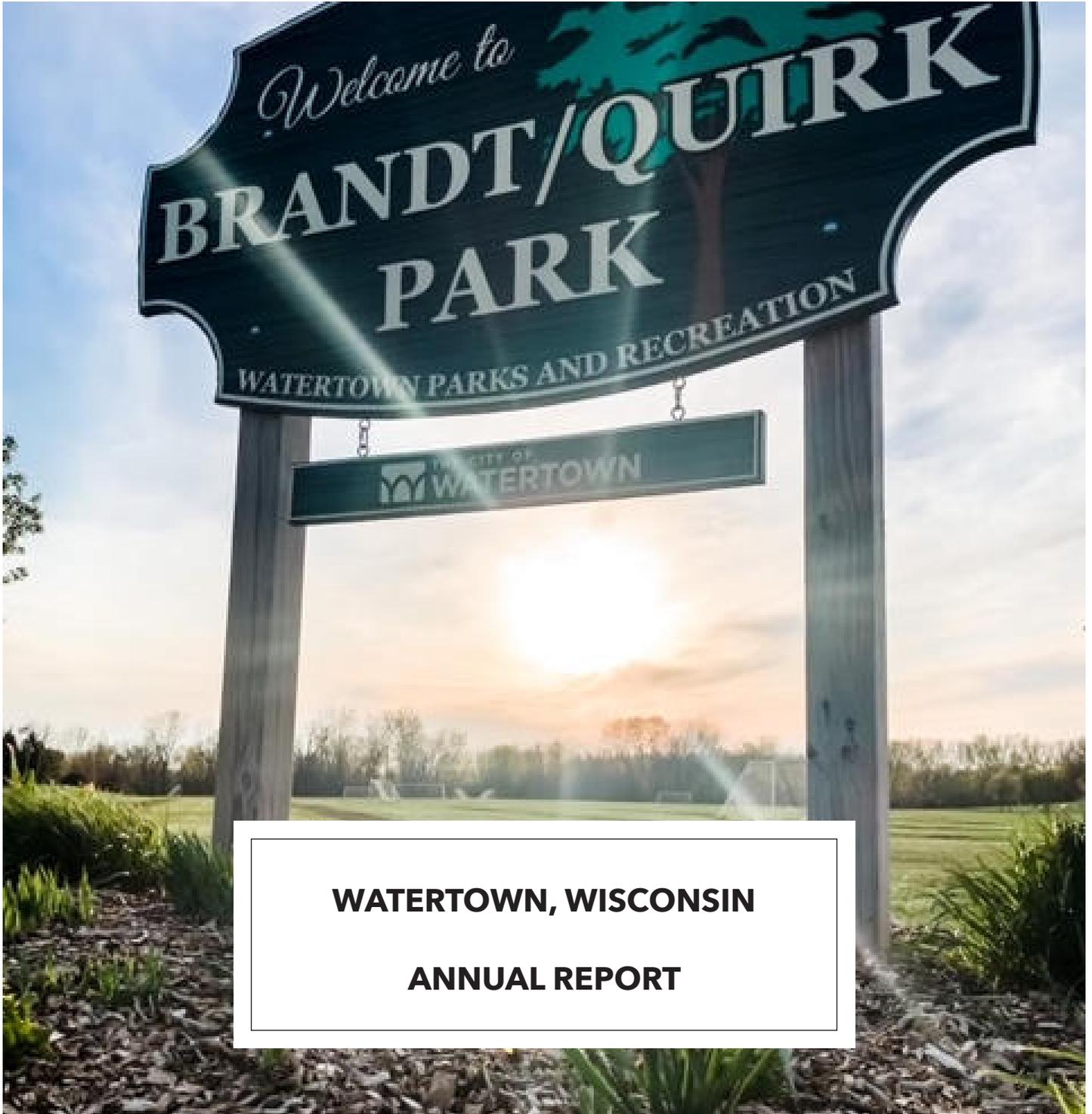


INSIGHT

2019



WATERTOWN, WISCONSIN

ANNUAL REPORT

A WORD FROM YOUR MAYOR



That led us to establish a greater social media presence, publish weekly videos highlighting our progress, and even prepare this summary. The Police Department contributed to this goal as well by purchasing 28 body cameras that provide an unbiased record of their interactions with our community.

