

Watertown Tourism Commission Meeting Minutes January 12, 2023

The following Tourism Commission members were present via Zoom Meeting or in person at Watertown City Hall: Conrad Talaga, Aaron David, Kristine Butteris, Steve Board, and Peter Wright
Also present; Robin Kaufmann Tourism Manager, Chamber of Commerce Executive Director Bonnie Hertel, Jonathan Lampe Council Member

1. The meeting was called to order by Aaron David at 8:00 am.
2. Review & Approve November Minutes. Peter Wright made a motion to approve the minutes with a correction to New Business (4)(b). The commission will not need further discussion on distribution of CARE Act funds. The distribution of funds was decided at the December meeting under (4)(e). Steve Board 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 12/31/2022
Motion to approve the financials was made by Steve Board and seconded by Peter Wright. The Commission voted to approve the financials.
 - b. Marketing Plan – review and take possible action on marketing plan
 1. 2022 Visitor Guides: Robin created and submitted content for the Wisconsin Bike Trail Guide. Edits are being made on the 2023 Watertown Visitor Guide.
 2. Ad opportunities: Nothing to report
 3. Website build: Robin has seen a preview of the new site and is very happy with the look and functionality. She will be attending training to manage and create content on the site.
 4. Video production: H&I Collective began shooting footage in Watertown on December 9th. Isaiah filmed a winter disc golf segment and covered the CP Holiday Train. He will be filming retailers at the upcoming Downtown Open House on January 28th, and will film outdoor recreation on the same day if the weather permits.
 - c. Review and take possible action on Mural Restoration projects: Nothing to report
 - d. Hotel Stay updates:

December 2022 National occupancy average approximately 53.52% compared to December 2019 National occupancy average of 52.71%. December 2022 APPROXIMATE Local Market occupancy 41.92% (Local Market = 8 hotels that report to the STAR report in Watertown, Johnson Creek, Jefferson and Fort Atkinson) Wisconsin December end of month hotel data will be available next week. The local market is predicted to end up being around 8-10% less in occupancy for the month. Occupancy Factors for local market in December: *Christmas week was down from last year due to bad weather conditions and flight cancellations. There were many cancellations.

*First two weeks of December were good. Occupancy average was over 50%. Weather was good and there were local events on weekends (Dance Event, National Guard Training, CP Xmas Train, Wedding)
January forecast is slow. No events on weekends and corporate business is down from last year.
4. New Business
 - a. Discuss Watertown Riverfest 2023 Plan and objectives: A new nonprofit corporation is being established to organize Watertown Riverfest. Members of the corporation include Jonathan Lampe, Karah Pugh, Robin Kaufmann, Alyse Talaga, and Aaron Zimmerman. In addition to going through a formal organization process, the group is creating attractive sponsorship opportunities, and gathering current and past volunteers to operate the 2023 event.
 - b. Discuss and take possible action on Watertown Riverfest sponsorship opportunity: Tabled for a future agenda

- c. Discuss and take possible action on mapme.com opportunity: Steve will research how mapme.com differs from google maps and other free map resources. He will also look into how participating cities are advertising the service in their communities.
- d. Review Manager's report of previous month's tasks: Attached
- e. Commission members' report: Great Lakes Music Festival at MBU at the end of January. Dorms are full, so any additional guests will be directed to area hotels. MBU is hosting a large Leadership Conference March 9-10. Speakers will be coming from out of state to present. The event is open to the public.

Adjournment – Motion to adjourn the meeting made at 8:46 am by Steve 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 February 9, 2023, 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 Tourism

Social Media Report

Facebook: 68 new page likes (5968 likes/6794 followers) (Post reach 143,262)

Visitwatertownwi.com: Transitioning to new site

Instagram: 3 new followers (1007 followers)

- Regularly posted to social media (Watertown, Dodge County, Jefferson County)
- Wrote blog articles for JCATC
- Attended JCATC Exec Committee Meeting and Board Meeting
- Represented Tourism at Wake-up Watertown
- Worked with web designer on new visitwatertownwi.com
- Participated in several Watertown Riverfest planning meetings
- Attended Chamber Annual Dinner planning meeting
- Created and submitted content for Wisconsin Bike Trail Guide (2-pages written content, 1-page ad, 1-page map of Interurban Trail)
- Visited businesses/events to take photos for future promos:
 - All windows in Watertown Window Wonderland
 - CP Holiday Train
 - Lights on Pleasant Heights
 - Check presentation at Draeger's Floral
 - Chamber ribbon cutting at Rampage
- Represented Tourism at Chamber member ribbon cuttings
 - The Wellness Spa of Pine Hill Farm