

**Wednesday, February 19, 2025, 6:00 pm**

In-PERSON/VIRTUAL MEETING

Room 2044, City Hall

**By Phone or Zoom Meeting:**

<https://us06web.zoom.us/join>

For the Public, Members of the media and the public may attend by calling: (US) +1 (646)931-3860

Meeting ID: 617-065-5357

Pass Code: 959083

All public participants' phones will be muted during the meeting except during the public comment period where applicable.

**RDA STRATEGIC PRIORITIES**

~~1) 100 W. Main St. block demolition, Town Square design etc., and publicizing town square project for possible funding from sources other than the City.~~

2) Facilitating quality development in downtown, and

3) Creating an approach and working to attract development projects downtown.

1. Pledge of Allegiance
2. Roll Call
  - A. Present: Mason Becker, Ald. Lampe, Ald. Board, Ryan Wagner, Jacob Maas, Dave Zimmermann, and Ryan Nowatka
  - B. Virtual: Karissa Hurtgen, a resident
  - C. Absent: None
  - D. Other attendees: 1 resident and Stephanie Juhl, Programming Event Coordinator for Town Square
3. Determination of Quorum and Call to Order at 6:02 pm
4. Approval of meeting minutes
  - A. Regular Board Minutes 1.15.25  
**Board motioned to approve**  
**Nowatka seconded the motion. Motion carried unanimously.**
5. No public comment
6. Steph Juhl presented a summary of events held over the past year and discussed the status of the Future Fund and that it is still in good shape. There was discussion about expected revenues and ways for the Bentzin Family Town Square to possibly secure additional funding in the future.
7. Old Business:
  - A. **Rock River District Vision.**
    - a. Update on the branding concept. Becker discussed the revised Rock River District logo approved by the steering committee. The branding guide includes stock photos. Becker will reach out to the Chamber and Watertown Tourism for photos of Watertown that can be included.
  - B. **Beltz Grants.**
    - a. Becker shared he is still trying to connect with Dr. Beltz so funding can be secured for 2025.
  - C. **111 S. Water St.**
    - a. Becker discussed the status of the Pre-Development agreement with Intrepid Investments.
  - D. **Bentzin Family Town Square: Historic Art Wall & plaques**
    - a. Barton Bentzin was contacted and would like to be present at the unveiling if it aligns with his schedule.

b. Zenith Tech should be pouring concrete for the footings this month.

8. New Business: None

9. Status Reports:

A. **Housing Rehab Grants:**

a. One new application was received this week.

b. Waiting to pay out one grant yet, pending the completion of their project.

B. **Social media/messaging update:**

a. Famularo's report was emailed to the board. There was a discussion. The members appreciate the current messaging and schedule.

C. **Council update:**

a. Board shared information on the Main Street bridge status and the updated timeline.

b. Lampe discussed the Feb. primary election turnout and the upcoming April election.

D. **Executive Director update:**

a. Becker provided a recap in the agenda packet of the WEDA Governor's Conference.

b. Items for next agenda:

a. Members would like to see a summary of redevelopment happening in the Rock River District area.

i. Becker will revise the 111 S. Water St update into this.

b. Becker will work to get up-to-date data on current rents in Watertown

c. Next meeting of March 19, 2025, at 6 pm may need to be changed due to availability.

a. Becker will send out a Doodle poll.

10. Adjournment at 7:08 pm

**Lampe motioned to adjourn. Zimmermann seconded the motion. Motion carried unanimously.**

**Meeting adjourned.**