



TOURISM COMMISSION MEETING AGENDA

THURSDAY, OCTOBER 08, 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 September 10, 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 regional room tax study
- B. Review and take possible action on Vietnam Veterans Memorial Wall Brochure purchase
- C. Review and take possible action on 2027-29 Tourism Contract
- 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 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