

**Watertown Business Improvement District
Open Board of Directors Meeting
Meeting Minutes
November 27, 2023
3:00pm CVB Board Room**

Present: Jeri (via phone), Lynn, Connie, Ried, Anjelica, Lindsay

Absent: Deb, Julie

Call meeting to order: Lynn called the meeting to order at 3:10 pm

Review October 2023 Minutes:

- Lynn made a motion to approve the October minutes, Jeri seconded, All approved

Review October 2023 Financials:

- Deb was absent so financials were not discussed.

New Business

- Travel SD A La Carte
 - Anjelica presented the options she was considering for 2024 A La Carte, as well as, what we've done historically, looking for approval. She did add that they've already signed up for the Wilmont takeover. Connie asked about performance of the previous A La Carte selections. Anjelica said she would look into it. The board decided to table this discussion.
- CVB Strategic Plan
 - Anjelica reminded the BID about the luncheon scheduled for Wednesday. She added the CVB is going to be going through a strategic planning process.
- BID History/Board Members
 - Anjelica was seeking historical knowledge and operations of the BID Board in order to inform the strategic planning firm. Connie and Lynn provided a brief history of when BID started and that there has always been one representative from each hotel owner group in town.
- Hospitality Meetings
 - Anjelica wanted to discuss the Hospitality Meetings and their value. The CVB has noticed lower attendance. Connie added that she normally attends, but has been on the road. She also added she finds value in the meetings. Anjelica said that they still want to hold them, but may consider bi-monthly or possibly a different time. Will send out a survey and/or ask at the December meeting. She also added she attributes the lack of engagement to turnover and lack of knowledge of the existence of the group/meeting.
- Hotel Tours

- Lindsay talked about how the Visit Watertown team wants to get out and see all our properties so we can better speak to what we have to offer and that we will also be working on a meeting planners guide in early 2024.

Old Business:

- NSAA Recap
 - Anjelica mentioned that everything with NSAA went well and Roger was happy. Overall, the team blocks did not completely fill, but what wasn't filled by the group was picked up in transient bookings by parents/fans.
- Peak 2024 Media Plan Update/Approval needed
 - Lynn made a motion to approve the Peak 2024 media plan as presented, Connie seconded, all approved
- Christmas Campaign
 - Anjelica showed the artwork that went out in the same publications that Christy at the museum advertised in. She also added that the Facebook post did very well, organically.

Other Business:

- 2024 Budget
 - Anjelica shared a tentative 2024 budget. Has a meeting with Angie from Ledgers and will send out via email for approval.
- Reschedule December
 - The board decided to cancel December's meeting.

Reports:

- BBB/Hotel Tax
 - October occupancy was up from last year.
- Businesses Closed
 - None to report
- Reports
 - No reports