

Watertown Main Street Program Board of Directors Meeting Minutes
Tuesday, September 16th 2025
Watertown Public Library Community Room

Members Present: Kevin Clifford, Sandi Budewitz, Isabelle Eller, Steve Board, Brian Konz, Peg Checkai, Ryan Beyer, Executive Director Stefanie Broere

Not Present: Ron Counsell, David Paape, Fred Smith, Brooke Hoida, Nicole Smith

Also Present: Robin Kaufman, Linden Peacy

1. Call to Order

President Counsell called the meeting to order at 8:00 am.

2. Approval of minutes from the June meeting

- a. Motion by Board, Second by Board to approve minutes as presented. Motion Carried.

3. Financial Reports

- a. Riverfest food booth profitable
- b. Added the Main Street Anniversary event in our financials
- c. Motion by Konz to approve the financial reports. Second by Budewitz.

4. Promotion Committee

- a. Main Street Anniversary event coming up - Send in RSVPs
 - i. Three sponsors for the event - Food and Drink Sponsor Johnsonville
 - ii. Wepco and Oswald Konz are sponsoring tables etc
 - iii. Music and Lighting update paid for by Bill Lindborg
- b. Witches Brew Bingo
 - i. Seeking Sponsorships
- c. Pumpkin Palooza
 - i. About 15 Businesses Signed up, Contacting Crossing guards
- d. WOW
 - i. Swag Bags sponsored by EZ Promotion
 - ii. Johnsonville will be sponsoring the Ladies Loot

5. Facade and Sign Grants

- a. Blue Butterfly - Awarded \$1,500 grant
 - i. Motion by Board to approve this grant. Second by Checkai.
- b. \$1000.00 grant awarded for mural - Motion by Konz. Second by Checkai.

6. Chamber Update - Linden Peacy

- a. September 25th Wine Walk -
- b. Lunch and Learn with Jeff. County administrator - MOnday Sept 29th
- c. October hiring fair event - 15 businesses signed up

7. Tourism Update - Robin Kaufman

- a. Free tourism guide - 5,000 paper copies will be available
 - i. Advertising opportunities available

8. City Update

- a. City is currently creating their 2026 budget - Budget cuts possible
- b. Add RDA update to next month agenda

9. Farmer's Market

- a. Still vendors signing up
- b. EZ Promotion online store should be up and running soon

10. Director's Report

- a. Important City meeting dates attached
- b. City council meetings available in real time on youtube. Committee through Zoom links
- c. Attending tourism conference that counts towards accreditation in November
- d. Sponsorship packet being created for 2026

11. Open Discussion

- a. Locals collectible card game - Each business that signs up gets their own card and hides it inside their business location
- b. Art Banner Auction held Wednesday September 17th. Viewing at 5:30 - Live Auction at 6:30. Music at 7:30
- c. Leadership has drafted the easement agreements for the new mural and Watertown letters.

12. Motion to Adjourn - Motion by Budewitz, Second by Eller. Motion Carried.