

## Watertown Tourism Commission Meeting Minutes February 9 2023

The following Tourism Commission members were present via Zoom Meeting or in person at Watertown City Hall: Conrad Talaga, Aaron David, Kristine Butteris, Steve Board, 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 Aaron David at 8:00 am.
2. Review & Approve January Minutes. Steven Board made a motion to approve the January minutes and Peter Wright 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 February 1, 2023  
Motion to approve the financials was made by Conrad Talaga 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: Revisions to the guide are still being made. The Watertown guide goes to print February 13<sup>th</sup>.
    2. Ad opportunities: Nothing to report
    3. Website build: The build is in progress and expected to be completed by approximately 3/1/23
    4. Video production: Video shoots are ongoing including content from the recent Downtown Open House.
  - c. Review and take possible action on Mural Restoration projects: Nothing to report
  - d. Hotel Stay updates:  
National weekday corporate business is still trending 10-20% down from 2019  
December occupancy for the Wisconsin South market was 41.4%. National occupancy rate was 53.6%  
January estimated occupancy nationally was 53.1%. Local Market occupancy is approximately 40%  
There are not many events on the calendar for February that will bring business to the local market.
  - e. Discuss and take possible action on Watertown Riverfest objectives:  
This week the Watertown Daily Times will have an article on the transferring of the funds from the previous Riverfest entity to the Non Profit that will operate Riverfest going forward. The event is still likely to be 4 days August 10-13<sup>th</sup> and will feature regional bands, a car show, traditional events and new events. The organization will file for a Special Events permit in March.
4. New Business
  - a. Discuss and take possible action on Wisconsin Sport Services Grant  
The Rock River Shoot-Out baseball tournament will take place June 3-4. Over 50 teams are expected to Participate. Wisconsin Sport Services is requesting a grant of \$1000 to help cover costs of banners, literature and field rental costs.  
Conrad Talaga made a motion to approve the \$1000 grant and Steven Board seconded the motion. The Commission voted to approve the motion.
  - b. Discuss and take possible action on Watertown Jig Jog 5K.  
The 5K will take place Saturday, March 18<sup>th</sup>. The race will start on Water Street near the new Town Square and the Public Library. A Motion to approve a \$250 grant was made by Steven Board and seconded by Conrad Talaga. The Commission voted to approve the funds.
  - c. Discuss and take possible action on Watertown Tourism Logo:  
Conrad Talaga made a motion to approve the new logo for Watertown Tourism contingent on the approval of the appropriate person/department at the City of Watertown. Steven Board seconded the motion and the Commission voted to approve the new logo contingent on City of Watertown approval.

- d. Discuss and take possible action on mapme.com opportunity: The new website (visitwatertownwi.com) will have a mapping feature that duplicates many of the features on mapme.com. For now, the Tourism Commission will utilize the mapping from the website and take action on the mapme.com website.
- e. Review Manager's report of previous month's tasks: Attached
- f. Commission members' report of upcoming events: MBU is hosting a large Leadership to Leader Conference March 9-10. Speakers will be coming from out of state to present and workshops will be available. Attendees will utilize local hotels. The event is open to the public. The Brass Artist Series will take place at Maranatha in February. A candle light walk at Brandt Quirk park will take place February 11  
LPS will host a basketball tournament March 3 and 4  
Grand Opening of the Town Square will be May 20th

Adjournment – Motion to adjourn the meeting made at 8:53am made by Steven Board 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 March 9, 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 – January

### Social Media Report

**Facebook: 133 new followers (Post reach 128,948)**

**Visitwatertownwi.com: Transitioning to new site**

**Instagram: 28 new followers (1035 followers)**

- Regularly posted to social media (Watertown, Jefferson County)
- Attended JCATC Board Meeting
- Began adding content to new website, including over 100 business listings
- Joined Programming and Event Coordinator interview panel
- Participated in Watertown Riverfest planning meetings
- Attended Chamber Annual Dinner planning meeting
- Created and submitted content for Jefferson County and Watertown Tourism Guides
- Began writing Final Report for DMO Grant (Watertown Tourism and Jefferson County Tourism Council)
- Visited businesses/events to take photos for future promos:
  - Downtown Watertown Open House
  - Watertown Bridal Fair (vendor booth)