

Watertown Tourism Commission Meeting Minutes June 20 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. Introduction of new commission member, Courtney Krause-
Courtney is the Assistant Manager at ISB. She was born in Wisconsin, raised in Tennessee and moved back to Watertown in 1992. Courtney is active in the Watertown and we welcome her talent and enthusiasm to the Tourism Commission.
Melissa Lampe is also a new commission member. Melissa has been active in community projects for years including the Main Street Program and Watertown Historical Society. Her vast experience will be a welcome addition to the commission.
3. Review & Approve May minutes. Motion to approve the minutes was made by Steven Board and seconded by Melissa Lampe. The Commission voted to approve the minutes.
4. Old Business:
 - a. Approve Financial Report: Motion to approve the May financials is tabled until the next meeting as we are unsure if the CD funds are reflected in the report.
 - b. Marketing Plan – review and act on marketing plan.
 1. Visitor Guides – We have a large supply of guides on hand and will be emphasizing distribution of them including at the sites of the tournaments at the concession stand.
 2. Ad opportunities –
Bike Guide; Robin will look into placing an ad in the upcoming guide. The cost is \$1100 for a full page ad and online content. We do not get a significant supply of the guides.
Wisconsin Events Planner; Robin will look into costs and distribution for an ad in this guide which would be used to promote Watertown events.
 - 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; Planning is ongoing. A big announcement regarding the car show is expected soon. The Car Show will be a more significant event than in past years.
 - e. Discuss Hotel stay updates – April Final occupancy was as follows: National 65.2%, Wisconsin South 45.4%, Local Market approximately 41%
May final numbers are as follows: National 65.7% Wisconsin South 50.1% Local Market approximately 48%
June weekends should be near full occupancy for the local market. July 4th week/weekend is not projected to be at full occupancy. The RNC has not had much of an impact on the local market as of today.
 - f. Discuss and take possible action on digital billboard display agreement. The contract started June 17th. Content on the Octagon House was up within 1 hour of the company receiving the ad.
5. New Business
 - a. Review and take possible action on Watertown Riverfest grant application: Watertown Riverfest is requesting a grant in the amount of \$2500 to help cover costs of marketing the event. Steven Board made a motion to approve the funds, Cheryl Mitchell seconded and Melissa Lampe abstained. The board moved to approve the motion.

- b. Review and take possible action on EAA Chapter 320 grant application. EAA Chapter 320 has requested a grant of \$1,000 to help cover costs for an event encouraging pilots to stop overnight in Watertown before the EAA event in Oshkosh. Wings over Watertown Pre-Osh Party will include guest speakers, outdoor movie and live music. Melissa Lampe made a motion to approve the funds, Steven Board seconded and the committee voted to approve the grant.
- c. Take possible action on Leadership Watertown enrollment. Robin is considering enrollment in the organization. It would consist of meeting 1 day per month between September to June and completing 1 community project. There will be great networking opportunities and it helps the community. The cost is up to \$600. Melissa Lampe motioned to approve the funds, Steven Board seconded and the committee voted to approve the motion.
- d. Review Manager's report of previous month's tasks: Attached
- e. Commission members' report.
1 more tournament will take place in June. The RNC, EAA and Jefferson County Fair are scheduled for July. Music at the Museum had the first event on June 17 and additional events will take place on July 15th and August 19th. Almost daily events will be held at the Bentzin Family Town Square

Adjournment – Motion to adjourn the meeting at 8:55 a.m. was made by Melissa Lampe 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 July 11 2024, via Zoom or you may attend in person in the lower floor 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

Social Media Report

Facebook: 76 new followers (Post reach 223,342)

Visitwatertownwi.com: 1922 Users – 10,681 views

Instagram: 1107 followers

Manager's report May

- ☐ Regularly posted to social media (Watertown, Jefferson County, Riverfest)
- ☐ Represented Tourism at Wake up Watertown
- ☐ Updated event dates on visitwatertownwi.com
- ☐ Attended Bentzin Family Town Square Committee meeting
- ☐ Continued Dodge County Tourism Rebrand Collaboration
- ☐ Attended check passing for Jingle Bell on the Rock
- ☐ Volunteered for Main Street's flower planting
- ☐ Attended Canva webinar to learn new features
- ☐ Attended Jefferson County Chamber Breakfast
- ☐ Continued planning Watertown Riverfest 2024
- ☐ Visited businesses/events to take photos for future promos:
 - o Bentzin Family Town Square Birthday Bash
 - o Summer Concert Series (BFTS)
 - o Memorial Day Ceremony
 - o Literatus & Co.
 - o Sake House