

Watertown Main Street Program Board of Directors
Meeting Minutes
Tuesday, June 21, 2022
Watertown Public Library Community Room

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

1. Call to Order

President Smith called the meeting to order at 8 a.m.

2. Approval of minutes from the May 17, 2022 meeting

Motion by Clifford, second by Konz, to approve as presented. Motion carried.

3. Director's report

The director's report was shared in advance of the meeting. During the meeting Lampe added that Mayor McFarland reached out to her regarding painting the jersey barriers temporarily placed on the Cole Bridge. The board expressed support with Lampe pursuing an artist for the project. In addition, Lampe shared that she is hearing many positive comments on weekends from visitors to the Octagon House Museum regarding how nice the downtown looks.

4. Financial reports

The financial reports were reviewed by the board. Motion by Konz, second by Budewitz, to approve as presented. Motion carried. A point of order was made that the façade grants for 300 E. Madison St. and 108 S. Sixth St. need to be voted on at the next board meeting.

5. Committee reports

- Promotions Committee – Planning continues for the Sidewalk Sales on July 16 and the Downtown Watertown Craft Beer Walk on July 21. Lampe and Budewitz are also beginning to plan this year's Riverfest food booth.

6. Chamber update

Hertel shared information regarding the June 25 Community Celebration & Vendor Fair and sought volunteers to help with putting out the no parking signs on Friday morning and the road closed barricades on Saturday morning. She said all is in place for the event, which is planned collaboratively between the chamber, Main Street Program and Watertown Tourism. Hertel also provided an update on the July 28 Golf Outing and that the chamber is seeking candidates for the 2023 Leadership Watertown class.

7. Leadership Watertown donation request

Gibbs and Allon were in attendance to represent Leadership Watertown. The 2022 Leadership Watertown class is raising funds to install an interpretive pillar along the T.

Wall property adjacent to the Bentzin Family Town Square. The pillar will highlight historical aspects of Watertown as well as contain interchangeable panels to promote special events. The total cost of the pillar is \$8,000. Motion by Konz, second by Budewitz, to donate \$1,000 to the project. Motion carried.

8. Interactive maps

Davis provided an update on the proposed mapme.com project, including costs. She also stated that Maranatha Baptist University has approved this project as an internship opportunity. The board agreed that the Chamber's marketing committee and the Watertown Tourism Commission should also hear a proposal on the project to determine under which umbrella it would best fit.

9. Earl & Eugenia Quirk Foundation grant opportunity

The board discussed potential projects but did not decide on anything specific. Lampe asked board members to think on ideas and report back to her.

10. Town Square update

Allon shared information regarding the construction timeline and T. Wall project. The square is projected for completion at the end of September.

11. Adjournment

Motion by Clifford to adjourn, second by Checkai. Motion carried.

Respectfully submitted,
Melissa Lampe
Executive Director