

## Watertown Tourism Commission Meeting Minutes June 8, 2023

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

1. The meeting was called to order by Aaron David at 8:00 am.
2. Review & Approve April Minutes. Steven Board made a motion to approve the minutes and Cheryl Mitchell seconded the motion. The Commission voted to approve the minutes.  
  
Review & Approve May Minutes. Steven Board made a motion to approve the minutes and Peter Wright seconded. The Commission voted to approve the minutes.
3. Old Business:
  - a. Financial Report: Robin Kaufmann reported Month to Date information as of May 31, 2023  
Motion to approve the financials was made by Steven 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. 2023 Visitor Guides: Participation in the 2024 Bike Trail guide will be \$1100 for a 2-page spread, an ad, and a map. These funds will be taken out of the 2024 marketing budget. 100,000 of these guides are distributed and we receive 300 to distribute initially but can request more.  
A motion to approve \$1100 for the 2024 Bike Trail advertisement was made by Peter Wright and seconded by Cheryl Mitchell. The commission voted to approve the motion.
    2. Ad opportunities – Nothing new to report
    3. Video production - Nothing new to report
  - c. Review and take possible action on Mural Restoration projects: Work has begun on the Pine Hill Farm Mural. The Commission had previously approved a grant for the project.
  - d. Hotel Stay updates: Final May occupancy nationally was 64.8%. Wisconsin occupancy for May was 60.1%. Wisconsin South Market Occupancy for May was 51.5%. Our local market occupancy for May was approximately 50%. June weekends will be near full occupancy. June weekdays are forecasted to be 20 occupancy points higher than May due to construction projects around Watertown/Ixonia area.
  - e. Discuss and take possible action on Watertown Riverfest objectives: No new updates. Event is 2 months away.
4. New Business
  - a. Provide update on Leadership Watertown grant request. The organization exceeded their goals for donations and the grant is no longer needed. The Tourism Director will help with marketing, and Watertown Tourism will be recognized as an in-kind sponsor.
  - b. Discuss and take possible action on Boldland Creative Watertown photo shoot. The shoot will take place June 22<sup>nd</sup>. A full day of at least 15 locations are set starting at 7:15 am through 7pm
  - c. Review Manager's report: See attached

- d. Commission Member's report – Discuss upcoming and past events  
Two Fast Pitch Softball tournaments June 15 and June 22 for 3-4 nights. June 21 Community Celebration  
Maranatha Golf Classic June 12. Maranatha Camp Season (Music, Drama, Sports)

Adjournment – Motion to adjourn the meeting made at 8:34 am made by Steven Board 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 next meeting will be at 8:00 am July 13, 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 – May

#### Social Media Report

**Facebook: 196 new followers (Post reach 199,053)**

**Visitwatertownwi.com: 987 Users - 2,089 views**

**Instagram: (1058 followers – 15 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 Grand Opening
- Attended Watertown Riverfest weekly meetings
- Wrote article for Inspire Magazine
- Created marketing material for Bentzin Family Town Square Grand Opening
- Created marketing material for Bentzin Family Town Square Summer Concert Series
- Visited businesses/events to take photos for future promos:
  - Bentzin Family Town Square Grand Opening
  - Watertown Farmers Market
  - Chandler House Bakery
  - Fuelify
  - Memorial Day Ceremony
  - Art Walk