



## TOURISM COMMISSION MEETING AGENDA

THURSDAY, MARCH 14, 2024 AT 8:00 AM

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

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**By Phone or Zoom Meeting:** 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

#### APPROVAL OF MINUTES

Tourism minutes from February 8, 2024

##### OLD BUSINESS:

- A. Approve Financials
- B. Review and take possible action: Marketing Plan
  - i. Visitor Guides
  - ii. Ad Opportunities
  - iii. Video Production
- C. Review and take possible action: Mural restoration projects
- D. Discuss and take possible action: Watertown Riverfest objectives
- E. Discuss: hotel stay updates

##### NEW BUSINESS:

- A. Discuss and take possible action: Midwest Masters grant request
- B. Discuss and take possible action: Leadership Watertown grant request
- C. Discuss and take possible action: Seminole Sports grant request
- D. Discuss and take possible action: geofencing/analytic services
- E. Review Managers Report of previous months tasks
- F. Commission members report
  - i. Discuss upcoming and past events

### 2. ADJOURNMENT

*Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at [mdunneisen@watertownwi.gov](mailto: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*