



## Watertown City Council Work Session

Mayor Steve Washburn  
Lindsay Guetzkow  
Adam Pawelk  
Michael Walters  
Dan Schuette

2/23/2021 - Minutes

### 1. Call To Order And Roll Call

Mayor Steve Washburn called the Watertown City Council workshop to order at 5:31 p.m. on Tuesday February 23, 2021 in the council chambers of City Hall.

Council Members Present: Washburn, Michael Walters, Dan Schuette, Lindsay Guetzkow, and Adam Pawelk.

Staff Present: City Administrator Shane Fineran, Administrative Services Director Lynn Tschudi.

### 2. New Business

#### 2.1. Promotional Video Items

City Administrator Fineran said historically the Mayor gives a State of the City address every spring. For 2021, Fineran is thinking to incorporate some promotional video to show highlights of Watertown. This would build off the Welcome to Watertown video from 2018. The video would give an update on what is coming up in 2021 and involve the City Council with their liaison commission assignments. Fineran said the timing of the video would be shot in late April so it could include landscape with green grass and trees.

Fineran listed a few ideas to highlight:

#### **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

Council Member Mike Walters would like to highlight the Economic Development programs that have been promoted during 2020 and 2021 by the EDA. He would like to show off the disc golf course since Watertown residents may not know this exists. Walters said it is important to inform residents of the large growth Watertown has seen over the last four years.

Council Member Dan Schuette agreed with capturing the video when the weather turns nice. He agrees with the list that Fineran has created.

Council Member Adam Pawelk would like to see the video released by June 2021.

Council Member Lindsay Guetzkow said that while the State of the City is directed at the internal residents, the promotional video should be directed at both internal residents and potential residents and developers. Guetzkow would like the City's financial bond rating highlighted. She also mentioned the EDA programs, the Industrial Park development, police protection, and the school district.

Mayor Washburn said he wants the City to tell the story of their successes. Using the resources such as the Cable Commission should help make this video a useful tool.

Mayor Washburn re-iterated the theme of the State of the City: can-do attitude, teamwork, listening, working with the people, and planning for the future.

Mayor Washburn suggested filming small clips of staff to highlight what important jobs they do around the City. Examples include: how a plow works, wastewater treatment, filling pot holes, etc. He said these could be more along the lines of Facebook live videos.

Pawelk asked when the Council Members should start reporting back to Fineran with their liaison role topic ideas. Fineran said if the framework is ready by the beginning of April, the videotaping can begin once the weather turns.

### 3. Adjournment

Mayor Washburn adjourned the Council workshop at 6:15 p.m.

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