

Watertown Tourism Commission Meeting Minutes May 11,2023

The following Tourism Commission members were present via Zoom Meeting or in person at Watertown City Hall: Aaron David, Conrad Talaga, Kristine Butteris, Cheryl Mitchell, Steven Board and Peter Wright
Also present; Robin Kaufmann Tourism Manager, Chamber of Commerce Executive Director Bonnie Hertel, Historical Society President Melissa Lemke, Leadership Watertown members Courtney Krause and Stacey Johnson

1. The meeting was called to order by Aaron David at 8:00 am.
2. Review & Approve March Minutes. Steven Board made a motion to approve the minutes and Peter Wright seconded the motion. The Commission voted to approve the minutes.
3. Old Business:
 - a. Financial Report: Robin Kaufmann reported Month to Date information as of April 30, 2023
Motion to approve the financials was made by Peter Wright and seconded by Conrad Talaga. The Commission voted to approve the financials.
 - b. Marketing Plan – review and take possible action on marketing plan.
 1. 2023 Visitor Guides: The distributor has the Watertown and Jefferson County guides and is reporting 1200-1300 have been placed at locations. The Bike Trail guides are out for distribution. The Dodge County guide is not available for distribution as of now.
 2. Ad opportunities – Nothing new to report
 3. Video production - Nothing new to report
 - c. Review and take possible action on Mural Restoration projects: The business Pine Hill Farms is requesting A grant for a mural to be painted on panels and attached to their building. See action on grant approval under new business.
 - d. Hotel Stay updates:
March end occupancy for local hotels (Watertown, J. Creek, Jefferson, Fort Atkinson) was 39-41%
April occupancy for local hotels is estimated at 55% and nationwide is estimated at 65%
May occupancy is forecasted to be higher than 2022
Weekend and leisure business continues to drive occupancy and weekday corporate business has still not returned to pre-covid levels.
 - e. Discuss and take possible action on Watertown Riverfest objectives:
The event is 3 months away. Raffle Tickets and Marketing Supplies are being printed and distributed. The Craft Fair is full.
4. New Business
 - a. Discuss and take possible action on Midwest Masters Grant: John Luetzow submitted a grant requesting \$750 for the Midwest Masters Disc Golf Event on May 27-28. The event is for participants 40 and older. 100 participants are expected.
A motion to approve the grant was made by Cheryl Mitchell and seconded by Steven Board. The Commission voted to approve the grant.
 - b. Discuss and take possible action on Leadership Watertown grant. Leadership Watertown is requesting a grant in the amount of \$3000 to partially fund a bicycle rental program. The program would be administered by Surf Shack LLC and 10% of the revenues would be returned to the City of Watertown. A motion to table the action on this grant until we have more details on the potential contract with Surf

Shack LLC was made by Kristine and seconded by Conrad. The Commission voted to table the action until the May meeting.

- c. Discuss and take possible action on Watertown Historical Society Grant: Watertown Historical Society is requesting a grant of \$1000 to help repair the existing Octagon House Museum billboard on Hwy 19. Peter Wright requested a motion to approve the funds. Conrad Talaga seconded the Motion. The Commission voted to approve the grant with Steven Board and Aaron David abstaining.
- d. Discuss and take possible action on Pine Hill Farm Mural Grant. The business Pine Hill Farm has commissioned an artist to create a mural on their building. They are requesting a grant of \$1000 to help cover the cost of the mural. Steven Board made a motion to approve the grant and Conrad Talaga seconded the motion. The Commission voted to approve the motion.
- e. Discuss and take possible action on 4th of July Parade Sponsors
The Watertown 4th of July Parade Committee is seeking sponsorships for the 2023 parade.
Steven Board made a motion to approve at the \$250 level and Kristine Butteris seconded the motion. The Commission voted to approve the motion.
- f. Review Manager's report: See attached
- g. Commission Member's report – Discuss upcoming and past events
Luther Prep Graduation weekend May 19-20th
Maranatha Graduation weekend May 4 – 5
Maranatha Golf Classic June 12
Disc Golf – May 27

Adjournment – Motion to adjourn the meeting made at 9:16 am made by Steven Board and seconded by Conrad Talaga

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 next meeting will be at 8:00 am June 8, 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

Social Media Report

Facebook: 82 new followers (Post reach 113,476)

Visitwatertownwi.com: 624 Users

Instagram: (1044 followers)

- Regularly posted to social media (Watertown, Jefferson County, Watertown Riverfest)
- Represented Tourism at Wake up Watertown
- Continued Tourism Guide distribution
- Attended Bentzin Family Town Square Grand Opening planning meetings
- Attended Watertown Riverfest weekly meetings
- Completed 2022 annual report for Department of Revenue
- Coordinated check passing photo with Watertown Riverfest
- Represented Tourism at Collaboration Group meeting
- Attended Main Street Promotions Committee meeting
- Visited businesses/events to take photos for future promos:
 - o Sake House
 - o Ready to Dance
 - o Watertown Greenhouse
 - o Ebert's Greenhouse Village

