



REDEVELOPMENT AUTHORITY MEETING AGENDA

WEDNESDAY, JULY 17, 2024 AT 6:00 PM

CITY HALL, LOWER LEVEL ROOM 0041, 106 JONES STREET

Virtual Meeting Info: <https://us06web.zoom.us/join> Meeting ID: 617 065 5357 Passcode: 53094 One tap mobile +16469313860

<https://us06web.zoom.us/j/6170655357?pwd=96tcitGxXtZD4na19NqSUHQuENC2yf.1>

All public participants' phones will be muted during the meeting except during the public comment period.

1. PLEDGE OF ALLEGIANCE

2. ROLL CALL

3. DETERMINATION OF QUORUM AND CALL TO ORDER

4. APPROVAL OF PRIOR MEETING MINUTES

[A.](#) Approval of prior meeting minutes 6.19.24 RDA Special Board Meeting

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. OLD BUSINESS

A. Downtown River Corridor Planning

i. Update from RINKA

[B.](#) Beltz Grants

i. Review and take possible action: Watertown Parade Committee application

7. NEW BUSINESS

A. 111 S. Water St. status update

B. Feedback on Executive Director performance

8. STATUS REPORTS

[A.](#) Housing Rehab Grant

B. Social media/messaging update (Famularo)

C. Council update (Board/Lampe)

D. Executive Director update

i. Development updates

ii. Items for next agenda: Tom Coogan, Wisconsin DNR, August 21, 2024

iii. Confirm next meeting time: August 21, 2024 at 6pm.

9. ADJOURN

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



Wednesday, June 19, 2024, 6:00 pm

In-PERSON/VIRTUAL MEETING

Room 0041, City Hall

By Phone or Zoom Meeting:

<https://us06web.zoom.us/join>

For the Public, Members of the media and the public may attend by calling: (US) +1 (646)931-3860

Meeting ID: 617-065-5357

Pass Code: 959083

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.

1. Pledge of Allegiance
2. Roll Call
 - A. Present: Becker, Board, Maas, & Lampe
 - B. Virtual: Hurtgen & Eric Mayne (RINKA)
 - C. Absent: Wagner, Zimmermann & Nowatka
 - D. Other attendees: one local resident
3. Determination of Quorum and Call to Order at 6:20 pm
4. **Review/Approve:** Minutes of Previous Meetings – May 15, 2024
 - A. **Board motioned to approve.**
Maas seconded the motion. Motion carried unanimously.
5. Public Comment: None
6. Old Business: None
7. New Business:
 - A. Due to a personal issue, Tom Coogan from the DNR was unable to attend and present. Will try to reschedule in the future.
 - B. Eric Mayne from RINKA presented via Zoom a recap of the Community Engagement Open House held at the Watertown Public Library. Discussion on offering the video from the event and a survey opportunity to gather more feedback. Will schedule the next Steering Committee meeting.
 - C. Discussion about the lack of provided detailed budget with the application for the Beltz Grant.
Board motioned to approve the application. There was no second or carry.
Maas motioned to postpone approval until more information is provided.
Lampe seconded the motion. Motion carried unanimously.
 - D. **Board motioned to approve the three recommended Housing Rehab Grant applications.**
Maas seconded the motion. Motion carried unanimously.
8. Status Reports:
 - A. Lisa Famularo emailed out the social media report to the board.
 - B. Discussion on approval of the Development Agreement between the City and the Greater Watertown Community Health Foundation.

C. None

1. Lampe brought up three items for a future agenda

- a. If the Executive Director had been formally approved by the RDA.
- b. If a performance review can be put in place for the Executive Director
- c. 111 S Water St status.

Becker mentioned he was only introduced at the first meeting he attended. He wasn't appointed to the Executive Director position. However, the Executive Director position is part of the City job description for the SIDC.

Discussion followed on the three topics. Lampe will connect with the mayor on these questions.

2. Next Meeting: Wednesday, July 17, 2024, at 6 pm.

9. Adjournment at 7:05 pm

Maas motioned to adjourn.

Board seconded the motion. Motion carried unanimously.

Meeting adjourned.

Redevelopment Authority of the City of Watertown

Special Events Grant Application

Applicant InformationApplication Date: 6/6/2024Organization Name: WATERTOWN PARADE COMMITTEEOrganization Sector: 4th of July Parade / Christmas Parade of LightsContact Name: MARK HEIDEN (CO-CHAIR) . ANDY TESSMANN CO-CHAIRRole at Organization: CO-CHAIR OF COMMITTEEContact Phone: (920) 262-0835 Contact Email: HEIDSHOUSE@gmail.comOrganization Mailing Address: P.O. Box 609
WATERTOWN, WISCONSIN 53098Total Amount Requested: \$5,000 Total Event Cost: \$21,000 + (2) Parades

Brief Description of what funds will be used for (please see Program Guidelines for eligible expenses):

TO HELP US MAKE WHAT WE THINK IS (2) REALLY GOOD PARADES ALREADY EVEN BETTER! MOST PEOPLE DON'T REALIZE THE COST ASSOCIATED WITH RUNNING A PARADE, A LOT OF THE PERFORMERS ARE PAID. EXTRA FUNDS WOULD HELP US OPEN UP EXTRA AVERAGES OF ENTERTAINMENT (THAT MIGHT NOT BE WITHIN OUR BUDGET USUALLY). PARADES WILL CONTINUE FOR THE THOUSANDS IN ATTENDANCE, AS LONG AS WE CAN CONTINUE TO BOOK THEM.

