

## DOWNTOWN MAIN STREET RECONSTRUCTION TASK FORCE

Wednesday, May 22, 2024

### 2:30 pm IN-PERSON/VIRTUAL MEETING

Lower Level, Room 0041, City Hall, 106 Jones St, Watertown, WI

By Phone or GoToMeeting: <https://global.gotomeeting.com/join/471703029>

For the Public, Members of the media and the public may attend by calling: (US)+1 (224) 501-3412

Access Code: 619-906-421

1. Call to order at 2:32 pm.
  - a. Attendance- Present: McFarland, Trego, Becker, Hoffman, Board, Beyer, Mazzoni, Moldenhauer, and Purtell. A citizen was also present. Grinwald joined at 2:39  
Virtual: Ellias, Wagner  
Absent: Smith
2. Approval of prior meeting minutes
  - a. Approval of Minutes 3.27.24 **Motioned by Hoffman, seconded by Moldenhauer, carried unanimously**
3. Public Comment
  - a. none
4. Old Business
  - a. Main St bridge closure update (Beyer/McFarland)
    - i. There are no delays. Everything is moving along nicely and on schedule.
  - b. Transportation Network Evaluation update (Beyer)
    - i. Public Works met last week. raSmith was hired to do the transportation network study, which will look at one-way streets in the downtown. Kick off meeting in one week.
  - c. Discussion on social media messaging
    - i. Hitting everything necessary that needs to be shared.
5. New Business
  - a. Introduce new Main Street Program Director
    - i. Jody Purtell introduced herself.
  - b. Discuss Quarterly Update meetings for downtown businesses
    - i. Jody will facilitate these meetings and then report back to the taskforce. Share things with the businesses but give them a place to voice their concerns and opinions. Another way to supplement communication with business owners.
  - c. Next Newsletter: electronic and print
    - i. Newsletters will be emailed to Main St. folks and Task Force members. There will be a few printed newsletters that can be put out in common areas or handed out if asked.
    - ii. Becker to put updates on the progress and timeline on the website.
    - iii. Becker sent out latest issue of newsletter for proof, should be ready to send out early June.
  - d. Bumpout and parklet discussion
    - i. Parklet defined as a seating area placed over existing on-street parking. Parklets placed on Main Street must be permanent, not temporary, per WisDOT. Parklets are permissible on side streets in the downtown. If they are to be on the side streets, the businesses are responsible for them. They can contact Public Works at any time if interested. The DOT would not participate in these at all.
    - ii. Bump out in front of the cinema between 3<sup>rd</sup> and 4<sup>th</sup> St. is the only midblock bump out. Discussion on the NE/SE corner of 3<sup>rd</sup> bump out. Decision is to mimic the SE corner on the NE corner of 3<sup>rd</sup> St.

- e. Discussions on expectations for City and private property owners
    - i. Becker made a document showing what the city is doing and what the business owners can consider. Will be sent out to business owners. Purtell will work on revising the document.
    - ii. Beyer will check with Pete Hartz to check on size of and see if water mains will be updated during the construction to accommodate sprinkler systems in the buildings.
  - f. Discussion on alleyway planning
    - i. Commercial alley conditions were checked by engineering and recommendations for repairs were made. Next year improvements will likely begin on public alleyways.
  - g. 2024 planning items discussion
    - i. Strategic plan for photo ops/vistas in Main Street District
      - 1. Jody will work on and will update at the July meeting.
      - 2. This is in the next newsletter also.
  - h. Grinwald passed along a few comments from business owners.
    - i. How to get murals on buildings? Contact Jody P and Melissa on Historic Preservation.
    - ii. Suggestions to show pictures of rear entrances after they are redone.
6. Confirm next meeting date (July 24, 2024).
7. Adjournment at 3:35 pm. **Motioned by Moldenhauer, seconded by Hoffman, carried unanimously**