

Watertown Tourism Commission Meeting Minutes November 10, 2022

The following Tourism Commission members were present via Zoom Meeting or in person at Watertown City Hall: Conrad Talaga, Cheryl Mitchell, Aaron David, Kristine Butteris and Steven Board
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 September Minutes. Steven Board made a motion to approve the minutes and Kristine Butteris 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 10/31/22
Motion to approve the financials was made by Steven Board 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 – Motion to approve 5000 copies of the 16-page Visitor’s Guide for 2023 at a cost of \$3790 was Conrad Talaga and seconded by Steven Board. The commission will ask for periodic reports of distribution of the guide.
 2. Ad Opportunities: The Commission will look into advertising in the Outdoor Wisconsin publication once the Town Square is done. 500-600 thousand copies are distributed in all Kwik Trip stores
 - c. Review and take possible action on Mural Restoration projects: Nothing new to report.
 - d. Discuss and take possible action on tourism website proposal. A motion to approve \$4250 for Jennifer Creative to create a new website for Watertown Tourism and yearly fees of \$600 for mandatory annual items, web hosting and reports was made by Kristine Butteris and seconded by Steven Board.
 - e. Discuss and take possible action on 2023 tourism budget
A motion to approve the Tourism Budget has been made by Steven Boards and seconded by Kristine Butteris. The Commission voted to approve the budget.
 - f. Hotel Stay updates:
September Wisconsin South Market at 61% occupancy
October National Hotel occupancy at 68%
October weekend occupancy was strong while weekday corporate business continues is higher than October 2021 but remains 20% down from 2019 occupancy .
November 2022 occupancy in is forecasted to be 48-58% which is flat from last year, but tax revenues may be higher with less tax-exempt business in the market.
No note-worthy November events to drive business. Events in December include National Guard training and holiday party, Dance competition at Watertown Highschool, and Basketball tournament between Christmas and New Year’s Eve.
4. New Business
 - a. Discuss and take possible action on Draeger’s Floral grant request. The mural is done. The Commission previously voted to approve \$1000 once the project was completed. That approval was for a volunteer artist to design and paint the mural. The original project fell through, and a new artist was hired to design and paint the mural. A motion was made to approve a \$1,000 contribution to the project by Conrad Talaga and seconded by Steve Board. The Committee voted to approve.
 - b. Discuss and take possible action on Watertown Park and Rec grant request

The grant hasn't been submitted yet but the event is taking place in early December. The CP Holiday Train will make a stop in Watertown. Planned events may include shuttle pick up at two locations, porta potties, a candle-lit hike and some food/beverages.

Motion to approve a \$500 grant was made by Steven Board and seconded by Conrad Talaga. Kristine Butteris abstained. The Committee voted to approve the funds.

- c. Discuss and take possible action of Boldland Creative photo proposal. The proposal is for an 8 hour Photo shoot and up to 1,000 images. We can choose the date, subjects and would own the images. Steven Board made a motion to approve the \$1,000 cost and Conrad Talaga seconded the motion. The Commission voted to approve the cost.
- d. Discuss and take possible action on proposed Watertown video locations. Robin will meet with the videographer 11/18. Work will begin in November/December with possible events/locations to include Interurban Trail, Town Square, CP Christmas Train event, Christmas parade, tree lighting, Octagon House Christmas, Library, Aquatic Center, Park & Rec paddle board and kayak rentals.
- e. Review Manager's report of previous month's tasks: Attached
- f. Commission members report on upcoming events:
December 2nd – 3rd WI National Guard Holiday event.
December 9th – Watertown High School Dance Event
December 27-28 Watertown High School Basketball Tournament

Adjournment – Motion to adjourn the meeting made at 9:06 am by Conrad Talaga and seconded by Steven Board

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 December 8, 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 – October

Social Media Report

Facebook: 100 new page likes (5832 likes/6560 followers) (Post reach 144,801)

Visitwatertownwi.com: 340 Views by 307 visitors

Instagram: 1 new follower (1001 followers)

- Regularly posted to social media (Watertown, Dodge County, Jefferson County)
- Wrote blog articles for JCATC
- Attended JCATC Exec Committee Meeting and Board Meeting
- Attended Main Street Promotions Committee Meeting
- Represented Tourism at Wake-up Watertown
- Worked with web designer on visitwatertownwi.com bid
- Worked with photographer on tourism video bid
- Attended Chamber Annual Dinner planning meeting
- Attended Chamber Board Meeting
- Visited businesses/events to take photos for future promos:
 - Blocktoberfest
 - Witch's Brew BINGO
 - Pumpkin Palooza
 - KFC
 - Pizza Hut
 - Riverside Park
 - Chandler House Bakery
- Represented Tourism at Chamber member ribbon cuttings
 - KFC
 - Pizza Hut
 - Wilder's Plants & More
 - Chandler House Bakery