



**TOURISM COMMISSION MEETING AGENDA**

**THURSDAY, MAY 14, 2026 AT 8:00 AM**

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

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- 1. CALL TO ORDER**
- 2. APPROVAL OF MINUTES**
  - A. Tourism minutes from April 9, 2026
- 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
    - 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 Wisconsin Outlawz grant request
  - B. Discuss and take possible action on AutoFest grant request
  - C. Discuss and take possible action on The BIG Pop-Up funding request
  - D. Discuss and take possible action on Watertown Tennis grant request
  - E. Discuss and take possible action on Annual billboard commitment
  - F. Discuss Bentzin Family Town Square marketing commitment
  - G. Review Manager's report of previous months' tasks
  - H. Commission member's 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](mailto: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*