

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