

**Watertown Business Improvement District
Open Board of Directors Meeting Agenda
Monday, January 22, 2024, 3:00 pm, CVB Board Room**

Call meeting to Order

Lynn - Chairperson

BID Minutes:

- Review & approve November 2023 Minutes

Finance Report:

- Review & Approve December 2023 Financials

Deb - Treasurer

New Business:

- 3:30 pm - Jenni Wirkus
- 2024 Budget Discussion/Approval
- 2024 Marketing
 - Ron Schara
- Watertown Visitor Guide/Maps
- Business Development

Old Business:

- Travel SD A la Carte recommendations
 - 2023 (\$9,500) included Magazine Co-op (Midwest Living), Website Retargeting, and Group Tours Magazine
- CVB Strategic Plan
- Hospitality Meetings
- Historical BID investments
 - Hunting/Rooster Rush
- Hotel Tours/Comprehensive Meeting Planner Guide

Other Business:

Reports:

- BBB/Hotel tax
- BID Grant Update
- Businesses Open/Closed
- Individual Reports

Anjelica

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Adjourn:

Lynn