



TOURISM COMMISSION MEETING AGENDA

THURSDAY, JUNE 18, 2026 AT 8:00 AM

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

1. **CALL TO ORDER**
2. **APPROVAL OF MINUTES**
 - A. Tourism minutes from May 14, 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 The BIG Pop-Up funding needs
 - B. Discuss and take possible action on recognition of long-time commission member
 - C. Review 12-month Placer.ai Domestic Travel and Tourism Report
 - D. Discuss and take possible action on billboard requests from outside of district
 - 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