

Watertown Tourism Commission Meeting Minutes July 11 2024

The following Tourism Commission members were present via Zoom Meeting or in person at Watertown City Hall: Commission Members present; Cheryl Mitchell, Conrad Talaga, Courtney Krause, Melissa Lampe, Steven Board Also present; Chamber of Commerce Executive Director Bonnie Hertel and Tourism Manager Robin Kaufmann and Event Coordinator Stephanie Juhl.

1. The meeting was called to order by Conrad Talaga at 8:00 a.m.
2. Review & Approve June Minutes. Motion to approve the minutes was made by Melissa Lampe and seconded by Conrad Talaga. The Commission voted to approve the minutes.
3. Old Business:
 - a. Approve Financial Report: Motion to approve the May financials was made by Conrad Talaga and seconded by Melissa Lampe. Motion to approve the June financials was made by Melissa Lampe and seconded by Courtney Krause
 - b. Marketing Plan – review and act on marketing plan.
 1. Visitor Guides – The 2nd batch of guides is being distributed; 1500 to replenish Jefferson County and beyond and others brought to tournament sites.
 2. Ad opportunities –
Nothing new to report
 - c. Review and take possible action on mural restoration projects – Nothing new to report at this time
 - d. Discuss and take possible action on Watertown Riverfest objectives; The Car Show turnout is expected to increase over last year due to celebrity attendees and photo opportunities.
 - e. Discuss Hotel stay updates – June weekends were all close to full occupancy and occupancy was higher compared to last year. Weekday occupancy was down from last year. June Occupancy nationally was 69.6% local was somewhere between 55-65% July occupancy to date is starting out weak and below last year. July 4th weekend was not expected to be at full occupancy and was down from last year. Hopefully weekend and weekday occupancy will improve with the RNC and EAA traffic. Current occupancy is pacing down from last year.
 - f. Discuss and take possible action on digital billboard display agreement. The contract started June 17th. The Octagon House has had content on the billboard. Watertown Tourism will submit content. Other Watertown Tourism related businesses can sign a contract provided by Watertown Tourism for their own content at a discounted rate of \$150/week.
4. New Business
 - a. Discuss and take possible action on Bentzin Family Town Square objectives.
The town square is an asset to the community and in order to create a safe and vital environment, BFTS has a monthly commission meeting. Topics include but are not limited to information on the scheduled events, obtaining approvals from various boards, insurance concerns, finding volunteers, street closures, fundraising strategies.
 - b. Review Manager's report of previous month's tasks. See attached report
 - c. Commission members' report.
Maranatha Camp season starts soon. EAA Chapter 320 WOW POP at Watertown Airport. EAA traffic will start July 18-19th. RNC starts 7/14 for 4 days and hopefully we will receive overflow business.

Adjournment – Motion to adjourn the meeting at 8:56 a.m. was 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 Tuesday, the week before the meeting.

The next meeting will be at 8:00 am September 12, 2024, 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 – June

Social Media Report

Facebook: 76 new followers (Post reach 119,998)

Visitwatertownwi.com: 6233 Users – 9526 views

Instagram: 1110 followers

- ☐ Regularly posted to social media (Watertown, Jefferson County, Riverfest)
- ☐ Represented Tourism at Wake up Watertown
- ☐ Attended Main Street Promotions Committee meeting
- ☐ Attended Watertown Downtown River Corridor Development Stakeholder Meeting
- ☐ Represented Tourism at Collaboration Group meeting
- ☐ Updated event dates on visitwatertownwi.com
- ☐ Represented Tourism at Leadership Watertown Wayfinding ribbon cutting
- ☐ Attended Bentzin Family Town Square Committee meeting
- ☐ Continued planning Watertown Riverfest 2024
- ☐ Visited businesses/events to take photos for future promos:
 - o Thursday Night Market at the Square
 - o Watertown Farmers Market
 - o Bigg’s Bar & Grill
 - o Wisteria Castle
 - o Summer Concert Series at BFTS