



TOURISM COMMISSION MEETING AGENDA

THURSDAY, NOVEMBER 13, 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 October 17, 2025

3. OLD BUSINESS

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

4. NEW BUSINESS

- A. Discuss and take possible action: CD maturity
- B. Review and take possible action: PlacerAI commitment proposal
- C. Review and take possible action: Watertown Park & Rec grant request
- D. Discuss and take possible action: 2026 Tourism budget
- E. Review Manager's report of previous month's tasks
- F. 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