

Watertown Main Street Program Board of Directors
Meeting Minutes
Tuesday, August 16, 2022
Watertown Public Library Community Room

Members present: Amber Smith, Sandra Budewitz, Ron Counsell, Brooke Hoida, Peg Checkai, Kevin Clifford, Dan Rahfaldt, Jackie Phillips, Annie Wedl, Dana Davis and Nicole Smith. Not present: Brian Konz and Bob Mudler. Also present: Executive Director Melissa Lampe, City Strategic Initiatives Coordinator Alex Allon, and Bonnie Hertel of the Watertown Area Chamber of Commerce.

1. Call to Order
President Smith called the meeting to order at 8 a.m.
2. Approval of minutes from the July 19, 2022 meeting
Motion by Budewitz, second by Checkai, to approve as presented. Motion carried.
3. Director's report
The director's report was shared in advance of the meeting. Lampe added that the street clock has been repainted and looks fantastic.
4. Financial reports
The financial reports were reviewed by the board. Motion by Rahfaldt, second by Clifford, to approve as presented. Motion carried.
5. Committee reports
 - Promotions Committee – A recap was presented regarding the Downtown Watertown Craft Beer Walk and Riverfest. Lampe and Budewitz shared that both events were successful, and Riverfest numbers will be finalized once all expenses are paid. Lampe also provided an update regarding the online Art on Main Banner Auction and Music for Murals.
6. Pumpkin Palooza in partnership with RDA
Lampe shared that Pumpkin Palooza on Saturday, Oct. 29 is being expanded this year to include the soft opening of the Bentzin Family Town Square and other new activities being planned at the park.
7. Chamber update
Hertel provided a recap of the July 28 Golf Outing and shared that the New Teacher Breakfast is tomorrow. In addition, the chamber will be moving the annual dinner to February. The Wine Walk is Sept. 8 and at this time 50% of tickets are sold. Hertel said the chamber is also looking into hosting a Hispanic job fair.
8. Approval of façade grant totaling \$500 to Deerfield Properties, 314 E. Madison St.
Motion by Davis, second by Checkai, to approve payout of a façade grant totaling \$500 to Deerfield Properties. Motion carried with Rahfaldt abstaining.

9. Approval of façade grant totaling \$1,000 to Deerfield Properties, 209 S. Third St., Motion by Clifford, second by Budewitz, to approve payout of a façade grant totaling \$1,000 to Deerfield Properties. Motion carried with Rahfaldt abstaining.
10. Approval of façade grant totaling \$5,000 to Draeger's Floral, 616 E. Main St. Motion by Rahfaldt, second by Checkai, to approve payout of a façade grant totaling \$5,000 to Draeger's Floral. Motion carried with Wedl abstaining.
11. Approval of a façade grant totaling \$4,000 to Hometown Pharmacy, 204 E. Main St. Motion by Rahfaldt, second by Wedl, to approve payout of a façade grant totaling \$4,000 to Hometown Pharmacy pending submission of paid receipts. Motion carried.
12. Approval of a sign grant award totaling \$500 to Canna Bloom Farmacy, 419 E. Main St. Motion by Clifford, second by Checkai, to approve payout of a sign grant totaling \$500 to Canna Bloom Farmacy, pending submission of final paid receipts. Motion carried.
13. Interactive Maps update
Davis shared that an agreement is being discussed to house this project under the RDA, with information to be sourced from the chamber, Main Street Program and Watertown Tourism. Davis is still pursuing a Maranatha student intern to assist with start-up.
14. Town Square update
Allon shared that construction is running smoothly and on time, with a planned soft grand opening in conjunction with Pumpkin Palooza on Saturday, Oct. 29. Allon also shared a new grant program is being developed to provide funding for events and business growth that is being privately funded.
15. Adjournment
Motion by Rahfaldt to adjourn, second by Clifford. Motion carried.

Respectfully submitted,
Melissa Lampe
Executive Director