

Watertown Cultural District Partnership – Marketing Subcommittee

Thursday, December 4, 2025, 4:00 pm

Remote

Zoom link: <https://watertown-ma.zoom.us/j/83683744923>

Meeting ID: 836 8374 4923 Call in: +16465588656

Agenda

1. Welcome
2. Overview of marketing dashboard LINK
3. Develop a 6-18 month Marketing Plan for the Watertown Cultural District
 - a. Focus on short-term goals (within 3 months):
 - i. Short Term Goals
 1. Getting Partners to post events
 2. District recruitment- who is missing?
 3. Build a partner directory of cultural institutions, galleries, school arts programs: <https://www.watertown-ma.gov/710/Artist-Resources>
 4. Local media list: [Media Outreach List.xlsx](#)
 5. Develop flyer location list
 - a. Community bulletin board
 6. Anything else?
4. Rescheduling monthly meetings (not Tuesdays)
5. Adjourn