



TOURISM COMMISSION MEETING AGENDA

THURSDAY, MARCH 12, 2026 AT 8:00 AM

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

1. CALL TO ORDER

2. APPROVAL OF MINUTES

A. Tourism minutes from February 12, 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 and take possible action on vacant Tourism Commission position

B. Discuss 2025 Tourism recap

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

Watertown Tourism Commission Meeting Minutes February 12, 2026 8am

The following Tourism Commission members were present via Zoom Meeting or in person at Watertown City Hall: Courtney Krause, Melissa Lampe, Steven Board

Also present; Tourism Director Robin Kaufmann, Park, Rec, and Forestry Director Kristine Butteris, Citizen John Kadisch

1. The meeting was called to order by Courtney Krause at 8:01 a.m.
2. Review & Approve September Minutes. Motion to approve the minutes was made by Steven Board 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 Courtney Krause. The Commission voted to approve the financials.
 - b. Marketing Plan – review and act on marketing plan.
 1. Visitor Guides – Robin provided a draft copy of the 2026 Visitor Guide. She informed the group that there was a large demand for ads, and four additional pages would be added to the guide at the graphic designer’s expense. Guides are expected to be printed and delivered before the March meeting.
 2. Ad opportunities – Dodge County presented its pricing for its 2026 guide. Tourism has always participated in the past but has noticed a yearly price increase with a decrease in number of copies printed. The \$1,070 cost for a full-page ad of 10,000 guides was not approved by the commission.
 3. Update on billboard commitment - Tourism used the space for a two-week period when no other commitments had been made. A “Winter in Watertown” graphic was used to promote the website. Only a few weeks are available up to mid-June.
 4. Placer.ai usage updates – Robin is looking for ways to engage destination businesses and events that could use the analytics to support their marketing and business plan. The Watertown Blue Revue Invite in December recruited the most visitors in 2025.
 5. Review and act on mural restoration projects. - No recent updates on murals.
 - c. Discuss Hotel stay updates: Cheryl Mitchell left her position at Best Western, and a hotel representative has not been designated as her replacement. Robin met with new GM, Dhruv Patel, to discuss joining the commission. Dhruv was considering himself or another employee as the designated hotel representative on the commission. Robin will continue to follow up.
4. New Business
 - a. Discuss and take possible action on Milwaukee Brewers 2026 ad
Robin negotiated a half-page ad in the Milwaukee Brewers 2026 Yearbook, with a minimum of 520,000 printed copies and a digital version. The group discussed designating the ad for the Sounds of Summer Concert Series at the Bentzin Family Town Square. Cost-sharing with the Watertown Country Club to promote public golfing was also mentioned. Robin will work out the best option for the city and will deliver the ad to the publisher by February 20. Melissa Lampe made a motion to approve, with a second from Steven Board. Motion passed unanimously.
 - b. Discuss and take possible action on Midwest Masters grant request
The Midwest Masters and Midwest Amsters will be held at the Rock River Disc Golf Course at Brandt-Quirk Park, May 23-25. The event is expected to recruit approximately 100 golfers and their families over the weekend. Organizer John Luetzow has reserved a block of rooms at Best Western

and is securing local food trucks to serve at the course. Melissa made a motion to approve a \$1,000 grant. Steven Board seconded the motion. The motion passed unanimously.

c. Commission Members’ report.

Maranatha Baptist University will host a Leader to Leader conference March 5-6. Their annual spring play will be Little Women, performed on April 10-11. Watertown Unified School District’s High School play will be Pippen, performed on March 6-8.

Adjournment – Motion to adjourn the meeting at 8:46 am was made by Melissa Lampe and seconded by Steven Board. 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 March 12, 2026, 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 – January 2026

Social Media Report

Facebook: 57 new followers (Post views 198,500)

Visitwatertownwi.com: 1652 Users – 3043 views

Instagram: 1212 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 Main Street Board Meeting
- Worked on video collaboration with Dodge County
- Edited and updated Watertown Visitor Guide for 2026
- Attended meeting to discuss Renew Towns
- Met with Deb to discuss Economic Development updates
- Met with Park & Rec to discuss Inclusive Playground fundraising and BFTS marketing
- Met with Best Western GM to discuss commission membership
- Updated Wayfinder signs at BFTS
- Awarded Window Wonderland contest winners
- Visited businesses/events for promotional purposes:
 - Sandra D’s Bridal
 - Keck’s Furniture
 - Mullen’s Dairy Bar
 - Pine Hill Farm
 - Far Horizons Imports
 - Earth Angel Sound Healing
 - The Chic Boutique