

Watertown Tourism Commission Meeting Minutes July 13, 2023

The following Tourism Commission members were present via Zoom Meeting or in person at Watertown City Hall: Kristine Butteris, Cheryl Mitchell, Conrad Talaga, Amanda Kostroski, and Peter Wright
Also present; Robin Kaufmann Tourism Manager, Chamber of Commerce Executive Director Bonnie Hertel, Tourism Commission member and City Council Member Steven Board

1. The meeting was called to order by Peter Wright at 8:01 am.
2. Welcome New Tourism Commission Member Amanda Kostroski
Amanda was born in Watertown, lived here until age 18 and moved back to Watertown in September of 2022. Amanda worked for 10 years as a 911 dispatcher and is a Financial Advisor with Northwestern Mutual.
3. Review & Approve June Minutes. Peter Wright made a motion to approve and Conrad Talaga seconded the motion. The Commission voted to approve the minutes.
4. Old Business:
 - a. Financial Report: Robin Kaufmann reported Month to Date information as of June 30, 2023
Motion to approve the financials was made by Conrad Talaga and seconded by Cheryl Mitchell. The Commission voted to approve the financials.
 - b. Marketing Plan – review and take possible action on marketing plan.
 1. 2023 Visitor Guides: The second round of distribution to sites around the state will start soon.
 2. Ad opportunities – Nothing new to report
 3. Video production – Videographer Isiah participated in the June 22nd Watertown photo shoot. He will video 1 day of Riverfest and his list of shots may be complete.
 - c. Review and take possible action on Mural Restoration projects: The grant check was cut for the Pine Hill Farm mural. The check will be given once the work on the mural progresses.
 - d. Hotel Stay updates; June occupancy nationally was 69.7%, Wisconsin was 65.2% and Wisconsin South was 63.4%. Local hotel competitive set was 58.7%. Leisure occupancy on Weekends has surpassed 2022 but corporate Weekday business continues to lag behind pre-covid numbers. Oshkosh Fly In traffic will boost the last 2 weeks of July.
 - e. Discuss and take possible action on Watertown Riverfest objectives: Riverfest Committee continues to work on organizational details. Billboards are up including 3 digital and 1 static sign. Food and entertainment content have launched on Facebook.
5. New Business
 - a. Update on Boldland Creative photo shoot: 1299 photos were taken in 13 hours. \$1000 total cost. The photos will be used in ads and promotions for events.
 - b. Review Manager's report: See attached
 - c. Commission Member's report – Discuss upcoming and past events: A new president for Maranatha will be installed on August 29th. Oshkosh Fly In hotel stays will start 7/21/23. Historical Society concert featuring Eric Diamond on 7/16. The Town Square will feature Cherry Pie on 7/20 and the Ultimate Aldean on 7/29. August 24 and 26 Town Square will have bands for the Sounds of Summer series.

Adjournment – Motion to adjourn the meeting made at 9:08am was made by Conrad Talaga and seconded by Peter Wright.

Agenda items:

A reminder from Robin to have all requests for additions to the next meeting's agenda to her by the Tuesday the week before the meeting.

The August meeting will be cancelled due to Riverfest. The next meeting will be at 8:00 am September 14th, 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 – June

Social Media Report

Facebook: 88 new followers (Post reach 221,367)

Visitwatertownwi.com: 2045 Users - 4051 views

Instagram: (1060 followers – 2 new)

- Regularly posted to social media (Watertown, Jefferson County, Watertown Riverfest)
- Gave presentation on Tourism at Wake up Watertown
- Continued Tourism Guide distribution
- Attended Bentzin Family Town Square Summer Concert Series events
- Attended Watertown Riverfest weekly meetings
- Wrote article for Out and About Wisconsin
- Worked with Ben Jones to create Only in Your State article on Town Square
- Presented on Tourism at Collaboration Group's Lunch and Learn event
- Represented Tourism at EAA 320's new hangar groundbreaking ceremony
- 12-hour photo shoot with Boldland Creative
- Created marketing materials for American Legion's 4th of July festivities
- Became member of Bentzin Family Town Square Commission
- Attended Main Street Promotions Committee Meetings
- Began work on new Holiday Market event at the Bentzin Family Town Square
 - Visited businesses/events to take photos for future promos:
 - Music at the Museum
 - White Oak Builders
 - 3rd Annual Community Celebration & Vendor Fair
 - Bentzin Family Town Square Summer Concert Series
 - R & L Golf Farm