subcontract | Other | Price |
|---|----------|----------|-----------|-------------|---------------|-------------------|
| Site Furnishings(Landscape Forms) | | | | \$1,330.00 | | \$1,330.00 |
| Installation(Maas Bros.) | \$200.00 | | | | | \$200.00 |
| | | | | | Subtotal: | \$1,530.00 |
| | | | CM Fee | \$1,530.00 | 4.50% | \$68.85 |
| | | | Bond Fee | \$1,598.85 | 1.00% | \$15.99 |
| | | | | | Total: | \$1,614.84 |
| If you have any questions, please contact me at . | | | | | | |

Submitted by: Tony Meyers

Approved by: _____

Date: _____



Sales Representative Info:

Section 8, Item A.

Prepared By: MICHELLE HERNANDEZ

E-mail Address: mhernandez@rentnational.com

Fax Signed Quote To: _____

FENCE RENEWAL QUOTATION

Date: 12/08/2022

| | | | |
|---------------|----------------------|----------------------|---------------------|
| Account #: | C104152 | Job Site #: | 0030 |
| Company Name: | MAAS BROTHERS | Site Name: | COMMERCIAL |
| Requested By: | TONY MEYERS | Site Address: | 101 W MAIN ST |
| Phone #: | 920-285-0744 | Site City/State/Zip: | WATERTOWN, WI 53094 |
| Fax #: | | Site Contact Name: | TONY MEYERS |
| E-Mail: | TMEYERS@MAASBROS.COM | Site Contact Phone: | 920-285-0744 |

| End of Original Contract | New Term | New Term Start Date | New Term Thru Date | Payment Terms |
|--------------------------|----------------|---------------------|--------------------|---------------|
| Thu. Jan 12, 2023 | UP TO 6 MONTHS | Fri. Jan 13, 2023 | Thu. Jul 13, 2023 | N30 |

| # | Quantity | UOM | Description | Taxable | Unit Price | Amount |
|----|----------|-----|---------------------------|---------|------------|------------|
| 1 | 600 | LF | 6' X 12' TEMPORARY PANELS | ✓ | \$4.09 | \$2,454.00 |
| 2 | | | | | | |
| 3 | | | | | | |
| 4 | | | | | | |
| 5 | | | | | | |
| 6 | | | | | | |
| 7 | | | | | | |
| 8 | | | | | | |
| 9 | | | | | | |
| 10 | | | | | | |
| 11 | | | | | | |
| 12 | | | | ✓ | | |
| 13 | | | | | | |
| 14 | | | | | | |
| 15 | | | | | | |

| | | | | | | |
|--|--|--|--|--|--------------------------|------------|
| Notes: Please provide Address: _____ billing information. City: _____ State: _____ Zip: _____ | | | | | Subtotal | \$2,454.00 |
| | | | | | Sales Tax (5.5) | \$134.97 |
| | | | | | Total | \$2,588.97 |

NOTE: Renewal Contract CANNOT be processed until signed quote is returned and received.

Customer's Signature: [Signature] APPROVED FOR PAYMENT 12-23-22
 MAAS BROTHERS CONST. CO., INC.
 Print Customer Name: Nate Salas PO#: Town Square

Invoice

Section 8, Item A.

Invoice Date: 12/5/2022
Reference/P.O.#: Signed quote by Tony Meyers
Order #: 0000373418
Invoice #: 0000166050
Project: Watertown Town Square

Please remit to our lockbox:
LANDSCAPE FORMS, INC
PO BOX 78000
DEPT. 78073
DETROIT, MICHIGAN 48278-0073

Bill To: Maas Brothers
Accounts Payable
410 Water Tower CT.
Watertown, WI 53094

Ship To: Maas Brothers
410 Water Tower CT.
Attn: Mike Redfield
920-285-0872
Watertown, WI 53094

