



TOURISM COMMISSION MEETING AGENDA

THURSDAY, SEPTEMBER 11, 2025 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 July 10, 2025

3. OLD BUSINESS

- A. Approve financials
- B. Review and take possible action on marketing plan:
 - i. Visitor guides
 - ii. Ad opportunities
 - iii. Update on billboard commitment
- C. Review and take possible action on mural restoration project(s)
- D. Discuss hotel stay updates
- E. Discuss updates on Vietnam Veterans Memorial Wall

4. NEW BUSINESS

- A. Review and take possible action on Trunk-or-Treat participation
- B. Review and discussion on recent PlacerAI demonstration
- C. Review Manager's report of previous month's tasks
- D. 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