

Watertown Cultural District Partnership – Marketing Subcommittee

Wednesday, January 7, 2026, 4:00 pm

Remote

Zoom link: <https://watertown-ma.zoom.us/j/85906957568>

Meeting ID: 836 8374 4923 Call in: +16465588656

Agenda

1. Welcome
2. Overview of marketing dashboard
3. Develop a 6-18 month Marketing Plan for the Watertown Cultural District
 - a. Focus on short-term goals:
 - i. January – May 2026: Develop collateral
 1. Postcards
 - a. One for public
 - b. One for potential partners
 2. Lamp post banners
 - a. Welcome to the Watertown Cultural District
 - b. Visit the Watertown Cultural District
 - c. Window stickers (50)
 - ii. Mid-term Goals:
 1. Develop Community Bulletin Board sites
 2. Radio advertising or partnerships
 - iii. Long-term Goals:
 1. Forthcoming
4. Next agenda and meeting time
5. Adjourn