Contact: Accounts Payable

Shipped: 12/5/2022 Ship Via: HOLLAND Ship Track#: 6860318670 Terms: NET 30 DAYS

| Item: | Qty | Shp | Unit Price: | Total Price: |
|---|-----|-----|-------------|--------------|
| EMERSON BIKE RACK: Surface Mount.C1: BLAC | 2 | | 520.00 | 1,040.00 |
| Shipping & Handling - | 1 | | 290.00 | 290.00 |

LAST ITEM

Payment/Credit from Document:

- *** Sales tax, if applicable, has been added to this invoice unless we have received a tax-exempt certificate. If purchaser is indeed tax exempt, please submit certificate with payment.
- *** Purchaser shall pay all costs and expenses paid or incurred by Seller in collecting any amounts due for goods purchased by Purchaser, including without limitation, reasonable attorneys' fees and costs. Balances on invoices not paid within thirty (30) days of date of invoice or within an alternate period of time as determined and indicated by Seller, shall incur interest at a rate of eighteen percent (18%) per annum. No cash discounts shall be allowed.

| | |
|-----------------------|----------|
| Subtotal | 1,330.00 |
| Sales Tax | 0.00 |
| Payment/Credit Amount | 0.00 |
| Balance Due: USD | 1,330.00 |

Page: 1

FOR OFFICE USE:

Crst #: 62851
Sales: MN2

landscapeforms

Landscape Forms, Inc. Corporate Address:
7800 E. Michigan Avenue
Kalamazoo, MI 49048-9543
PH: 800/521-2546 FX: 269/381-3455
Federal I.D.# 38-1897577
GST#: 894246792RT0001
Dun # 04-923-8363
FSC#: NC-COC-001261

SINCE 1922

MAASBROTHERS
CONSTRUCTION
 CO., INC.

 410 Water Tower Court
 Watertown, WI 53094
 Phone: (920) 261-1682
 Fax: (920) 261-3521
 maasbros@maasbros.com
 www.maasbros.com

Section 8, Item A.

 410 V
 Watertown, WI 53094
 Ph : (920) 261-1682

Change Request

To: City of Watertown

Number: 19

Date: 12/23/22

Job: 22120 Town Square RDA

Phone:

Description: CE#27 - Fence Renewal

We are pleased to offer the following specifications and pricing to make the following changes:

The fencing contract with National Construction Rentals has been extended for (6) months and will run from 1/13/23 thru 7/13/23 at the Town Square site.

| Description | Labor | Material | Equipment | Subcontract | Other | Price |
|---|-------|----------|-----------|-------------|---------------|-------------------|
| Fencing (National Construction Rentals) | | | | \$2,588.97 | | \$2,588.97 |
| | | | | | Subtotal: | \$2,588.97 |
| | | | CM Fee | \$2,588.97 | 4.50% | \$116.50 |
| | | | Bond Fee | \$2,705.47 | 1.00% | \$27.05 |
| | | | | | Total: | \$2,732.52 |
| If you have any questions, please contact me at . | | | | | | |

Submitted by: Tony Meyers

Approved by: _____

Date: _____

**PROPERTY MANAGEMENT AGREEMENT BETWEEN THE CITY OF WATERTOWN
AND THE CITY OF WATERTOWN REDEVELOPMENT AUTHORITY**

This Property Management Agreement (this "Agreement") is made this _____ day of _____, 2022 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 Agreement is to memorialize the mutual understanding among and between the constituent executive membership of the City and the RDA relative to the transfer of ownership of parcel number 291-0815-0421-114 more particularly located as described under Exhibit A attached hereto;

RECITALS

WHEREAS, the City and the RDA have worked together to build a town square on the Property; and,

WHEREAS, the RDA, wishes to see its investment in the community thrive and utilized to its full potential; and,

WHEREAS, the RDA has raised Three Hundred Fifty Thousand Dollars (\$350,000.00) to fund programming and operations with the intention of the City hiring an individual with the primary function of managing the Property; and,

WHEREAS, the RDA has arranged for the installation of a history exhibit as further described in Exhibit B attached hereto; and,

WHEREAS, the City believes this investment and opportunity is in the best interest of the City and is in line with the plans for the City development and,

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

**Article 1
RDA'S OBLIGATIONS**

Section 1.1 **Transfer of Parcel.** That the RDA will transfer ownership of the Property to the City of Watertown.