As I reflect on 2019, I am pleased with the progress we made. Because of our commitment to the plans we made, we were able to finish all of our street construction ahead of schedule and press forward on the Town Square and Marathon Gas station projects.

*THE PERSONAL INVESTMENT OF
YOUR TIME AND TALENTS
INSPIRES ME AS I ENDEAVOR TO
MOVE WATERTOWN FORWARD*

Greetings!

I am pleased to present the inaugural 2019 City of Watertown Annual Report. We hope that this report is informative and that it provides you with new insight into our operations and achievements. So many different things go on within the city during the year, and most of them go unnoticed. We are incredibly proud of the work we have accomplished in 2019, and are pleased to outline those achievements for you.

During this past year, our departments pulled together to reach several goals oriented around providing greater services to the city with greater efficiency than before. With that goal in mind, we worked to provide weekly recycling pickup, restructured our special event permits, and focused on improving our Storm Water Utility. Additionally, we were able to nearly double our code compliance efforts and establish regulations for e-smoking.

We also wanted to improve the transparency in our city government to give everyone a greater understanding of what we do from day to day.

2020 is shaping up to be a transformative year for our community, especially in the Downtown area. I am eagerly anticipating seeing the Marathon Gas Station property come to life. I am also looking forward to progress on the new Library project and the Town Square project. I can sense the growing momentum within our community, and the personal investment of your time and talents inspires me as I endeavor to move Watertown forward. Thank you for choosing Watertown; we are proud of this city and proud to serve you.



A handwritten signature in black ink, appearing to read "Emily".

Emily McFarland, Mayor

PERSONNEL

ALDERPERSONS

BOB MUDLER
DISTRICT 1

RICK TORTOMASI
DISTRICT 2

CHRIS RUETTEN
DISTRICT 3

KURT LARSEN
DISTRICT 4

JILL HOLTHAUS
DISTRICT 5

TIM RAETHER
DISTRICT 6

ERIC SCHMID
DISTRICT 7

BILL MARON
PRESIDENT
DISTRICT 8

LINDA KILPS
DISTRICT 9

PERSONNEL

DEPARTMENT HEADS

JAYNELLEN HOLLOWAY
ENGINEERING/BUILDING, SAFETY
& ZONING

CAROL QUEST
HEALTH

RANDY FRANKS
STREET/SOLID WASTE/PARK &
FORESTRY

PETER HARTZ
WATER/WASTEWATER

ROSE SIMON-SILVA
CITY ATTORNEY

ELISSA FRIEDL
CLERK/TREASURER

KAREN HUISMANN
MEDIA PRODUCTIONS

ROBERT KAMINSKI
POLICE

KRAIG BIEFELD
FIRE

PEG CHECKAI
LIBRARY

RANDY WOJTASIAK
RECREATION

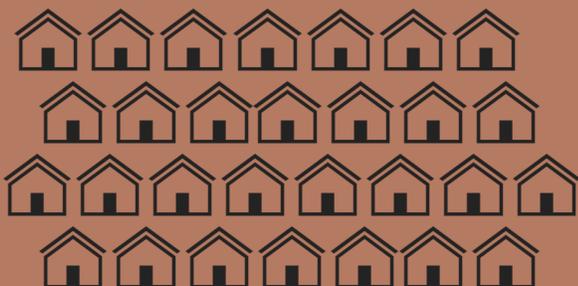


DEVELOPMENT

- » Saw more than \$470,000 in private downtown building improvement
- » Issued Conditional Use Permits for 12 new businesses
- » Purchased land adjacent to the Watertown Public Library for expansion
- » Purchased buildings on the 100 Block of Main St. to begin Town Square project
- » Established path to purchase the Marathon Gas Station property and began planning to redevelop it into a green space and safer intersection
- » Restarted development in three large neighborhoods
- » Applied for two grants supporting Riverwalk and road improvements
- » Created a workforce preparedness group and created a reoccurring workforce development event

ENGINEERING

- » Studied the city's utility rate with storm water consultant
- » Coordinated the \$1.5 million 2019 Annual Street project
- » Completed Phase 2 of the Carriage Hill Drive Shared Use Path
- » Assisted the Branding Committee with installing two additional "Watertown Welcome" signs
- » Partnered with the National Flood Insurance Program to educate our community about reducing and avoiding flood damage to their property
- » Added a part-time Code Compliance Officer in April 2019, increasing the complaint files handled from 142 files in 2018 to 255 files in 2019
- » Nikki Zimmerman, Administrative Assistant for Engineering and Building, Safety & Zoning, received the 2019 Employee of the Year award from the Watertown Area Chamber of Commerce



