

Watertown Tourism Commission Meeting Minutes March 9, 2023

The following Tourism Commission members were present via Zoom Meeting or in person at Watertown City Hall: Conrad Talaga, Kristine Butteris, Cheryl Mitchell and Peter Wright

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 Peter Wright at 8:00 am.
2. Review & Approve February Minutes. Kristine Butteris made a motion to approve the minutes and Conrad Talaga 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 March 1, 2023
Motion to approve the financials was made by Conrad Talaga and seconded by Kristine Butteris. The Commission voted to approve the financials.
 - b. Marketing Plan – review and take possible action on marketing plan.
 1. 2023 Visitor Guides: The Watertown guides are completed. Half of the inventory is at the Chamber office and the remainder are with the distributor. We will be monitoring the distribution of the guides
 2. Ad opportunities: Nothing to report
 3. Website build: The new Tourism Website went live on Monday March 6. The new website is user friendly and easily updated to ensure Google keeps our site at the top of searches.
 4. Video production: The videographer is scheduled to be at the Town Square Grand opening and the Thursday night of Riverfest and more events yet to be determined. There is no end date set as of yet.
 - c. Review and take possible action on Mural Restoration projects: Nothing to report
 - d. Hotel Stay updates:
January official occupancy was 39% among the local competitive set, 39.9% for Wisconsin South properties and 52.8% Nationally.
February unofficial occupancy was 42% among the local competitive set and 59.3% nationally.
February events included a small basketball tournament at Maranatha.
March events will include a large basketball tournament at Luther Prep 3/3 and a smaller tournament at Maranatha. The Leader to Leader conference is held at Maranatha March 9th and 10th.
 - e. Discuss and take possible action on Watertown Riverfest objectives:
Riverfest arrangements and sponsorships are ongoing. Entertainment acts will be announced frequently until all are made public. Events will include a Car Show, Craft Fair, Entertainment acts, Fireworks, Food vendors, Craft beer vendors, LED walls, Happy Hour drink specials.
4. New Business
 - a. Discuss and take possible action on Midwest Masters Grant: The grant was not submitted in time to make the agenda.
 - b. Discuss and take possible action on Watertown Riverfest Grant:
Riverfest will take place August 10-13, 2023, and is organized by Watertown Riverfest, Inc. Projected room nights will exceed 100.
A motion to approve \$5,000 was made by Kristine Butteris, seconded by Peter Wright. Conrad Talaga abstained. The Commission voted to approve the grant.
 - c. Discuss and take possible action on Brand Standards. Robin proposed an updated logo at the February meeting. The city logo is still required to meet the brand standards set by the City of Watertown. Further research will be done into the matter and will be discussed at a future meeting.
 - d. Review Manager's report of previous month's tasks: Attached

- e. Commission members' report of upcoming events:
 - Leader to Leader convention at Maranatha March 9-10
 - Jefferson Car show April 28-30
 - Grand Opening of the Town Square will be May 20th.

Adjournment – Motion to adjourn the meeting made at 845am made by Conrad Talaga and seconded by Kristine Butteris

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 April 13, 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 – February

Social Media Report

Facebook: 67 new followers (Post reach 81,797)

Visitwatertownwi.com: Transitioning to new site.

Instagram: 7 new followers (1042 followers)

- Regularly posted to social media (Watertown, Jefferson County)
- Attended JCATC Board Meeting
- Joined Programming and Event Coordinator interview panel
- Began writing Final Report for DMO Grant (Watertown Tourism and Jefferson County Tourism Council)
- Completed and submitted DMO Grant Final Reports for Watertown and Jefferson County Tourism
- Submitted all content and final edits for the Watertown, Jefferson County, and Dodge County Visitor Guides
- Added content in build of visitwatertownwi.com.
- Wrote PR for new website.
- Attended Bentzin Family Town Square Grand Opening planning meeting.
- Attended Watertown Riverfest weekly meetings.
- Wrote content for Watertown Riverfest
- Visited businesses/events to take photos for future promos:
 - Candlelight Hike at Brandt-Quirk Park