Section 1.2 **Funding Account.** That the RDA will make a one-time transfer of Three Hundred Fifty Thousand Dollars (\$350,000.00) to the City of Watertown to be placed into a restricted account (Future Fund/Town Square Account) for the benefit of the Property or programs that take place on the Property.

**Article 2
CITY'S OBLIGATIONS**

Section 2.1 **Park Management.** The City will hire a full-time staff person to be placed within the Park, Recreation and Forestry Department. The primary responsibility for this full-time staff person shall be to coordinate programming and operations within the Property as well as to

seek sponsorships for such events. This full-time staff person shall report to the Recreation and Parks Director as well as to a sub-committee which shall be created by the Park, Recreation & Forestry Commission.

Section 2.2 **Scheduled Events.** The City shall permit individuals wishing to host a Series of Events on the Property to apply for reserved days by one application submitted on or before October 31 of each year for all days the event is to be held the following year. The City shall approve the series before January 1 of the following year. Any applications received for events after October 31 of the year before the event may apply for a special event permit for a day not previously reserved under Watertown Ordinance § 428-7 or any subsequent special event process adopted by the City.

Section 2.3 **Alcohol Permitted.** The City will permit the sale of alcohol on the parcel during events approved for such purpose and subject to compliance with all other laws concerning the sale and consumption of alcohol.

Section 2.4 **History Exhibit.** The City will permit the installation of a history of Watertown Exhibit as substantially detailed in Exhibit B. However, such Exhibit shall be viewed solely as approved government speech and as such the City does retain its rights to veto or prohibit any portion of the Exhibit which the Council finds inappropriate from being installed.

Section 2.5 **Use of Future Fund/Town Square Account.** The City shall only use the funds placed in the Future Fund/ Town Square Account to cover the following approved expenses:

- a. Salary and other administrative costs of the full-time staff member who coordinates programming and operations,
- b. Any other administrative or staff costs associated with management and operations of the Property,
- c. Programming costs for special events at the Property,
- d. Supplies for events at the Property,
- e. Maintenance of the Property.

Section 2.6 **Event Revenue and Donations.** The City shall add to the Future Fund any donations it receives designated to be applied to the Future Fund, or revenue from City Sponsored Special Events hosted at the Town Square.

**ARTICLE 3
MISCELLANEOUS**

Section 3.1. **Notices and Demands.** Except as otherwise expressly provided in this Agreement, a notice, demand or other communication under this Agreement by any party to any other shall be sufficiently given or delivered if it is dispatched by registered or certified mail, postage prepaid, return receipt requested, or delivered personally, and

FOR THE CITY:

City of Watertown
Office of the Finance Director/Treasurer
106 Jones Street
Watertown, WI 53094
Attention: Mark Stevens
mstevens@cityofwatertown.org

With a copy to:
City of Watertown

City Attorney's Office
 106 Jones Street
 Watertown, WI 53094
 Attention: Attorney Steven T. Chesebro
schesebro@cityofwatertown.org

FOR THE RDA:

City of Watertown Redevelopment Authority
 Attention: Robert J. Marchant, Chairperson

Section 3.2. **Warranty of Developer; Non-Transferability.** The City has entered into this Agreement with Developer, on the basis of the identity of the General Partner(s), and on the strength of their experience. Therefore, Developer hereby warrants and represents to the City that the General Partner(s) of Developer are as shown on Exhibit B. Developer may not change General Partner(s) without the prior written consent of the City, which shall not be unreasonably denied, delayed or conditioned. Developer shall not change property management of the Property from the General Partner(s) without the prior written consent of the City, which consent shall not be unreasonably withheld. Any prohibited transfers under this Section, which have been made without securing the prior written consent of the City shall be considered an event of Default hereunder. In any event, any permitted or subsequent transferee hereunder must agree to be bound by the terms of this Development Agreement.

