

Watertown Tourism Commission Meeting Minutes December 8 2022

The following Tourism Commission members were present via Zoom Meeting or in person at Watertown City Hall: Conrad Talaga (8:06 am to 8:56am) Cheryl Mitchell, Aaron David, Kristine Butteris and Peter Wright (until 8:25am) Also present; Robin Kaufmann Tourism Manager, Chamber of Commerce Executive Director Bonnie Hertel, Jonathan Lampe Council Member

1. The meeting was called to order by Aaron David at 8:01 am.
2. Review & Approve November Minutes. Peter Wright made a motion to approve the minutes and Aaron David seconded the motion. The Commission voted to approve the minutes.
3. Old Business:
 - a. Financial Report: Robin Kaufmann reported Month to Date information as of 11/30/22
Motion to approve the financials was made by Kristine Butteris and seconded by Peter Wright. The Commission voted to approve the financials.
 - b. Marketing Plan – review and take possible action on marketing plan
 1. 2022 Visitor Guides – The deadline for submission is February
 2. Ad Opportunities: Nothing to report
 - c. Review and take possible action on Mural Restoration projects: Draeger’s mural is complete the Tourism Manager hosted a check passing ceremony for the Tourism Grant. The post received lots of views on Facebook from out of town guests.
 - d. Hotel Stay updates:
October occupancy nationally was 67-68%. Wisconsin south market was 60.4%. Local Market was 66%
November occupancy nationally was 50.5%. Last year, occupancy nationally hit an all time high for the week of Thanksgiving and occupancy was 53.5%. Local market 2022 occupancy was approximate 49%.
Business in the area providing room nights were the Jefferson Solar project, KFC opening, Harvesting and general business.
4. New Business
 - a. Discuss and take possible action on Tourism Impact Award
During the annual Chamber of Commerce dinner, the Tourism Commission will present a Tourism Impact Award to an individual or organization. The Commission has unanimously decided to present the award posthumously to Augie Tietz.
 - b. Discuss and take possible action on payroll tax refund: The Chamber of Commerce/Tourism Commission applied for and received funds from the CARES Act. The commission will discuss the distribution of the funds in another agenda item from this meeting.
 - c. Review Manager’s report of previous month’s tasks: Attached
 - d. Commission members’ report: December 3rd National Guards training and holiday party. December 9 and 10 Dance Competition at Watertown High School. CP Rail Train on December 9th. December 27-28 Basketball tournament at Watertown High School.
 - e. Discuss and take possible action on Tourism Manager pay and hours. The Tourism Manager left the meeting at this time.
Tourism Manager Robin Kaufmann currently earns a salary based on a 30-hour work week. To meet the demands of the position, 30 hours per week have been regularly exceeded. In 2023, the Tourism Manager will be helping to promote the new Town Square and will be a committee member for the potential re-imagined Watertown Riverfest. A motion was made by Conrad Talaga to increase the Tourism Manger position to 40 hours, include a 3% hourly wage increase and apply the funds received from the Cares Act

to help offset the salary increase. Cheryl Mitchell seconded the motion. The Commission voted to approve the motion.

The 2023 Budget was previously approved in October. A motion was made By Conrad Talaga to update the line item for the Tourism Manager's new salary and seconded by Kristine Butteris. The Commission voted to approve the motion.

A motion was made by Kristina Butteris to provide a \$2,000 year-end bonus to the Tourism Manager from the 2022 budget. Conrad Talaga seconded the motion and the Commission voted to approve.

- f. Commission members report on upcoming events:
 - December 2nd – 3rd WI National Guard Holiday event.
 - December 9th CP Rail Christmas event
 - December 9th – Watertown High School Dance Event
 - December 27-28 Watertown High School Basketball Tournament

Adjournment – Motion to adjourn the meeting made at 8:56 am by Kristine Butteris and seconded by Conrad Talaga

Agenda items:

A reminder from Robin to have all requests for additions to the next meeting's agenda to her by the Tuesday the week before the meeting.

The next meeting will be at 8:00 am January 12, 2023, via Zoom or you may attend in person at Watertown City Hall

NOTE: These minutes are uncorrected, and any corrections made thereto will be noted in the proceedings at which these minutes are approved.

Submitted by,

Cheryl Mitchell, Secretary

Manager's Report – November

Social Media Report

Facebook: 63 new page likes (5899 likes/6668 followers) (Post reach 180,833)

Visitwatertownwi.com: 255 Views by 232 visitors

Instagram: 3 new followers (1004 followers)

- Regularly posted to social media (Watertown, Dodge County, Jefferson County)
- Wrote blog articles for JCATC
- Attended JCATC Exec Committee Meeting and Board Meeting
- Attended Main Street Promotions Committee Meeting
- Represented Tourism at Wake-up Watertown
- Worked with web designer on structure of new visitwatertownwi.com
- Attended Chamber Annual Dinner planning meeting
- Attended Digital Media workshop
- Coordinated check presentation for Draeger's Floral mural
- Met with videographer to discuss direction of 2023 video shoots
- Visited businesses/events to take photos for future promos:
 - Far Horizon Imports
 - Fuelify
 - Holiday Tree Lighting Ceremony
 - Christmas Parade of Lights
 - Interurban Trail

- Represented Tourism at Chamber member ribbon cuttings
 - The Wellness Spa of Pine Hill Farm

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