



TOURISM COMMISSION MEETING AGENDA

THURSDAY, APRIL 11, 2024 AT 8:00 AM

ROOM 2044, SECOND FLOOR, MUNICIPAL BUILDING, 106 JONES STREET, WATERTOWN

By Phone or Zoom Meeting: For the public: Members of the media and the public may attend **by calling:** United States: +1 312 626 6799 **Meeting ID:** 890 2198 4250 **Passcode:** 975769 or <https://us02web.zoom.us/j/89021984250?pwd=emdSKzhUaVUrejdY2F1eXRnWDliQT09>
All public participants' phones will be muted during the meeting except during the public comment period.

1. **CALL TO ORDER**
2. **APPROVAL OF MINUTES**
 - A. Tourism minutes from March 14, 2024
3. **New Main St Executive Director - Jody Purtell**
4. **Discuss Watertown Tourism Commission composition with guest Mayor Emily McFarland**
5. **OLD BUSINESS:**
 - A. Approve Financials
 - B. Review and take possible action: Marketing plan
 - i. Visitor guides
 - ii. Ad opportunities
 - C. Review and take possible action: Mural restoration project(s)
 - D. Discuss and take possible action: Watertown Riverfest objectives
 - E. Discuss: Hotel stay updates
6. **NEW BUSINESS:**
 - A. Robin will report on the 2024 Wisconsin Governor's Conference
 - B. Discuss and take possible action: purchase of digital billboard displays
 - C. Review: Managers report of previous months tasks
 - D. Discuss upcoming and past events
7. **ADJOURNMENT**

Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at mdunneisen@watertownwi.gov, phone 920-262-4006

A quorum of any City of Watertown Council, Committee, Board, Commission, or other body, may be present at this meeting for observing and gathering of information only