\$23,878,880

new construction values

29 new single-family homes

the highest in the past 10 years

POLICE

- » Welcomed K-9 Chance to the Watertown Police Department to find drugs, track suspects and missing persons, locate evidence, and assist in apprehending violent suspects
- » Implemented 28 Axon body cameras to enhance case building and record citizen interactions
- » Responded to 17,284 incidents, including nearly 400 reported crimes



FIRE

- » Made key changes in the Fire Department that improved the city's insurance rating. This can lead to lower insurance rates for homes and businesses
- » Developed a five-year Fire Department strategic plan
- » Completed an Emergency Operations Plan for the City
- » Held fire loss to less than 5% in 2019 in City of Watertown
- » Improved the equipment available to residents by purchasing a new breathing air compressor



2637 Service calls
501 Fire calls
2009 EMS calls
68 Car Accident calls
59 Hazmat calls

HEALTH

- » Passed two e-smoking ordinances
 1. Ordinance 410.50 prohibits individuals under the age of 18 to have possession of smoking materials.
 2. Ordinance 410.56 prohibits smoking in public spaces identified in Wisconsin State Statue 101.123(2). The proposed amendment includes E-Smoking in the definition of smoking.
- » Completed a Community Health Assessment
- » Organized "Closed Point of Dispensing." This agreement establishes that, in a catastrophic event, items such as medication and vaccines could be distributed by certain facilities to their residents, patients, staff, and family members
- » Standardized Inspection Staff
The process of standardization provides regulatory personnel the opportunity to subject their food code related knowledge and skills to a uniform system of measurement
- » Partnered with Get Healthy Watertown Coalition to provide over 660 pounds of fresh produce grown in community gardens to senior citizens



WATERTOWN TV

- » Increased Facebook engagement by nearly three times
- » Launched the Mayor's Weekly Round-up videos and the Brown Bag Lunch videos to introduce the various departments
- » Successfully tested a mobile studio for the Fourth of July parade to allow for live mobile broadcasting
- » Created the first summer video production class, which increased volunteer hours at Watertown TV from 24 to over 35 each month

STREET DEPARTMENT

- » Totally reconstructed parts of Margaret Street, North Water Street, Norma Drive, and Dakota Street, amounting to 4,800 feet of new pavement, curb, and gutter and 2,088 feet of new storm sewer, catch basins, and manholes
- » Completed the second phase of the shared use path on Carriage Hill Drive
- » Finished all 2019 road construction ahead of schedule
- » Evaluated and created new financial structures to ensure the stability of garbage and recycling services in the city

