

## Watertown Tourism Commission Meeting Minutes September 8, 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, and Steven Board  
Also present; Robin Kaufmann Tourism Manager, Chamber of Commerce Executive Director Bonnie Hertel, Jonathan Lampe Watertown Council member, Kristine Butteris from the Park and Rec.

1. The meeting was called to order by Aaron David at 8:00 am.
2. Introduction of Park & Rec Director, Kristine Butteris. Welcome to the new head of the Park & Rec. Kristine Butteris is from Waterloo and was formerly with the Outagamie Parks Department and Recreation Director with Fond du lac Schools.
3. Review & Approve August Minutes. Steven Board made a motion to approve the minutes and Peter Wright 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 8/31/22

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. 2022 Visitor Guides – Guides continue to go out to the public at a pace faster than ever before.
  2. Ad Opportunities: None as of now.
- b. Updates/Discussion on mural restoration; The design for the Draeger building mural was accepted and work has begun.
- d. Hotel Stay updates: Nationwide July occupancy was 69%. August occupancy was 67-69%. Weekday corporate business continues to remain 20% down from 2019 occupancy. Locally corporate business is down approximately the same as nationwide. Weekend business continues to be close to full occupancy. 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. The first two weekends of October should be at full occupancy and weekday business will continue to be down from 2019. The Walmart renovation, Jefferson solar project and medical staffing agencies are bringing both long and short-term business to the area.

5. New Business
  - a. Discuss and take possible action on 2023 City budget request- The long-term goal is to have a self-sustainable budget. Room tax revenues continue to be less than 2019 revenue due to the slower recovery of corporate business and events and the demand for exempt long-term stays in the market.  
  
Motion to request \$25,000 from the 2023 City Budget was made by Steven Board and seconded by Conrad Talaga. The Commission voted to pass the motion. The request for funds will include information regarding what initiatives cannot be completed without the additional funds. Further discussion on the matter will take place before the request is sent to the city.
  - b. Discuss and take possible action on the tourism website – Seeking two bids on the revamping of the website.  
\*Jennifer Creative – did the Jefferson County Tourism site (enjoyjeffersoncounty.com)  
\*OCreative vendor that created the Chamber website to do a combined website.
  - c. Review Manager's report of previous month's tasks: Attached

- d. 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

Adjournment – Motion to adjourn the meeting made at 9:08 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 October 13, 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

#### Manager's Report – August

##### Social Media Report

**Facebook: 58 new page likes (5660 likes/6322 followers) (Post reach 159,055)**

**Visitwatertownwi.com: 394 Views by 359 visitors**

**Instagram: 6 new followers (998 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
- Continued guide distribution
- Attended Travel Wisconsin Fall campaign webinar
- Chamber marketing committee meeting
- Attended Tourism related Chamber ribbon cutting: Elias Inn Supper Club
- Visited businesses/events to take photos for future promos:
  - Riverfest
  - Music at the Museum
  - The Quilter's Block LLC
  - A to Z Vendors Market