



TOURISM COMMISSION MEETING AGENDA

THURSDAY, AUGUST 13, 2026 AT 8:00 AM

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

1. CALL TO ORDER

2. APPROVAL OF MINUTES

A. Minutes from July 9, 2026

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. Placer.ai usage updates
- C. Review and take possible action on mural restoration project(s)
- D. Discuss hotel stay updates

4. NEW BUSINESS

- A. Discuss update on website breach
- B. Review and discuss The BIG Pop-Up event
- C. Review Manager's report of previous month's tasks
- D. 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 July 9, 2026 8am

The following Tourism Commission members were present at Watertown City Hall: Courtney Krause, Ken Berg, Vick Patel

Also present: Tourism Director Robin Kaufmann, Watertown Main Street Program Executive Director Stefanie Broere, Resident John Kadisch, Resident Margaret Jaberg, Watertown Area Chamber of Commerce Director Linden Peacy, Senior Center, Enrichment, and Office Manager Andrea Draeger

1. The meeting was called to order by Courtney Krause at 8:03 a.m.
2. Review & Approve September Minutes. A correction to the June 18, 2026 minutes was noted. Steve Board called that meeting to order, not Courtney Krause. Motion to approve the corrected minutes was made by Ken Berg and seconded by Vick Patel. 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 – A second distribution of guides will take place July/August. The Watertown Area Chamber of Commerce distributed guides at Jefferson County Fair on opening night.
 2. Ad opportunities – Nothing to report.
 3. Update on billboard commitment – Watertown Tourism is currently promoting The BIG Pop-Up and AutoFest, so there will be several weeks where ads will not be paid for by outside groups.
 4. Placer.ai usage updates – Robin used placer.ai to create and provide a 12-month report for the Watertown Public Library to learn what percentage of users are visitors versus residents.
 5. Review and act on mural restoration projects. – Robin has continued to work to restore the Willkommen Mural. There are obstacles with the property that make painting difficult. A simple scissor lift will not be sufficient and needs to be self-leveling due to the grade of the concrete. It also needs to swing seven feet as there are stairs under a portion of the mural. Robin is working with the artist, building owner, and another Main Street business owner to evaluate options. Work will continue and an update will be provided in August.
 - c. Discuss Hotel stay updates: Vick from Best Western provided an update. As of July 8, occupancy was 46.04% versus 55.85% LY. July is currently showing 43.49% versus 73.97% LY, but current year will improve with EAA Airventure taking place late in the month. Current occupancy for August 8 during The BIG Pop-Up is at 13%. Robin will create a marketing campaign that ties the event with AutoFest to recruit overnight stays that weekend.
4. New Business
 - a. Discuss and take possible action on EAA Chapter 320 grant request – Robin discussed the tourism contribution the group provides year-round with its fly-ins, programming, and recruitment of aviator traffic. She would like to see the group start their Wings Over Watertown advertising earlier to increase attendance by the public. She will discuss with the organization how she can offer assistance to create an early marketing campaign for this yearly event. Vick made a motion to support the grant. Ken seconded the motion. Motion passed unanimously.

- b. Discuss and take possible action on Brewers Tickets – The Milwaukee Brewers included two tickets to an unspecified game as part of Tourism’s ad placement in the Milwaukee Brewers Yearbook. Linden suggested that the tickets go to tourism director, Robin as she negotiated the ad and created all the materials. As a second option, the Chamber could use the tickets as an incentive to sign up for their new community-audience newsletter. It was agreed that the newsletter option would take too much time late in the baseball season to be appropriate. Ken made a motion that Robin should receive the tickets. Courtney seconded the motion. Motion passed unanimously.
- c. Review Manager’s report of previous month’s tasks – Robin provided the report to the group.
- d. Commission Members’ report.
 - 1. Discuss upcoming and past events – Applebee’s opened in Watertown earlier in the week and invested a lot of time in training its employees. Reviews are good. Kids Fest is Sunday, July 12, Senior and Community Center trip to Lake Geneva is July 10, the Watertown Aquatic Center is open and going well. They could use additional lifeguards. Fall registration for sports and activities is open at Park & Rec. The TDORA (Designated Outdoor Refreshment Area) passed its second reading this week. Beer and Bacon walk is July 17, Farmers Market After Hours is July 17, Christmas in July Sidewalk Sales are July 17-18, Music on Main Street with Hypnotized by Mac is July 19. The Chamber will be welcoming new employee Kim Italiano on August 3 after Barb Krueger’s retirement. The Chamber golf outing is July 23.

Adjournment – Motion to adjourn the meeting at 9:02 am was made by Ken Berg 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 August 13, 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 – June 2026

Social Media Report**Facebook: 12,589 followers (Post views 444,974)****Visitwatertownwi.com: 15,102 Users – 16,984 views****Instagram: 1239 followers**

- Regularly created content and posted to social media on Tourism and BFTS
- Attended Watertown Main Street Program Board of Directors meeting
- Attended Wake up Watertown
- Continued work on Willkommen Mural Project
- Created marketing materials for American Legion's 4th of July events
- Worked on billboard commitments (including graphic work)
- Coordinated Watertown Tourism grant requests
- Continued work on The BIG Pop-Up
- Met with City to discuss Main Street reconstruction project communications
- Met with Watertown Daily Times for event article
- Visited businesses/events for promotional purposes:
 - Rapha Bowls Café
 - Watertown Country Club
 - Music at the Museum Concert
 - School's Out Hangout (BFTS)
 - Food Truck Tuesday at Sugar Island Barn
 - Music on Main Steet Concert (BFTS)