



Redevelopment Authority for the City of Watertown

Turning Opportunity into Results

Wednesday, January 17, 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) ~~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: Becker, Bartz, Maas, Wagner, Nowatka, and Zimmermann,
 - b. Present Virtual: Lampe & Hurtgen
 - c. Absent: None
 - d. Also Present: Virtual Citizen
 3. Determination of Quorum and Call to Order at 6:02 pm
 4. Review/Approve: Minutes of Previous Meetings – December 20, 2023
 - a. Nowatka motioned to approve December 20, 2023 Minutes with the correction of misspelled Maas. Maas seconded the motion. Motion carried unanimously.
 5. Opening for public comment:
 - a. None
 6. New Business
 - a. None
 7. Old Business
 - a. Update of Downtown River Corridor RFP
 - a. Current draft review
 - i. Discussion and feedback to push back the deadline date
 - ii. Note: design standards of Ch. 550 should be referenced
 - iii. Remove one of the library photos
 - b. Housing Rehab Grant Program Update
 - a. 30 inquires received
 - b. 3 applications turned in so far, more expected
 - c. Sponsorship/Participation Request
 - a. Bentzin Family Town Square 1st Annual Birthday Bash:
 - i. Discussed request from Steph Juhl to sponsor the entertainment.
- Zimmermann motioned to approve \$3,000 towards the sponsorship, with the understanding that the event coordinator could come back later for a further request if there is a lack of sponsorships to cover all event costs. Wagner seconded the motion. Motion carried unanimously.**

8. Status Reports

- a. Community Support/Communication
 - i. Social media strategy update:
 - a. Met with Lisa Famularo and discussed messaging strategy and timing.
- b. Common Council Update – Bartz/Lampe:
 - i. Bartz discussed latest with the Main St bridge, and the Special Event Permit ordinance re-write status.
 - ii. Lampe gave feedback on the revised draft of the Special Event Permit, also discussed allowing alcohol sales by City at the Bentzin Family Town Square.
- c. Executive Director Update
 - i. 111 S. Water St. Update:
 - i. RFP status update: Brief update...expecting at least three submissions.
 - ii. Revolving Loan Fund update
 - i. Application Update – Becker:
 - 1. Updated status on the two latest approved loans, will look to re-open applications on February 1st.
 - iii. Beltz Grant status update – Becker:
 - i. Photo ops for Central Block and Pine Hill Farms projects are scheduled for this Friday.
 - iv. Impact Report –
 - i. Updated draft: Board approved of latest draft, discussed releasing after the new Common Council is sworn in this April.
 - v. Items for next agenda:
 - i. Discussed possibly inviting guest speakers in the future,
 - ii. Ideas on successful riverfront redevelopment in other communities.
 - iii. Also suggested inviting Tom Coogan from the DNR as a guest speaker.
- d. Confirm next meeting time:
 - i. February 21, 2024, 6:00 PM.

9. Adjournment at 6:50 pm

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