

Watertown Main Street Program Board of Directors Meeting Minutes
Tuesday, June 17th, 2025
Watertown Public Library Community Room

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

1. Call to Order

President Counsell called the meeting to order at 8:00 am.

2. Approval of minutes from the May meeting

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

3. Financial Reports

- a. Noted \$500 income from Yes Watertown event.
- b. Motion by Konz to approve financial reports, Second by Checkai. Motion Carried.

4. City Request for Funding

- a. Executive director Broere has presented the funding proposal
- b. Konz motions to approve the funding proposal. Second by Budewitz. Motion carries.
- c. Meeting minutes should be sent to Megan at the city

5. Farmer's Market

- a. Seniors received \$5 farmers market vouchers, Bread basket was also at the recent farmers market accepting physical donations

6. Facade and Sign Grants

- a. Sassy Sweets and Martin Realty grants will be presented

7. Tourism Update

- a. Tourism now has a billboard on Hwy 26 and Hwy 94 - Spots will be \$150 for 8 seconds

8. RDA Update

- a. Beltz Grants for 2025 are still available
- b. RDA meeting will be held June 18th at 6:00PM - Gene Schmidt will be proposing a German market in site next to the town square
- c. Mason will be recapping the history of the RDA at this meeting

9. Chamber Update

- a. Golf outing is in July - 2 team spots available
- b. Looking for a few more donations raffle baskets and volunteers
- c. Adding more programming

10. Event Committee

- a. 29 tickets sold for July 17th Craft Beer Walk - Still need 1-2 Volunteers
 - i. Ethan from Watertown Daily Times - proposing online advertising for this event
- b. Sidewalk Sales - Christmas in July theme - Date July 19
 - i. Proposing a summer Santa and dunk tank and a scene for Christmas Card photos with reindeer- Brian has a red sleigh available
- c. Riverfest Food Booth
 - i. Volunteer sheet passed around
- d. 25th Anniversary Dinner
 - i. Present History and Awards, Date likely Sept. 15th or other Monday evening
- e. Banner Auction will be held September 17th at Lyons
- f. Shadows Sanctum will be having a haunted house this fall at Elks - They are creating a no cost passport that downtown businesses can participate in

11. Open Discussion

- a. Cheese Walk proposed as a new event
- b. Scavenger hunt proposed as a 25th anniversary event

12. Motion to Adjourn - Motion by Budewitz, Second by Clifford. Motion Carried.