



TOURISM COMMISSION MEETING AGENDA

THURSDAY, FEBRUARY 12, 2026 AT 8:00 AM

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

By Phone or ZoomMeeting: 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 January 8, 2026

3. OLD BUSINESS

- A. Approve financials
- B. Review and take possible action on marketing plan:
 - i. Visitor guides
 - ii. Ad opportunities
 - iii. Updates and billboard commitments
 - iv. Placer.ai usage updates
- C. Review and take possible action on mural restoration project(s)
- D. Discuss hotel stay updates

4. NEW BUSINESS

- A. Discuss and take possible action on Milwaukee Brewers 2026 ad
- B. Discuss and take possible action on Midwest Masters grant request
- C. Commission members' report:
 - i. Discuss upcoming and past events

5. ADJOURNMENT

Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at cityclerk@watertownwi.gov phone 920-262-4000

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