



TOURISM COMMISSION MEETING AGENDA

THURSDAY, MARCH 12, 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 February 12, 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 vacant Tourism Commission position
 - B. Discuss 2025 Tourism recap
 - C. Review manager's report of previous month's tasks
 - D. 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