



**Watertown City Council**  
**Work Session**  
**February 23, 2021**  
**5:30 p.m.**

Mayor Steve Washburn  
Lindsay Guetzkow  
Adam Pawelk  
Michael Walters  
Dan Schuette

1. Call To Order And Roll Call
2. New Business
  - 2.I. Promotional Video Items

Documents:

[WORK SESSION MEMO 2.23.21.PDF](#)

3. Adjournment

**309 Lewis Avenue South; P.O. Box 279, Watertown, MN 55388**



To: Honorable Mayor and City Council  
From: Shane Fineran, City Administrator  
Date: February 23, 2021  
Re: Promotional Video Items

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We would like to create some new promotional video items for use by the City on its website and social media channels. In addition to the new video, Mayor Washburn's annual state of the City address, typically given at a Chamber luncheon and then recorded will be produced by video and made available to the Chamber, other groups or entities and for use on the city website and social media channels.

For the new video, proposed is a look to 2021 and maybe a peek back into 2020 celebrating some successes and accomplishments. I hope to have the Council members participate along liaison assignments and help with some of the copy related to specific items. Other ideas or thoughts on topics are welcome during our discussion. We would schedule some on-site shooting utilizing South West TV, our cable commission production arm.

Video Highlights Ideas

**Parks**

- Luce Line Trail Connection
- Sugarbush Park Improvements
- Disc Golf Course Opening

**Planning**

- Mixed Business Land Use Zoning
- Residential Development
- Available Properties

**Economic Development**

- Vibrant downtown
- Economic Development Programs
- Partnerships

**Infrastructure**

- Hwy 25 Project
- Waste Water Treatment Plant Project