



## TOWN SQUARE PROGRAMMING COMMISSION MINUTES

WEDNESDAY, JANUARY 22, 2025 AT 12:00 PM

514 S. FIRST STREET, WATERTOWN ROOM

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Virtual Meeting Info: <https://us06web.zoom.us/join> Meeting ID: 563 709 0828 Passcode: 53094 One tap mobile +16469313860

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

### 1. Call to order – 12:01

- a. Hertel
- b. Schneekloth
- c. Bartz
- d. Juhl
- e. Online –Kaufmann and Butteris

### 2. Review and approval of minutes

- A. Town Square minutes from December 18, 2024 – Schneekloth motion, Kaufmann 2<sup>nd</sup>

### 3. Review and approval of financial reports

- A. Review and approve financial report – November – Ericka Schneekloth motion, Hertel 2<sup>nd</sup>

### 4. Citizens to be heard

*Each individual who requests to address the Council will be permitted up to three minutes for their comments.*

**John Kadish – No comments**

### 5. Business

- A. Review final 2023 Annual Report – Working on 2024 hoping to have out month of March, Bartz notes: pg. 28 – P&R should take more credit for Riverfest set up and take down, 2024 Bridge impact and weather events, include something about the lengthy process of the riverside restrooms.
- B. Review new MOU from Library – November release, only point involving Town Square was main street restrooms. Note we are awarded use of library restrooms for events at the square.
- C. Review stats from 2024 events
  - \$37,000 raised between grants and sponsors for Town Square.
  - Concessions in Parks – new charge in 2024 - \$6,200 in revenue, 160 food trucks booked and 138 of them came to the square. Road Closures highlighted – 18 times closed (labor would actually reflect 36 closures because having to OPEN and CLOSE) closed 37 days, 22 events. Asked for Food Truck feedback on events
  - Tracked all events – 11 alcohol events, noted number of attendees, etc.
  - Thursday Night Markets – Food trucks, entertainment fees, marketing, booth fees - \$3,200 overall profit – We do have a sponsor for this 2025 season.
  - Non-city and partnered events – working on growing our partnered and non-city events
  - \$9,000 under budget for the Summer Concert series in 2024 after grants and sponsorships
  - Beer Sales reports – not a huge money maker for nonprofits, we do need to work on leveraging that revenue. Ins., trailer, \$250 in parks fee – for nonprofits. – Rotary still has to have a discussion on Beer Sales.

## **6. Event Coordinator's report**

### **A. Event Coordinators Report**

2025 list of events – Oct 16<sup>th</sup> is going to move to a Sat. Oct 4<sup>th</sup> Fall Market – working with Main St. Market to do joint advertising.

July 20<sup>th</sup> – added Cousins Main Lobster – Eagles Tribute band on a Sunday.

Music at the Museum June 16<sup>th</sup>, July 21<sup>st</sup>, August 18<sup>th</sup>. – All on Food Truck Mondays – maybe consider changing these dates for that reason.

Applied for the chamber grant 2025

We built new “orange” boards

Working on Ordinances, FD Grand opening, FD/PD Battle of the badges, Glow Run.

Advertising for the Nonprofits at the Beer tent?? Need enticement to get them to take on this task.

Thursday Night Markets – getting paperwork in RecDesk to start forms and streamline things.

## **7. Adjournment –Hertel motioned, Schneekloth**