

Watertown Cultural District Partnership – Marketing Subcommittee
Tuesday, September 2, 2025, 3:00 pm
Hybrid
3rd Floor Conference Room, 149 Main Street, Watertown, MA 02472
Zoom link: <https://watertown-ma.zoom.us/j/83683744923>
Meeting ID: 836 8374 4923 Call in: +16465588656

Agenda

1. Welcome
2. Discussion of roles:
 - a. Subcommittee Chair
 - b. Subcommittee Vice Chair
 - c. Subcommittee Secretary
3. City Support
 - a. Erin Rathe, Economic Development Planner
 - b. Danielle Drapeau, Cultural District Outreach Coordinator
 - c. Liz Helfer, City Liaison to the Watertown Cultural District and Public Arts & Culture Planner
4. Discussion of purpose:
 - a. To elevate the visibility of the Watertown Cultural District and its partners
 - b. Mandate by the Cultural District Partnership to:
 - i. Develop a 6-18 month Marketing Plan for the Watertown Cultural District
 1. Identify gaps in audience, outreach, and promotion
 2. Content creation with city staff
 3. Identify other gaps and opportunities
5. Schedule next meeting
6. Adjourn