



TOURISM COMMISSION MEETING AGENDA

THURSDAY, DECEMBER 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 November 13, 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
 - iv. Pacer.ai usage updates
- C. Review and take possible action: mural restoration project(s)
- D. Discuss hotel stay updates

4. NEW BUSINESS

- A. Discuss and take possible action: approving 2026 Tourism budget
- B. Review Manager's report of previous month's tasks
- C. Commission member's 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

Watertown Tourism Commission Meeting Minutes November 13, 2025 8am

The following Tourism Commission members were present via Zoom Meeting or in person at Watertown City Hall: Courtney Krause, Cheryl Mitchell, Ken Berg, Steven Board

Also present: Chamber of Commerce Executive Director Linden Peacy, Tourism Director Robin Kaufmann, Main Street Program Executive Director Stefanie Broere, Citizen John Kadish, Director of Senior & Enrichment Services/Office Manager, Andrea Draeger

1. The meeting was called to order by Courtney Krause at 8:02 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 Courtney Krause and seconded by Steven Board. The Commission voted to approve the financials.
 - b. Marketing Plan – review and act on marketing plan.
 1. Visitor Guides – Nothing new to report
 2. Ad opportunities – Nothing new to report
 3. Update on billboard commitment: Robin is working with several entities to purchase space. They would like long-term commitments but will be offered 4-week increments to allow others to use the space. The billboard will also be reserved for a time in May at Tourism’s expense to promote the opening of the Vietnam Veteran Memorial Wall at Aero Park.
 - c. Review and act on mural restoration projects.
No recent updates on murals.
 - d. Discuss Hotel stay updates: The first couple weeks of November have been very slow. It seems that area hotels are experiencing the same. This week looks better than last. Corporate travel seems to be down for the Mon-Fri guest, and there’s speculation if it is related to current TSA issues and flight cancellations during the government shutdown. December projections are down to LY.
4. New Business
 - a. Discuss and take possible action on CD maturity.
The CD is currently at Ixonia Bank, and matured on November 10, with a 10-day grace period. Courtney Krause of Ixonia Bank will work with her board to approve a rate match if possible. Ken made a motion to increase the CD amount to \$50,000 and renew with the banking institution that offers the highest rate at, or around, a 12-month term. Steve seconded the motion. Courtney abstained. Motion passed.
 - b. Review and discuss possible action on Placer AI commitment proposal.
PlacerAI provides cellphone analytic data that can be used to evaluate visitor traffic to events, businesses, and public spaces. It can be used as a tool to direct marketing efforts, recruit economic development, evaluate attendance patterns, and more. Robin has participated in two demonstrations of the analytics, both reviewing attendance data to Watertown Riverfest. Organizers of the fest found value in the data. A 2-year commitment made the subscription

affordable for the Tourism Commission to commit to. Courtney Krause made a motion to approve the 2-year commitment with PlacerAI under the contractual terms provided. \$9,000 will be paid in year one, and \$10,000 in year two. Steven Board seconded the motion. The motion passed.

- c. Review and take possible action on Watertown Park & Rec grant request
The Watertown Park & Rec Department hosts the CPKC Holiday Train at Brandt-Quirk Park. The train will be visiting on December 10, 2025. The event includes a beverage truck, bonfire, and concession stand. Parking is limited and the grant funds would go towards the cost of bus shuttles, running from Watertown High School to the BQ parking lot. The event is well-attended, and a tourism draw as the train only stops in a limited number of communities in Canada, and the Northern US. Steven Board made a motion to approve a \$500 grant to cover half of the expenses, as Riteway communicated they would try to make up the difference. Courtney Krause seconded. The motion passed.
- d. Discuss and take possible action on 2026 Tourism Budget
Steven Board made a motion to table the budget until the payroll expenses were updated and presented at the December meeting. Courtney Krause seconded. The motion passed.
- e. Review Manager's report of previous month's tasks. Attached.
- f. Commission Members' report.
A Christmas Carol will be presented by MBU on December 4-6, 2025. The city's Holiday Tree Lighting will take place this Saturday, November 15 at the Bentzin Family Town Square. The Senior Center will host a Holiday Open House on December 3. Small Business Saturday and the Christmas parade of Lights takes place on November 29, Women's Only Weekend takes place November 21-23.

Adjournment – Motion to adjourn the meeting at 9:08 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 8 am on December 11, 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,
Robin Kaufmann, Director of Watertown Tourism

Manager's Report – October 2025

Social Media Report

Facebook: 165 new followers (Post reach 249,175 - Post views 387,646)

Visitwatertownwi.com: 2395 Users – 4682 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 Wake up Watertown
- Main Street Promotions Committee meeting
- Met with Deb Sybell, manager of Economic Development
- Guest on Hometown Today, 95.3 WBEV Radio Show
- Met with Mayor Stocks
- Updated Wayfinder signs at BFTS
- Started inquiries for a new Watertown map
- Held several meetings with PlacerAI to discuss subscription options
- Attended ThriveEd annual meeting w/AI presentation
- Continued work on “Locals” exploration game
- Visited businesses/events for promotional purposes:
 - Golden Dragon
 - Boo Bash/Pumpkin Palooza
 - Interurban Trail
 - WBEV Radio
 - Silver Moon Oktoberfest/Grand Opening