



REDEVELOPMENT AUTHORITY MEETING AGENDA

WEDNESDAY, MAY 15, 2024 AT 6:00 PM

CITY HALL, LOWER LEVEL ROOM 0041, 106 JONES STREET

IN-PERSON/VIRTUAL MEETING

<https://us06web.zoom.us/j/87957121651?pwd=BWlshnJpboFEbmvAuLszGXf2QMjWWA.1>

- 1. PLEDGE OF ALLEGIANCE**
- 2. ROLL CALL**
- 3. DETERMINATION OF QUORUM AND CALL TO ORDER**
- 4. APPROVAL OF PRIOR MEETING MINUTES**
- 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. NEW BUSINESS

- A. Presentation from Vanessa Ineza, WEDC

7. OLD BUSINESS

- A.** Update presentation from RINKA/Kapur on Downtown River Corridor Planning
 1. Discussion on First Community Input Meeting

8. STATUS REPORTS

- A. Social Media/messaging update (Famularo)
- B. Council update (Board/Lampe)
- C. Executive Director update
 1. Items for next agenda
 - a. Future guest speakers (tentative) Tom Coogan, Wisconsin DNR June 19, 2024
 - b. Confirm next meeting time: June 19, 2024, 6pm

9. FUTURE POSSIBLE AGENDA ITEMS

10. 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, April 24, 2024, 6:00 pm
In-PERSON/VIRTUAL MEETING
Room 0041, City Hall

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

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

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.

1. Pledge of Allegiance
2. Roll Call
 - A. Present in-person: Becker, Zimmerman, Board, Wagner, & Nowatka. Guests: Kristine Butteris, Stephanie Juhl, Jeff Stone & Ryan Birschbach (Kapur), and Eric Mayne & Steve Morales (RINKA).
 - B. Present-virtual: Hurtgen and guests: Zach Goodrow (Watertown Daily Times)
 - C. Absent: Lampe and Maas
3. Determination of Quorum and Call to Order at 6:07 pm by Chair Ryan Wagner
4. Approval of Prior Meeting Minutes 3.13.24, 3.27.24, and 4.3.24
 - A. Motioned by Nowatka, seconded by Zimmerman. Motioned carried unanimously to approve all three.**
5. Public Comment: none
6. New Business:
 - A. Eric Mayne from RINKA led a presentation about planning for the Downtown River Corridor Planning Study. The idea of a steering committee was discussed, and some names mentioned as participants.
 - B. Approve Beltz Grants as recommended for the Main Street program. Motioned by Nowatka, seconded by Wagner, Board abstained. Motion carried. Approve grants for the Bentzin Family Town Square and Amber Yelk. Motioned by Wagner, seconded by Board, motion carried unanimously.**
7. Status Reports:
 - A. Community Support/Communication
 1. Noted that the RDA Impact Report was included in the packets and is now posted online.
 - B. Executive Director update
 1. Items for next agenda- Tom Coogan, Wisconsin DNR will be the guest speaker on May 15, 2024.
 2. Confirm next meeting time: May 15, 2024, at 6pm.
8. Adjournment at 7:15 pm

Wagner motioned to adjourn
Zimmermann seconded the motion. Motion carried unanimously.
Meeting adjourned.

Watertown Downtown River Corridor: Opportunity Analysis and Strategic Development Plan

May 6, 2024

COMMUNITY ENGAGEMENT

A critical component of the Watertown Downtown River Corridor effort is to engage with city stakeholders and the public in the community. Effective stakeholder and community participation is essential for good decision-making and an important factor in building support for future development of the study area. The Public Engagement Plan (PEP) provides guidance on stakeholder and public engagement for the project and outlines a range of strategies that the team proposes to facilitate during the planning process. Specific proposed community engagement activities include the following:

Public Meetings (2 meetings/ events)

Attendance by Rinka + Kapur + RDA

We will work with the Watertown RDA to identify and attend 2 public meetings/open houses. The purpose of these engagement meetings is to share project information and to solicit community input and feedback on a future vision, guiding principles, and master plan recommendations. Meetings are anticipated at two points during the design process; early in design to gather data and inform design, and later in the design process to gather feedback on design alternatives and share how feedback has informed design concepts. Our team will prepare graphic materials and/or presentations and activities to gather input and assist with the facilitation of these public meetings. This may include the creation of preference voting activities or other interactive tools designed to encourage and solicit feedback.

Public Meeting #1 Visioning Session

- Invite key Community Stakeholders
- Present Vision and Planning Principles
- Facilitate Q/A Engagement Activities
- Capture and document all results and summarize

Deliverables:

- *Live/Work/Play Activity*
- *Site Analysis Diagrams*
- *Vision Statement*
- *Planning Principles*
- *Summarize survey outcomes (2x)*

Public Meeting #2 Concept Design Input

- Brief Presentation (20 Minutes)
- Report Back from Public Engagement Meeting #1
- Gallery-Style Graphics around the room
- Voting and/or Comment Cards
- Small Group / Break-out community lead discussions
- Capture and document all results and summarize stakeholder input
- Determine action items

Deliverables:

- *Draft Master Plan Concepts*
- *Draft Parcel Test-Fit Concepts*
- *Report Back Graphics*

Subject Line: Watertown Downtown River Corridor Open House

Hello _____,

I'm reaching out on behalf of the Redevelopment Authority of Watertown to invite you to participate in an upcoming open house event to inform the master planning and future development of the Downtown River Corridor in Watertown, Wisconsin. Please join us ***at the appointed date and time*** to learn more and share your thoughts for the Downtown River Corridor masterplan. The open house event will be hosted at ***Location TBD***.

Please pass this invitation on to others in your community. Thank you and please see the invitation for more information.



Example to be embedded in email invite.

About the project:

This project aims to revitalize Watertown's Downtown River Corridor area along the Rock River, by conducting a comprehensive analysis and creating a strategic development plan that will enhance the river corridor's aesthetic, economic, and recreational potential. This work should build upon other recently completed downtown projects, such as the Bentzin Family Town Square, the renovated and

expanded Watertown Public Library, and the upcoming WisDOT reconstruction of the Main Street (Cole) Bridge, anticipated for 2024.

The final deliverable will be a report encompassing an Opportunity Analysis, a riverwalk layout design, recommendations for enhancing amenities and waterfront facilities, environmental opportunities and issues, and suggested uses for redevelopment sites.

Bring your fresh ideas and perspectives and be prepared to engage with our group of placemaking experts as we collectively imagine a new future for downtown Watertown!

Regards,

Watertown RDA- <Role>

Rinka – <Role>

Kapur – <Role>

