

Watertown Main Street Program Board of Directors
Meeting Minutes
Tuesday, July 19, 2022
Watertown Public Library Community Room

Members present: Amber Smith, Sandra Budewitz, Ron Counsell, Brooke Hoida, Peg Checkai, Brian Konz, Kevin Clifford, Dan Rahfaldt, Bob Mudler and Nicole Smith. Not present: Jackie Phillips, Annie Wedl and Dana Davis. Also present: Executive Director Melissa Lampe 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 June 21, 2022 meeting
Motion by Budewitz, second by Konz, to approve as presented. Motion carried.
3. Director's report
The director's report was shared in advance of the meeting.
4. Financial reports
The financial reports were reviewed by the board. Motion by Konz, second by Mudler, to approve as presented. Motion carried. A carry-over discussion took place regarding moving reserves into a CD. Motion by Counsell, second by Rahfaldt, to moved funds into a CD for six months to one year. Motion carried.
5. Committee reports
 - Promotions Committee – A recap was presented regarding Sidewalk Sales, with retailers on the board stating they much preferred the new 1-day event versus Sidewalk Sales stretching over three days in the past. Lampe reported that plans are in place for the Downtown Watertown Craft Beer Walk on Thursday, July 21, and Lampe and Budewitz are also finalizing plans this year's Riverfest food booth.
6. Chamber update
Hertel provided a recap of the June 25 Community Celebration & Vendor Fair, local tourism stemming from the girls' fast pitch tournament held in Watertown that same weekend, and the Golf Outing coming up on July 28.
7. Approval of façade grant totaling \$2,000 for Wepco Printing, 108 S. Sixth St.
Motion by Budewitz, second by Konz, to approve payout of a façade grant totaling \$2,000 to Wepco Printing. Motion carried with Clifford abstaining.
8. Approval of façade grant totaling \$500 to Fourth Corner, LLC, 300 E. Madison St,
Motion by Konz, second by Rahfaldt, to approve payout of a façade grant totaling \$500 to Fourth Corner, LLC. Motion carried with Mudler abstaining.
9. Interactive maps

Lampe shared that both the Chamber's marketing committee and the Watertown Tourism Commission are also discussing MapMe.com and collectively we can decide which organization might be the best fit to host/set-up the program.

10. Earl & Eugenia Quirk Foundation grant opportunity

There was not a consensus on a project to apply for. The board can develop ideas for a grant request next year.

11. Town Square update

Although Allon was not present at the meeting, Checkai shared information from an email update he sent to the Watertown City Council. All is on pace for a September soft opening.

12. Adjournment

Motion by Mudler to adjourn, second by Rahfaldt. Motion carried.

Respectfully submitted,
Melissa Lampe
Executive Director