Section 3.3. **No Third-Party Beneficiaries.** This Agreement is made solely for the benefit of the Parties hereto and their permitted assignees, and no other Party shall acquire or have any rights under this Agreement or by virtue of this Agreement.

Section 3.4. **Force Majeure.** As used herein, the term "force Majeure" shall mean any accident, breakage, war, insurrection, civil commotion, riot, act of terror, act of God or the elements, governmental action (except for governmental action by the City with respect to obligations of the City under this Agreement) alteration, strike or lockout, picketing (whether legal or illegal), inability of a Party or its agents or contractors, as applicable, to obtain fuel or supplies, unusual weather conditions, or any other cause or causes beyond the reasonable control of such Party or its agents or contractors, as applicable. No Party to this Agreement shall be in default hereunder for so long as such party or its agents and contractors, if applicable, are prevented from performing any of its obligations hereunder due to a Force Majeure occurrence.

Section 3.5. **Law Governing.** The laws of the State of Wisconsin shall govern this Agreement. In the event of a dispute involving this Agreement, the Parties agree that venue shall be in Jefferson County, Wisconsin, Circuit Court.

Section 3.6. **Execution in Multiple Counterparts.** This Agreement may be executed in one or more counterparts, each of which shall be deemed an original and all of which together shall constitute one and the same instrument.

Section 3.7. **Amendment.** This Agreement may be rescinded, modified or amended, in whole or in part, by mutual agreement of the Parties hereto, their successors and/or assigns, in writing

signed by all Parties.

Section 3.8. **Severability of Provisions.** If any provision of this Agreement shall be held or deemed to be inoperative or unenforceable as applied in any particular case in any jurisdiction because it conflicts with any other provision or provisions of this Agreement or any constitution or statute or rule of public policy, or for any other reason, then such circumstance shall not have the effect of rendering the provision in question inoperative or unenforceable in any other case or circumstance, or of rendering any other provision or provisions herein invalid, inoperative, or unenforceable to any extent whatever. To the maximum extent possible, this Agreement shall be construed in a manner consistent with the powers of the City, including, but not limited to, their powers under the Tax Increment Law, § 66.1105, Wis. Stats., and the Blight Elimination and Slum Clearance Act, Wis. Stats. § 66.1333, to achieve its intended purpose. Reference is made to Chapter 105, Laws of 1975 § 4, and to Wis. Stat. § 66.1333(17), which provide that the Tax Increment Law and the Blight Elimination and Slum Clearance Act should be construed liberally to effectuate their purposes.

Section 3.9. **Time of Essence.** Time is of the essence as to all dates and time periods set forth in this Agreement.

Section 3.10. **Reservation of Rights.** Nothing in this Agreement shall be construed to be a waiver or modification of the governmental immunities or notice requirements imposed by Wis. Stat. § 893.80 or any other law.

Section 3.11. **Construction.** The Parties acknowledge and represent that this Agreement has been the subject of negotiation by all Parties and that all Parties together shall be construed to be the drafter hereof and this Agreement shall not be construed against any Party individually as drafter.

Section 3.12. **Authority.** The individuals executing this Agreement on behalf of the RDA warrant and represent that they are duly authorized to bind the Developer to this Agreement. Developer warrants and represents that the execution of this Agreement is not prohibited by the Developer's articles of incorporation, by-laws, operating agreement , or other internal operating orders, or by any applicable law, regulation or court order. Developer shall provide proof upon request.

This Agreement between the City of Watertown and the City of Watertown Redevelopment Authority is acknowledged and accepted as of the date first written above:

CITY OF WATERTOWN

CITY OF WATERTOWN
REDEVELOPMENT AUTHORITY

Emily McFarland
Mayor

Robert J. Marchant
Chairperson

Countersigned:

Countersigned:

Megan Dunneisen
City Clerk

Nate Salas
Vice Chairperson