

Watertown Main Street Program Board of Directors Meeting Minutes
Tuesday, November 18th 2025
Watertown Public Library Community Room

Members Present: Sandi Budewitz, Isabelle Eller, Fred Smith, Brian Konz, Steve Board, Kevin Clifford, Ron Counsell, Annie Wedl, Peg Checkai, Executive Director Stefanie Broere

Not Present: Nicole Smith, Ryan Beyer, David Paape, Brooke Hoida

Also Present: Robin Kaufmann, Deb Sybell

1. Call to Order

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

2. Approval of minutes from the September meeting

- a. Motion by Konz, Second by Board to approve minutes as presented. Motion Carried.
- b. Discussion of Facade Grant fund allocations.

3. Financial Reports

- a. Motion by Konz to approve the financial reports. Second by Budewitz. Motion carries.

4. Promotions Committee

- a. Successful fall bingo event. Upcoming WOW weekend looking good. Main Street Locals card will be included in the swag bag.
 - i. Looking for Volunteer for Saturday at the raffle
- b. Two Santas will be working for Santa House this year. Hours will start after the Christmas parade. Santa payment is about \$25 / hour. Motion to approve up to \$600.00 total for Santa house - Motion by Konz. Second by Board.
- c. Currently signing business up for Window Wonderland
- d. Countdown to Christmas December 13th
 - i. Christmas Wrapping will be available this day
- e. Sweet Stroll - Carthage College student is working on marketing materials for this event - Tickets on sale December 15th

5. Facade and Sign Grants

- a. Chandler House, Bradow Jewelers and For the Love of Dogs, Badger State Hydrate all turned in finished facade grant paperwork. Motion by Board to pay out the following reimbursement grants. Second by Konz. Chandler House \$1,000, Bradow's \$1545, Steve Simpson \$2880. Motion Carries.
- b. We have a couple completed 2025 grant projects that have not turned in their final paperwork.

6. Chamber Update

- a. Chamber has mugs and Christmas ornaments for sale.

7. Tourism Update - Robin Kaufmann

- a. Winter Wonderland - Adding an extra award to encourage participation
- b. \$5,000 donated to Veteran's Wall - Grand opening date will be Memorial Day
- c. Tourism has engaged in a 2 year cellphone analytics program

8. City Update

- a. Deb Sybell with new Manager of Economic Development and Strategic Initiatives
- b. City Contract has been revised and sent to the Mayor
 - i. The City budget should be finalized in early December

9. Farmer's Market

- a. 3 Winter Markets scheduled at the Library in the Community Room
 - i. January 17, February 14, March 7

10. Director's Report

- a. Upcoming city meetings posted on the City Website
 - i. RDA meets 11/19
- b. Christmas Vouchers with School District will begin in December
- c. Stefanie and Robin will be at a Tourism conference on 11/19
- d. Erinn Welty will be the February meeting

11. Open Discussion

- a. New businesses entering the Main Street district - Photographer, Beauty Supply Store

12. Motion to Adjourn - Motion by Board, Second by Clifford

Next meeting will be held Tuesday December 16th, 2025