



TOURISM COMMISSION MEETING AGENDA

THURSDAY, JANUARY 11, 2024 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 November 9, 2023

3. OLD BUSINESS:

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

4. NEW BUSINESS:

- A. Discuss and provide update on room tax increase
- B. Discuss and take possible action on 2024 Tourism Commission meeting schedule
- C. Discuss and take possible action on recommendation for Water St. closure
- D. Discuss Watertown Tourism 2023 Year in Review
- E. Discuss and take possible action on WIGCOT attendance
- F. Discuss and take possible action on Jig Jog 5k sponsorship
- G. Review Manager's report of previous month's tasks
- H. 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 mdunneisen@watertownwi.gov, phone 920-262-4006

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