



TOURISM COMMISSION MEETING-AMENDED AGENDA

THURSDAY, NOVEMBER 14, 2024 AT 8:00 AM

BEST WESTERN MEETING ROOM - 101 AVIATION WAY, WATERTOWN WI 53094

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=emdSKzhUaVUrejdhY2F1eXRnWDliQT09>
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 October 10, 2024

3. OLD BUSINESS:

- A. Approve financials
- B. Review and take possible action on marketing plan:
 - i. Visitor guides
 - ii. Ad opportunities
- C. Review and take possible action: mural restoration project(s)
- D. Discuss: hotel stay updates
- E. Discuss and take possible action: number of pages in the 2025 Watertown Tourism Guide
- F. Discuss and take possible action: Tourism Director salary
- G. Discussion and take possible action: 2025 budget

4. NEW BUSINESS:

- A. Discuss and take possible action: lodging establishments not complying with room tax requirements
- B. Discuss and take possible action: meeting locations
- C. Discuss and take action: CD renewal options
- D. Review Manager's report of previous month's tasks
- E. 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 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