

Watertown Main Street Program Board of Directors Meeting Minutes
Tuesday, October 21st 2025
Watertown Public Library Community Room

Members Present: Sandi Budewitz, Isabelle Eller, Fred Smith, Steve Board, David Paape, Kevin Clifford, Ron Counsell, Peg Checkai, Nicole Smith, Brooke Hoida, Executive Director Stefanie Broere
Not Present: Brian Konz, Ryan Beyer

1. Call to Order

President Counsell called the meeting to order at 8:05 am.

2. Approval of minutes from the September meeting

- a. Motion by Board, Second by Budewitz to approve minutes as presented. Motion Carried.

3. Financial Reports

- a. Motion by Smith to approve the financial reports.. Second by Clifford. Motion carries.

4. Promotion Committee

- a. Sponsorships coming in for Witches Brew Bingo - Doors open at 5:00 at Turner Hall.
- b. Pumpkin Palooza coming up.. Currently at 18-20 businesses participating.
- c. WOW weekend in November. Ladies loot sponsored by Johnsonville. EZ promotions sponsoring the bag. Raffle baskets will be collected after bingo.
- d. Small Business Saturday - Hours to be finalized for free gift wrapping.

5. Facade and Sign Grants

- a. No new finished projects turned in / paid this month.
- b. Sassy Sweets sign should go up at the end of the month
- c. We have paid out about \$6,000 in 2025. Still projects outstanding.

6. Chamber Update

- a. Ecommerce information for businesses

7. Tourism Update

- a. WOW weekend and small business Saturday, Santa, and Countdown to Christmas will be on the billboard in 2 weeks

8. City Update

- a. Executive Director met with Deb Sybell who holds the new Economic Development position with the city
- b. City Council Finance committee completed budget recently.
 - i. Total of \$35,000 allocated toward Main Street Program
 - 1. \$5,000 of which will be designated toward Grant funding
 - ii. Public hearing is second meeting in Nov
 - iii. First meeting in December will be final approval of this budget
- c. Discussion of 1-5 year contract

9. Farmer's Market

- a. Next week will be the last Tuesday Farmers market of 2025
- b. Exploring a once a month indoor Winter farmers market
- c. Exploring a location for 2028 - Labaree Street will be under construction during that time

10. Director's Report

- a. Main Street is on 10/21 City Council agenda for a downtown update
- b. Creating a merchant guide for downtown businesses
 - i. List of events
 - ii. Joining the email list
 - iii. Alderperson information
 - iv. Info on how to report code violations
 - v. Social media information

11. Open Discussion

- a. Scheduling a meeting for Errin Welty to attend to stay current with our state main street accreditation
- b. Historic preservation discussion of downtown brick buildings
- c. Anniversary gathering was a good event - Nice mix of people from different areas of the city with good fellowship

12. Motion to Adjourn - Motion by Board, Second by Wedl

Next meeting will be held Tuesday November 18th