REDEVELOPMENT AUTHORITY MEETING AGENDA

WEDNESDAY, NOVEMBER 18, 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. Minutes from October 21, 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. Formation of 2027 RDA Budget Development Subcommittee
   - B. Discuss and take action: Creation of Community Development Authority
7. **UPDATES**
   - A. Priority work team progress
     - i. Business continuity
     - ii. Ease of starting a business
     - iii. RDA Revolving Loan Fund: diversity of funding sources and uses
8. **REPORTS**
   - A. Social media report
9. **ADJOURN**

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

THE CITY OF WATERTOWN

Redevelopment Authority for the City of Watertown

Turning Opportunity into Results

Wednesday, October 21, 2026, 6:00 pm
In-PERSON/VIRTUAL MEETING
Room 2044, City Hall

RDA STRATEGIC PRIORITIES

1) Strengthen and diversify RDA Revolving Loan Fund, both in size and scope

2) Exploring options for Business Continuity Funding for downtown businesses in preparation for 2028 Main Street Reconstruction project

3) Simplifying the process of starting or expanding a business in Watertown

1. Pledge of Allegiance
2. Roll Call
   A. Present: Ryan Wagner, Steve Board, Ald. Tony Arnett, Ald. Rita Haase, Jacob Maas, and Deb Sybell
   B. Absent: Todd Huhn

   Other attendees: John Kadish, Stef Broere
3. Determination of Quorum and Call to Order at 6:00 pm.
4. Approval of meeting minutes
   A. Regular board minutes 9.16.26.
      Board motioned to approve
      Maas seconded. Motion carried unanimously.
5. Public Comment
   A. None
6. Business
   A. Review and discuss: Creation of Community Development Authority
      Mayor Stocks presented, sharing the benefits of creating a Community Development Authority, timeline and process, including engagement of the Watertown Housing Authority Board in November.
7. Updates
   A. Priority work teams progress
      I. Business continuity
         The proposed plan for a city-guaranteed loan offered through partner banks will be reviewed by the Finance Committee.
      II. Ease of starting a business
         Alder Haase shared proposed website additions and reorganization linking to forms to assist entrepreneurs and business owners navigate the approval process.
      III. RDA Revolving Loan Fund diversity of funding sources and uses
         Wagner reported that work on this priority is on hold.
8. Reports
   A. Social media report

9. Adjournment at 6:40 pm

Ald. Arnett motioned to adjourn

Ald. Haase seconded. Motion carried unanimously. Meeting adjourned.

Watertown Redevelopment Authority

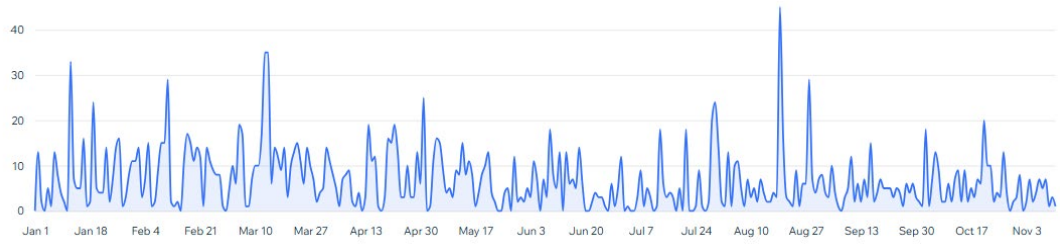
Social Media Report – 11/12/26

Website Metrics (last 30 days)

- 96 Site sessions (down 17%)
- 83 Unique visitors (75 new, 8 returning)
- Page visits:



Year-to-date Website Visits



Facebook (last 28 days)

The top performing post this month is a post about the presentation at Wake Up Watertown given by Ryan Wagner. 1.1K views, 2 link clicks.

- Content interactions: 15
- Followers: 1824
- New Followers: 0
- Link Clicks: 2

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

2026 Totals:
Content interactions: 932
New followers: 121
Link clicks: 161