



TOURISM COMMISSION MEETING AGENDA

THURSDAY, NOVEMBER 13, 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 October 17, 2025

3. OLD BUSINESS

- A. Approve financials
- B. Review and take possible action on marketing plan:
 - i. Visitor guides
 - ii. Ad opportunities
 - iii. Updates on billboard commitments
- C. Review and take possible action: mural restoration project(s)
- D. Discuss hotel stay updates

4. NEW BUSINESS

- A. Discuss and take possible action: CD maturity
- B. Review and take possible action: PlacerAI commitment proposal
- C. Review and take possible action: Watertown Park & Rec grant request
- D. Discuss and take possible action: 2026 Tourism budget
- E. Review Manager's report of previous month's tasks
- F. 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, and Steven Board
Also present; Chamber of Commerce Executive Director Linden Peacy, Tourism Director Robin Kaufmann, Main Street Program Executive Director Stefanie Broere

1. The meeting was called to order by Courtney Krause at 8:03 a.m.
 2. Review & Approve September Minutes. Motion to approve the minutes was made by Steven Board 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 Melissa Lampe and seconded by Steven Board. The Commission voted to approve the financials.
 - b. Marketing Plan – review and act on marketing plan.
 1. Visitor Guides – Information under New Business
 2. Ad opportunities – The Tourism Manager was contacted by Channel 3000 which has a segment called “Buzzed into Madison”. The cost is \$3600. This is a large amount to absorb, but the Commission could provide a grant to mitigate the costs if another Watertown entity wishes to contract with Channel 3000.
 3. Update on billboard commitment: Ad slots are committed through mid-January. Robin will start working to fill the ad space through June.
 - C. Review and act on mural restoration projects.

No recent updates on murals. The plaza repairs are close to being complete.
 - c. Discuss Hotel stay updates: Summer weekends have been at high occupancy and above 2024 numbers. October weekends have been strong and above 2024 occupancy. The trend continues of Sunday -Thursday weekday occupancy being down from 2024.
 - d. Discuss updates on Vietnam Veterans Memorial Wall: The purchase of the wall is fully funded, purchased, and being stored in Watertown. Fundraising for the installation is ongoing. Steven Board made a motion to Approve \$5000 in funds to support the installation of the Memorial Wall. Melissa Lampe seconded the motion and the Commission voted to approve.
4. New Business
 - a. Review and act on 2026 Tourism Budget:

The budget will be based on proposed tax revenue of \$122,500. The Tourism Manager requests input on any line item from Commission members. The budget will be added to the agenda for the November meeting.
 - b. Review and act on 2026 Tourism Guide Proposal. Melissa Lampe made a motion to hire Jennifer Creative to produce 5000 copies of a 20-page guide not to exceed \$6000. Steven Board seconded the motion and the Committee voted to approve the motion.
 - c. Review and act on “Locals” game prizes.

Toppa Publishing partnered with Watertown Main Street Program, Watertown Tourism, and the Watertown Area Chamber of Commerce to create a ‘Pokémon Go’ type game. Phase 1 of the game featured Main Street businesses. The game is now open to Watertown businesses that welcome the public. There are no prizes for the game at this time, but participating businesses may offer a coupon or promotional item to encourage a return visit by participants.

d. Review Manager’s report of previous month’s tasks. Attached.

e. Commission Members’ report.

Incoming and past events

Bowling tournament is taking place on 10/24 weekend. The Christmas Carol play will be at Maranatha in December. Fundraising dinner at Maranatha in November. Main Street program will host Witches Brew Bingo. Main Street trick or treat is 12-3pm on 10/25. City wide trick or treat is on 10/25 from 4pm to 7pm. Shadow Sanctum is hosting a haunted house at Watertown Elks lodge in October. Bentzin Family Square is hosting Boo Bash on 10/25. Watertown Main Street is hosting a Women’s only Weekend in November.

Adjournment – Motion to adjourn the meeting at 9:00 am was made by Steven Board and seconded by Courtney Krause. Meeting adjourned.

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 8am on November 13th, 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 – September 2025

Social Media Report

Facebook: 165 new followers (Post reach 99,495 - Post views 337,584)

Visitwatertownwi.com: 2161 Users – 4768 views

Instagram: 1195 followers

- Regularly created content and posted to social media
- Updated events and business listings on visitwatertownwi.com
- Worked on billboard commitments (including graphic work)
- Attended Watertown Main Street board meeting
- Met with Dodge County Tourism Coordinator to receive State nomination recognition
- Created a proposal to recruit an art museum extension to the community
- Represented Tourism at Wake-up Watertown
- Created and distributed press release for Watertown Concert Series & Shadows Sanctum
- Attended Chamber Marketing meeting
- Attended State of the County Lunch and Learn
- Met with WISC to discuss advertising opportunities
- Completed AI class through LinkedIn
- Met with Shadows Sanctum Haunted House to provide marketing assistance
- Continued work on “Locals” exploration game
- Visited businesses/events to take photos for future promos:
 - Downtown Watertown Wine Walk
 - Main Street Program 25th Anniversary Celebration
 - Fly-In Food Fest Wings & Wheels
 - Bentzin Family Town Square concert
- Art on Main Banner Auction