Anticipated Timeline (estimated start and end dates): 4th of July Parade - 10^{am} Thursday, July 4 2024
Parade of Lights - 5:30 PM Saturday, November 30, 2024

Organization InformationHow long has your organization been established? FOR AT LEAST 25 YEARS (I HAVE BEEN PART OF)

Please describe your organization, including services offered and a brief history of operations.

WATERTOWN HAS BEEN HOLDING PARADE SINCE THE 1800'S! THROUGH THE YEARS IT HAS ALWAYS RELIED ON ITS VOLUNTEERS (AND GENEROUS MERCHANTS AND RESIDENTS). IT HAS TAKEN MANY SHAPES, SIZES AND FORMS THROUGH THE YEARS. TRULY BECAME ORGANIZED STARTING WITH THE JAYCEES CLUB. AND HAS BECOME THE WATERTOWN PARADE COMMITTEE WE KNOW TODAY. WE HAVE MONTHLY MEETINGS AND ARE A TOTALLY VOLUNTEER GROUP WITH ALL FUNDS GOING TO PARADE PERFORMERS AND EXPENSES. PARADES ARE WEATHER DEPENDENT! 4th of July parade we may bring a excess of 5,000+ PEOPLE downtown. WE THE CHRISTMAS PARADE OF LIGHTS BRING 3,500+ PEOPLE downtown.

Additional Materials

The following materials must be included with your application:

- ✓ Event Budget with expenses and any revenue projections
- ✓ If a nonprofit: Articles of incorporation, bylaws, and any other relevant documents describing the structure, mission and vision of the organization *City Hall has records*
- ✓ If a for-profit entity: Last three years of business income statements and most recent balance sheet
- ✓ Detailed event plan/information

Applicant Agreement & Signature

I have read the program requirements and reviewed them with the Executive Director of the Watertown Redevelopment Authority, and I understand that my participation in the Special Events Grant Program is contingent upon my full compliance with all requirements. I understand that all grant funds must be used to cover eligible expenses as outlined in the program documents and will be reimbursed after submission of receipts. My application includes all the materials listed above.

Applicant Signature  Date 6/6/2024



To: RDA Board
From: Mason Becker, RDA Executive Director
Date: July 10, 2024
Re: Watertown Parade Committee Beltz Grant Application

Dear RDA Board members,

At our last meeting, the RDA board requested further information on the Watertown Parade Committee application. I received the following from Mark Heiden. He also stated they were fine waiting until our July 17 meeting for a decision on the application:

“Thanks for the update. I hope this information below will help answer any questions.

4th of July parade

Approx \$14,000 budget

Advertising \$700 (plus in-kind donation)

Trophies / awards...\$800

Units.....\$250 to \$1500 each

Christmas Parade of Lights

Approx \$8,000 budget

Advertising \$500 (plus in-kind donation)

Trophies /awards....\$800

Units.....\$250 to \$1200

Both parade budgets are tied to donations each year and may vary slightly
(Also depends on units that can attend or not.)

Hope this helps the process, thanks for everything and feel free to contact me
With any other questions.”

“4th of July parade 95-120 units (14 to 25 paid units)

Christmas parade of lights 55 to 70 units (12 to 15 paid units)

Both parades size depends on weather (and budget for paid units)”

I would recommend approval of the submitted application, based on this updated information.

Sincerely,

Mason T. Becker
RDA Executive Director

Commented [EM1]: i think it makes sense for this to be plan commission

ARPA Monies Budgeted		Received				
FY 2024		100,000.00				
Property Address	Project Description	Requested	Approved Amount (Thrive ED)	Disbursed	Status	RDA Approve/Deny
410 Baxter St	Replace windows, enclose screen porch structure	10,000.00	3,000.00	0.00	Agreement signed	Approved March 26, 2024
915 N Second St	Exterior pressure wash & paint, gutter replacement	13,350.00	9,345.00	0.00	Agreement signed	Approved June 19, 2024
512 Pearl St	New windows, entry door, roof repair	10,000.00	10,000.00	0.00	Pending agreement signature	Approved June 19, 2024
702 S Tenth St	Porch and stairway repair, roof and railing repair.	10,000.00	10,000.00	0.00	Pending agreement signature	Approved June 19, 2024
This list does not include applications rejected or still under initial evaluation.						
Totals to date:		43,350.00	32,345.00	0.00		
		Remaining Available:	67,655.00			

This list does not include applications rejected or still under initial evaluation.