



TOURISM COMMISSION MEETING AGENDA

THURSDAY, JUNE 12, 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.](#) Review and take action: Tourism minutes from May 8, 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

4. NEW BUSINESS

- A. Review and take possible action: Wisconsin Billiards grant request
- B. Review and take possible action: Vietnam Memorial Wall funding assistance
- C. Review and take possible action: board positions
- D. Review and take possible action: tournament fee mitigation
- 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. Conrad Talaga, Cheryl Mitchell, Courtney Krause, Melissa Lampe and Ken Berg
Also present; Chamber of Commerce Executive Director Linden Peacy, Tourism Director Robin Kaufman and Event Program Coordinator Stephanie Juhl.

1. The meeting was called to order by Conrad Talaga at 8:00 a.m.
2. Review & Approve April Minutes. Motion to approve the minutes was made by Courtney Krause and seconded by Melissa Lampe. 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 Conrad Talaga. The Commission voted to approve the financials.
 - b. Marketing Plan – review and act on marketing plan.
 1. Visitor Guides – No new updates.
 2. Ad opportunities – The Chamber of Commerce placed an ad in the Kwik Trip publication called Outdoor Wisconsin. 100,000 copies are issued per month. The ad will appear in the May/June and possibly the July/August issues.
 - c. Review and take action on mural restoration projects – The artist will start the mural for the 1st Street Alley soon. The mural will be on panels which will be mounted at a later date.
 - d. Discuss Hotel stay updates: Final occupancy numbers for March and April are not released and will be reported in June. May weekends are forecasted to be higher occupancy than in 2024. May weekdays Monday through Thursday are forecasted to be higher occupancy than 2024 due to the many projects in the area.
4. New Business
 - a. Review and take possible action on board reappointments. Some members received an email from the city inquiring if they will renew their membership on the Tourism Commission. Conrad Talaga will not renew. The Commission and the Chamber are actively seeking a new member.
 - b. Review and take possible action on tournament welcome bag. The June 12-15 tournament will have up to 80 teams. Each team will get a welcome bag. The Tourism Commission has backpacks from a previous year and will fill it with coupons, menus and other items.
 - c. Review and take possible action on annual billboard subscription. The I-94 billboard contract renews on June 17. Half of the previous contract's costs were covered by ads purchased by Watertown businesses. The new contract is under negotiation and could include 2 billboards; the one on I-94 and one on Hwy 26 between Johnson Creek and Jefferson. The contract costs are already included in the 2025 budget.
 - d. Review Manager's report of previous month's task – report attached.
 - e. Commission members' report.

Maranatha Commencement will be on May 9th. Small youth fastpitch softball tournament. s May 2nd and 3rd. The Luther Prep commencement will be on the Friday before Memorial Day. Disc Golf

tournament will be the Saturday of Memorial Day weekend. The Bentzen Square birthday bash will take place May 31.

Section 2, Item A.

Adjournment – Motion to adjourn the meeting at 9am was made by Conrad Talaga and seconded by Courney Krause.

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 June 12th, 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 – April 2025

Social Media Report

Facebook: 157 new followers (Post reach 275,352)

Visitwatertownwi.com: 1516 Users – 3251 views

Instagram: 1165 followers

- ☐ Regularly posted to social media (Watertown Tourism, Riverfest)
- ☐ Represented Tourism at Collaboration Group
- ☐ Attended Town Square Committee meeting
- ☐ Updated event dates and homepage on visitwatertownwi.com
- ☐ Attended Leadership Watertown class
- ☐ Continued work on Leadership's alleyway project
- ☐ Attended Main Street Board Meeting
- ☐ Attended Main Street Promotions Committee meetings
- ☐ Created and posted two new billboards
- ☐ Solicited quotes for bus tours to downtown Watertown
- ☐ Solicited promotions for tournament welcome bags
- ☐ Helped organize bridge ribbon cutting
- ☐ Helped organize bridge opening celebration set for May 17
- o Organized mascots
- o Organized WHS band
- o Created marketing materials
- ☐ Visited businesses/events to take photos for future promos:
 - o Ebert's Greenhouse Village
 - o Wolfgram Sports Bar & Grill
 - o Golden Spoon Café
 - o Sassy Sweets Bakery