

Wednesday, November 29, 2023

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, Hurtgen (virtual), Lampe, Maas, Nowatka (virtual), and Wagner
 - B. Absent: Zimmermann
 - C. Also Present: Mueller, Mark Stevens, Community Caller (virtual)
3. Determination of Quorum and Call to Order at 6:04 pm
4. **Review/Approve:** Minutes of Previous Meetings – October 18, 2023
 - A. **Bartz motioned to approve October 18, 2023 Minutes.**
Wagner seconded the motion. Motion carried unanimously.
5. Public Comment: None
6. Business:
 - A. Jacob Maas appointed to board.
 - B. Downtown River Corridor RFP draft is completed.
Becker met with Plan Commission & Public Works to review the RFP.
Becker will email document to the Board for comment and then finalize.
TIMELINE: RFP sent out for bid in January 2024.
7. Business:
 - A. Stevens reported financials/budget were entered into the system.
Reviewed Town Square financials noted State grants were run through the City (Fund 5).
Waiting for some Grant monies (\$514,000). Those funds will be collected by City.
Becker is following with donors. Estimated balance of \$550,000 remaining in Town Square fund.
8. Status Reports:
 - A. Community Support/Communication
 1. Social media/web analytics reviewed.
 2. A Mid-America EDC (Economic Development Corporation) Economic Placemaking award was received for Watertown's Main Street. Mid-America EDC Conference is Nov. 29-Dec. 2. The award will be announced to the public once the conference is over.

3. This is Mueller's last RDA Meeting. Her contract ends on 12/15/23. She noted an 8 month assignment turned into 4 years. She's proud of the work the RDA accomplished and was honored to help share the stories.

B. Common Council Update

1. Bartz – Police and Fire Department contracts negotiated and accepted.
2. Fire Department construction updates. Approved spend of \$14 M for the building.
3. Budget passed. Smallest tax increase in 10 years.
4. Lampe – Gave positive bridge repair update.
5. Public Safety – Revising Special Events Policy affects the Town Square. He noted that Public Safety opened Water Street. Santa's House, Holiday Displays will be moved when street is reopened.

C. Executive Director Update

1. Town Square Update (refer to 7A)
 - a. History Wall – Becker is working with Sign Art to coordinate History Wall completion. They say it will be finished in December and delivered. Wall will be placed in storage and installed after bridge completed (2024).
 - b. Damaged and replacement Town Square plaques. Sign Art is still working on them (order placed May 2023). Sign Art looking for new supplier.
2. 111 S. Water Street update. TWall still has possession of land. Becker is receiving inquiries on the parcel from developers.
3. Revolving Loan Fund: Loan paperwork completed for Dan Rahfaldt property. Waiting for information from Budget Print to complete loan paperwork.
 - a. Fund has approximately \$100,000 to lend. Program will be remarketed in January 2024.
4. Update on Beltz Grants
 1. Heros for Heros (check presentation) w/Dr. Beltz.
 2. Central Block completed front door and awnings.
 3. Jingle Bell on the Rock to be held 12-2-23.
 4. New round of funding will be advertise in January 2024.
5. RDA background/history video narrated by Becker was played. Will be posted on RDA website. Wagner suggests the video to be shown to Council.
6. ARPA funds. Becker received a number of inquiries. Working with THRIVE for the possibility of additional funds for recipients.
7. Future Agenda Focus: Ideas? E-mail Mason.
8. Next Meeting: Wednesday, December 20 at 6:00 PM

9. Adjournment at 6:58 pm

Bartz motioned to adjourn, Maas seconded the motion. Motion carried unanimously.

Meeting adjourned.