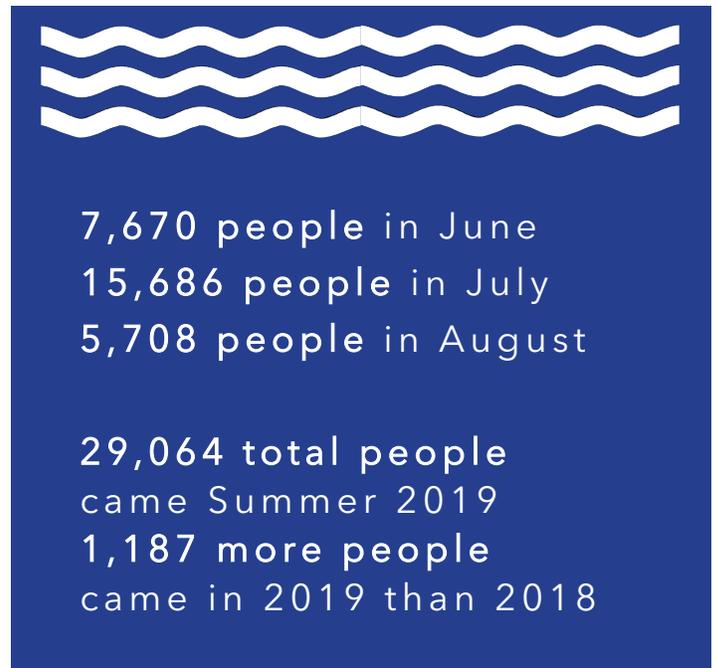
PARKS, RECREATION, & FORESTRY

PARK DEVELOPMENT

- » Purchased N. Second St. Property to be converted into a green space dedicated to first responders
- » Assisted downtown business volunteers refreshing the Riverwalk by staining, painting, and installing a new seating area along the Riverwalk
- » The micro-park was completed and named "Heron View Park". Funding from the Quirk Foundation helped with the purchase of a new fishing pier that was installed
- » Installed a shade structure and basketball court at Mary Rose Park
- » Completed installation of a playground at West Haven Park
- » Created Rock River waterway markers between the dams
- » Tiled the fields at Brandt/Quirk Park to drain perennially wet areas

AQUATIC CENTER

- » Cooling off at the Aquatic Center and additional programming proved to be a huge hit as attendance increased throughout the summer.
- » Began redesign of seating areas at Aquatic Center with new shade structures to be displayed in 2020



NEW RECREATIONAL PROGRAMING

- » Tree climbing - The Recreation Dept along with Treetop Explorer, LLC provided recreational tree climbing experiences.

NEW RECREATIONAL PROGRAMING

- » Halloween Hoopla - the city offered this free costume party for young families, which included games, prizes, and a costume contest. Special appearances were made by Gus the Gosling and Scoopie from Culvers.



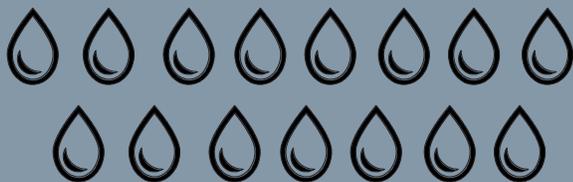
PARKS & FORESTRY

- » For the 29th time, the city was awarded Tree City USA award for preserving the city's urban forest
- » 100 trees throughout the city were removed this year due to the Emerald Ash Borer. To offset those losses, 114 new trees were planted throughout the city
- » Tree Planting Program (Right Tree, Right Spot) - The City Forester, Jeff Pirkel developed and held three tree planting classes on picking the right tree and picking the right spot to plant. In total, 88 people participated in the classes and each participant received a free tree from McKay Nursery in Waterloo



LIBRARY

- » Developed new mission statement: A welcoming community destination that provides opportunities to engage, enrich, and entertain
- » Strengthened community collaborations with the Greater Watertown Community Health Foundation and the Watertown Family Center to develop the TalkReadPlay Center
- » Met \$10 million fundraising goal for the expansion and renovation project



over 15,000 feet
sanitary sewer rehabbed
over 1.5 billion gallons
wastewater treated
40 miles
sanitary sewer cleaned
Replaced
digester boiler system

WATER DEPARTMENT

- » Distributed over 1 billion gallons of safe drinking water
- » Replaced 53 lead water services
- » Rehabbed and replaced 1 mile of century old water main
- » Inspected 309 commercial and industrial water systems for plumbing violations
- » Spent \$1,543,000 on infrastructure improvements
- » Invested \$654,000 into water improvements

WATERTOWN MUNICIPAL AIRPORT

- » Work to realign Boomer Street in preparation for an expanded runway and larger aircraft continued; an environmental study and design are underway
- » Hosted the West Bend National Guard for a three day mission training; three Blackhawk helicopters came in for the training
- » Lighting was installed on the citation jet monument; the colors change for each holiday
- » Darcey Park, located near the parking lot at the airport, added an airplane for kids to play on
- » Several hundred aircraft, some quite unique, came through the airport while attending Oshkosh Air Venture
- » Hosted a community open house at the airport; about 200 people attended and ate breakfast and took airplane rides



CLERK/ TREASURER

- » Processed over \$47M in receipts and \$45M in disbursements throughout all funds
- » Issued over 3,200 pet licenses
- » Processed 12,500 tax payments on over 8,200 real estate parcels and over 500 personal property accounts (some parcels have installment plans)
- » Processed nearly 50,000 water payments by mail and in person
- » Issued over 750 bartender and other liquor related licenses





This report was designed by Josiah Knight and Aaron Mayes

Full page photography by Hanna Cahoon