



**TWO  
RIVERS**  
WISCONSIN

# ROOM TAX COMMISSION MEETING

Wednesday, March 5, 2025, at 12:00 PM

Meeting Room – Cobblestone Inn & Suites  
1407 16th St, Two Rivers, WI 54241

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## MINUTES

### 1. CALL TO ORDER

Meeting was called to order at 12:05pm on March 5<sup>th</sup>, 2025

### 2. ROLL CALL

Present Commission Members: Curt Andrews, Mark Bittner, Greg Buckley, and Rick Carey  
Absent: Bill LeClair Also in Attendance: Joe Metzen (Tourism Director) & Doug Brandt (Two Rivers City Council Member)

### 3. APPROVE MINUTES FROM 12/30/2024 MEETING (Action Item)

Motion to approve by Rick Carey, seconded by Greg Buckley, discussion, motion carried.

### 4. PRESENTATION BY GRANICUS-STR TRACKING

#### a. Tracking short-term rentals

#### b. Tourism data collection utilizing geo-fencing and other tools

A conference call presentation was provided by Granicus. The sales rep from Granicus indicated they would be able to provide geo-fencing data as well as STR tracking data. Their packages are based on an annual fee. After the presentation Joe Metzen shared information, he had received from other vendors who offer similar products. Joe asked for another 90 days to look at more options so that he could come back to the next Room Tax Commission meeting with a grid of service options, costs, length of contracts, and service providers. The Room Tax Commission agreed with his approach.

### 5. TWO RIVERS ROOM TAX & EXPLORE TWO RIVERS SERVICE CONTRACT

#### a. Review amended contract

#### b. Vote on amended contract (Action Item)

Motion to approve the service contract as amended by Explore Two Rivers Board of Director recognizing the Two Rivers Parks and Recreation Department Director as a voting member of the Explore Board was made by Rick Carey, seconded by Mark Bittner, discussion, motion carried.

### 6. REVIEW 2024 ROOM TAX BUDGET TO ACTUAL

Joe Metzen provided a Year End Budget to Actual overview for 2024. It was noted that even with some unexpected expenses the Community Tourism Fund remains at \$98,530.87. This is in line with the minimum balance that was set by the Room Tax Commission at the June 2024 meeting. Room tax revenue exceeded budget by \$30,796 for 2024.

### 7. REVIEW ROOM TAX REVENUE YEAR OVER YEAR

Joe Metzen reported that room tax revenue for 2024 was 2.25% higher than 2023. Room Tax revenue collected in 2024 was the highest the City of Two Rivers has collected to date.

### 8. NATIONAL TRAVEL & TOURISM WEEK (Event May 8, 2025)

## **9. NFL DRAFT UPDATE**

## **10. REVIEW THE TWO RIVERS' MAIN STREET CONTRACT**

The contract was reviewed with no recommended changes. This fee was approved as part of the 2025 budget presented at the December 2024 meeting and approved by the Two Rivers Room Tax Commission at that time.

## **11. ADJOURNMENT**

Motion to adjourn made by Greg Buckley, seconded by Mark Bittner, motion carried.

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*It is possible that members of and possibly a quorum of governmental bodies of the municipality may be in attendance at the above stated meeting to gather information; no other action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.*