

**RESOLUTION TO
SUNSET DOWNTOWN MAIN STREET RECONSTRUCTION TASK
FORCE AND ESTABLISH AN AD HOC COMMUNICATIONS WORK
GROUP**

**SPONSOR: ALDERPERSON ARNETT
FROM: PUBLIC WORKS COMMISSION**

WHEREAS, the City of Watertown (“City”) formed the Downtown Main Street Reconstruction Task Force in 2021 to provide input, guidance, and stakeholder perspectives to inform the design of the Main Street reconstruction project; and,

WHEREAS, the Downtown Main Street Reconstruction Task Force has fulfilled its original charge by providing recommendations to the City on the design of Main Street; and,

WHEREAS, the City now enters the implementation phase of the project, which requires coordinated, timely, and flexible communication and outreach to residents, businesses, visitors, and stakeholders; and,

WHEREAS, the City is committed to ensuring that Main Street reconstruction is successful, well-understood, and supported through proactive communication, outreach and collaboration; and,

WHEREAS, an adaptable, staff-supported communications work group is necessary to plan, coordinate, and implement outreach strategies and provide regular updates to the Common Council; and,

WHEREAS, the City’s Media and Communications Director, Economic Development Manager, and Public Works Director or designee will lead this work group with opportunities for stakeholder, community, and volunteer involvement as needed, including from the Watertown Main Street Program, the Watertown Area Chamber of Commerce, and Watertown Tourism; and,

NOW, THEREFORE, BE IT RESOLVED BY THE COMMON COUNCIL OF THE CITY OF WATERTOWN, WISCONSIN:

1. The Downtown Main Street Reconstruction Task Force is hereby sunset, having fulfilled its established purpose and completed its original charge; and
2. The City extends deep gratitude to the former and current members of the Downtown Main Street Reconstruction Task Force for their diligent and conscientious service; and
3. An ad hoc Main Street Reconstruction Communications Work Group is hereby established to develop and execute a comprehensive communication and outreach strategy throughout the implementation phase of this project.

That this Resolution shall be in full force and effect upon its passage and adoption.

	YES	NO
DAVIS		
LAMPE		
BERG		
NITECKI		
BLANKE		
SMITH		
ARNETT		
HAASE		
MOLDENHAUER		
MAYOR STOCKS		
TOTAL		

ADOPTED August 18, 2026

CITY CLERK

APPROVED August 18, 2026

MAYOR