



Redevelopment Authority for the City of Watertown

Turning Opportunity into Results

Wednesday, August 19, 2026, 6:00 pm

In-PERSON/VIRTUAL MEETING

Room 2044, City Hall

RDA STRATEGIC PRIORITIES

1) Strengthen and diversify RDA Revolving Loan Fund, both in size and scope

2) Exploring options for Business Continuity Funding for downtown businesses in preparation for 2028 Main Street Reconstruction project

3) Simplifying the process of starting or expanding a business in Watertown

1. Pledge of Allegiance

2. Roll Call

A. Present: Ryan Wagner, Steve Board, Ald. Tony Arnett, Ald. Rita Haase, Todd Huhn, Jacob Maas, Bob Smith, and Deb Sybell

B. Virtual: None

C. Bob Smith is a new member of the RDA Board

Other attendees: John Kadish, Stef Broere, Zack Goodrow

3. Determination of Quorum and Call to Order at 6:00 pm.

4. Approval of meeting minutes

A. Regular board minutes 6.17.26.

Steve Board motioned to approve

Todd Huhn seconded. Motion carried unanimously.

5. Public Comment

A. None

6. Business

A. Discuss and take action: Sign grant application from Ready 2 Dance

Jacob Maas motioned to approve

Todd Huhn seconded. Motion carried unanimously.

B. Review and discuss: Business continuity funding priority (Ryan & Steve)

Ryan and Steve shared a draft proposal for a business continuity loan program to carry viable downtown businesses through the 2028 Main Street reconstruction. The proposal includes a limited municipal guarantee behind loans originated by local lenders under their own underwriting standards. Ryan and Steve will meet with RDA financial institution partners and report back at next meeting.

C. Review and discuss: Ease of starting a business priority (Alder Haase & Todd)

Bob Smith added to priority team. Todd shared his idea of developing a flowchart with the steps and links to resources. Alder Haase has been talking with businesses and shared survey data and RDA website analytics. The team will work on the website and flowchart.

D. Review and discuss: Strengthen and diversify RDA revolving loan fund priority (Ryan & Jacob)

Ryan reported that progress on this priority is “on pause” while the team works on the business continuity program priority.

7. Updates

A. Downtown Main Street Reconstruction

- The Common Council passed a resolution to sunset the Downtown Main Street Reconstruction Task Force. The resolution also establishes a city staff-led communications work group to develop and implement a comprehensive communication and outreach strategy with opportunities for stakeholder, community and volunteer involvement.
- The City of Watertown and the Wisconsin Department of Transportation hosted an information forum on July 31 regarding the 2028 Downtown Main Street Reconstruction plan.

B. Economic Development Plan Presentation to COW (Aug 4)

- Alder Arnett provided a high-level overview of the economic development plan with the City serving as a regional hub for agriculture, skilled trades, healthcare, commercial and recreational.

C. Presentation on RiverWalk to Watertown Housing Authority (Aug 18)

- Ryan and Steve reported on their visit with the Watertown Housing Authority Board to share and discuss the RiverWalk vision.

8. Adjournment at 7:25 pm

Todd Huhn motioned to adjourn.

Steve Board seconded the motion. Motion carried unanimously. Meeting adjourned.