

Watertown Tourism Commission Meeting Minutes October 13, 2022

The following Tourism Commission members were present via Zoom Meeting or in person at Watertown City Hall: Conrad Talaga, Cheryl Mitchell, Aaron David, Peter Wright present until 8:24 am, Kristine Butteris and Steven Board 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 September 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 09/30/22
Motion to approve the financials was made by Conrad Talaga 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 – We are waiting for the updated costs for printing the Watertown Tourism guide and the Jefferson County Tourism guide as printing costs are expected to rise significantly.
 2. Ad Opportunities: We will look into advertising in the Outdoor Wisconsin publication. 500-600 thousand copies are distributed in all Kwik Trip stores
 - c. Review and take possible action on Mural Restoration projects: The Draeger’s mural is almost done. The Commission previously voted to approve \$1000 once the project is reported as done. Work on the building for the 1st Brigade Mural has begun and the artist will begin work in spring/summer 2023.
 - d. Hotel Stay updates: Nationwide September occupancy was 64-67%. Southern Wisconsin occupancy was 61%. Weekday corporate business continues to remain 20% down from 2019 occupancy. Locally corporate business is down approximately the same as nationwide. September weekend occupancy was strong. Events include Sheep and Wool event and the Semi-annual Car show at Jefferson Fairgrounds. Senior bowling, sporting events at Luther Prep and Maranatha are bringing in outside guests. October weekends should be close to full occupancy and weekday business will continue to be down from 2019. The Walmart renovation, work on the Interurban Trail, Jefferson solar project and medical staffing agencies are bringing both long and short-term business to the area.
4. New Business
 - a. Discuss and take possible action on the Watertown Highschool Athletics Grant. Watertown Highschool will host a Holiday shootout December 27-December 29th. The event will bring approximately 15 girls basketball teams and their fans to Watertown.
Steven Board made a motion to approve a \$1000 grant. Peter Wright seconded and the Commission voted to approve the grant.
 - b. Discuss and take possible action on the tourism website proposal
The Commission is still waiting for 1 bid from the vendor that is working on a proposal for the Chamber of Commerce.
Jennifer Creative who did the Jefferson County Tourism site (enjoyjeffersoncounty.com) is providing the 2nd bid. The discussion will be tabled until the other bid comes in.
 - c. Discuss and take possible action on tourism video proposal. H & I collective provided a bid of \$4700 for 18 hours of filming, 2 hours of drone footage, voiceover, and color grading, music licensing, and up to 4 revisions. Motion to approve was made by Steven Board and seconded by Kristine Butteris

- d. Begin discussion on the 2023 Tourism Budget. The budget will be submitted in December. Further discussion will come on line items including income which is estimated at 70,000 and Tourism Grants currently at 10,000. Additions to the budget may include professional photos and a possible new logo for Tourism.
- e. Review Manager's report of previous month's tasks: Attached
- f. Commission members report on upcoming events:
 - Ice Cream Social is 9/18
 - Navy Band at Riverside Park 9/18
 - Sheep and Wood and Car show at Jefferson Fair Park
 - Maranatha 55th anniversary event 10/21
 - November 17 – Holiday Tree lighting at Sharp Corner Park
 - December 9th CP Holiday Train comes through Watertown
 - Latino Career Fair 11/17 at YMCA

Adjournment – Motion to adjourn the meeting made at 8:58 am 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 November 10, 2022, 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

Social Media Report

Facebook: 58 new page likes (5660 likes/6322 followers) (Post reach 111,216)

Visitwatertownwi.com: 325 Views by 283 visitors

Instagram: 2 new followers (1000 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 visitwatertownwi.com bid
- Gathered info and created graphics for City Connection page
- Gathered fall/winter event info for Discover Magazine
- Worked with videographer on tourism video bid
- Attended Canva webinar
- Chamber marketing committee meeting
- Visited businesses/events to take photos for future promos:
 - Navy Band Great Lakes Concert
 - Ice Cream Social with 1st Brigade Band Concert
 - Interurban Trail
 - Downtown Watertown Wine Walk