



TOURISM COMMISSION MEETING AGENDA

THURSDAY, SEPTEMBER 11, 2025 AT 8:00 AM

ROOM 2044, SECOND FLOOR, MUNICIPAL BUILDING, 106 JONES STREET, WATERTOWN

By Phone or ZoomMeeting: For the public: Members of the media and the public may attend **by calling:** United States: +1 312 626 6799 **Meeting ID:** 890 2198 4250 **Passcode:** 975769 or <https://us02web.zoom.us/j/89021984250?pwd=emdSKzhUaVUrejdY2F1eXRnWDliQT09>
All public participants' phones will be muted during the meeting except during the public comment period.

1. CALL TO ORDER

2. APPROVAL OF MINUTES

- [A.](#) Tourism minutes from July 10, 2025

3. OLD BUSINESS

- A. Approve financials
- B. Review and take possible action on marketing plan:
 - i. Visitor guides
 - ii. Ad opportunities
 - iii. Update on billboard commitment
- C. Review and take possible action on mural restoration project(s)
- D. Discuss hotel stay updates
- E. Discuss updates on Vietnam Veterans Memorial Wall

4. NEW BUSINESS

- A. Review and take possible action on Trunk-or-Treat participation
- B. Review and discussion on recent PlacerAI demonstration
- C. Review Manager's report of previous month's tasks
- D. Commission members' report:
 - i. Discuss upcoming and past events

5. ADJOURNMENT

Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at cityclerk@watertownwi.gov phone 920-262-4000

A quorum of any City of Watertown Council, Committee, Board, Commission, or other body, may be present at this meeting for observing and gathering of information only

The following Tourism Commission members were present via Zoom Meeting or in person at Watertown City Hall. Courtney Krause, Cheryl Mitchell, Melissa Lampe, Ken Berg
Also present; Chamber of Commerce Executive Director Linden Peacy, Tourism Director Robin Kaufman and Program Coordinator Stephanie Juhl

1. The meeting was called to order by Melissa Lampe at 8:06 a.m.
2. Review & Approve June Minutes. Motion to approve the minutes was made by Ken Berg and seconded by Courtney Krause. The Commission voted to approve the minutes.
3. Old Business:
 - a. Approve Financial Report: Motion to approve the financials was made by Ken Berg and seconded by Courtney Krause. The Commission voted to approve the financials.
 - b. Marketing Plan – review and act on marketing plan.
 1. Visitor Guides – Guides went out in July for distribution.
 2. Ad opportunities – Nothing new to present to the Commission
4. Update on billboard commitment: Ads are being purchased by area business and organizations. Slots are committed through the middle of August.
 - c. Review and take action on mural restoration projects.

The paving of the alley way is complete, and the beautification can begin. The mural, lights, dumpster cover and plaque are ready for installation. The ribbon cutting is tentatively set for August 28th.
 - d. Discuss Hotel stay updates: Occupancy reports for June will be available at the next meeting. July weekend occupancy is the same or slightly below 2024. We are still waiting for EAA business to reserve rooms from 7/17 – 7/26. In 2024 reservations did not start coming in bulk until 7/15. Weekday occupancy is flat or slightly under 2024 numbers.
 - e. Discuss updates on Vietnam Veterans Memorial Wall: No updates from the group as of the last meeting. Watertown Tourism will contact the organizations to determine if they have a central strategy for fundraising or if they would like to submit a grant request. The Tourism Commission could then make a pledge that can help spread awareness and encourage future fundraising for the project.
5. New Business
 - a. Review and take possible action on Board Elections: Ken Berg made a motion to nominate Courtney Krause for Chairperson. Melissa seconded. Courtney accepted the nomination, and the motion passed. Ken Berg made a motion to nominate Melissa Lampe for Vice Chair and Cheryl Mitchell seconded. Melissa accepted the nomination, and the motion passed. Melissa Lampe made a motion to nominate Cheryl Mitchell for Secretary Courtney Krause seconded. Cheryl Mitchell accepted the nomination, and the motion passed.
 - b. Review Manager's report of previous month's tasks. Attached.
 - c. Commission Members' report. Events every weekend at Bentzin Family Town Square; Mallrats, Christmas in July, Kids Fest, Eagles Tribute band, Chick Fil A, Night Market vendors, W.O.W at the airport, EAA travelers, Music @ the Museum, 8/2 Ribbon Cutting for the 1st Kindergarten – volunteers are needed.

Adjournment – Motion to adjourn the meeting at 9:00 am was made by Melissa Lampe and seconded by Cheryl Mitchell.

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 am on August 14, 2025, 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 – May

Social Media Report

Facebook: 196 new followers (Post reach 199,053)

Visitwatertownwi.com: 987 Users - 2,089 views

Instagram: (1058 followers – 15 new)

- ☐ Regularly posted to social media (Watertown, Jefferson County, Watertown Riverfest)
- ☐ Gave presentation on Tourism at Wake-up Watertown
- ☐ Continued Tourism Guide distribution
- ☐ Attended Bentzin Family Town Square Grand Opening
- ☐ Attended Watertown Riverfest weekly meetings
- ☐ Wrote article for Inspire Magazine
- ☐ Created marketing material for Bentzin Family Town Square Grand Opening
- ☐ Created marketing material for Bentzin Family Town Square Summer Concert Series
- ☐ Visited businesses/events to take photos for future promos:
 - o Bentzin Family Town Square Grand Opening
 - o Watertown Farmers Market
 - o Chandler House Bakery
 - o Fuelify
 - o Memorial Day Ceremony
 - o Art Walk