

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

Call meeting to Order

Lynn - Chairperson

BID Minutes:

- Review & approve October 2023 Minutes

Finance Report:

- Review & Approve October 2023 Financials Deb - Treasurer

New 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
- BID History/Board Members
- Hospitality Meetings
- Hotel Tours
 - Comprehensive Meeting Planner guide

Old Business:

- NSAA Recap
- Peak 2024 Media Plan Update/Approval needed
- Christmas Campaign

Other Business:

Reports:

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

Adjourn:

Lynn