



EXPLORE TWO RIVERS MEETING OF THE BOARD OF DIRECTORS

Tuesday, February 11, 2025, at 7:45 a.m.

Meeting Room - City Hall, 3rd Floor
1717 E. Park Street, Two Rivers, WI 54241

MINUTES

1. CALL TO ORDER

Meeting called to order at 7:45am

2. ROLL CALL

Present: John Wyrstek, Curt Andrews, Melissa Nyssen, Erin Dembski, Todd Nilson and
Tourism Director Joe Metzen

Absent: Tonya Prosser, Mike Mathis and Gina Krahn

3. INTRODUCTIONS

4. APPROVAL OF BOARD MEETING MINUTES

The motion to receive and file the minutes as presented as only John Wyrstek was present at the previous ETR Board meeting was made by Todd Nilson, seconded by Curt Andrews, discussion, motion carried.

5. FINANCIAL REPORT

a. Year End 2024 Budget to Actual

Joe Metzen provided an end of year recap of the 2024 budget. Curt Andrews added details as the Room Tax Commission representative. Joe Metzen and Curt Andrews will be meeting on March 3, 2025, to review 2025 budget YTD and prepare the Financial Report for the next ETR Board meeting.

6. OLD BUSINESS

a. Room Tax Commission and Explore Two Rivers Contract – Action Item

Motion made to amend the contract as presented to indicate that the Parks and Recreation Director will be a voting member of the Explore Board of Directors. Motion made by Todd Nelson, seconded by Curt Andrews, discussion, motion carried.

Motion was made to approve the contract between Explore Two Rivers and the Two Rivers Room Tax Commission with the adopted amendment regarding the voting rights of the Parks and Recreation Director. Motion made by John Wyrstek seconded by Erin Dembski, discussion, motion carried.

7. NEW BUSINESS

a. Review By-laws (March)

- b. Review and sign Conflict of Interest Policy (March)
- c. Review 2024 Room Tax Data (March)
- d. Elect Officers (March)

8. TOURISM DIRECTOR REPORT

a. Marketing Materials Update

- i. **Hike, Bike & Paddle Two Rivers** ETR Board recommend and approved up to 10 additional pop-up banners should be ordered to be placed strategically around the community.
- ii. **Two Rivers promotional videos**
- iii. **2025 Visitor Guide**

b. Opportunity Grants Approved

- i. **Really Big Prints - Hamilton Wood Type & Printing Museum**
- ii. **Rogers Street Days – Rogers Street Fishing Village**
- iii. **Two Rivers Fish Derby – Two Rivers Fish Derby Inc.**

c. National Tourism Week (May 4 thru 10, 2025)

- i. **Explore Two Rivers Tourism Celebration on May 8, 2025**
- ii. **Location and Time: Sepia Chapel at 5pm**
- iii. **Keynote Speaker: David Spiegelberg, Tourism Development Specialist
Travel Wisconsin**
- iv. **Theme?**

1. Taste of Two Rivers

v. Planning volunteers needed

The ETR Board approved moving forward with planning a Tourism Week event on Thursday May 8, 2025, at Sepia Chapel. The ETR Board also liked the idea of a “Taste of TR” theme. Joe Metzen indicated he would start working on the event budget and report back to the ETR Board.

9. REVIEW OF ACTION ITEMS ASSIGNED/DEADLINES

10. NEXT MEETINGS – March 11, 2025, at 7:45am

11. ADJOURNMENT

Motion to adjourn by Todd Nilson, seconded by Curt Andrews, motion carried.

In accordance with the requirements of Title II of the Americans with Disabilities Act (ADA), the City of Two Rivers will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities. If you need assistance or reasonable accommodations in participating in this meeting or event due to a disability as defined under the ADA, please call the City Clerk's office at 920-793-5526 or email clerk@two-rivers.org at least 48 hours prior to the scheduled meeting or event to request an accommodation. For additional assistance, individuals with hearing or speech disabilities can call 711 and be connected to a telephone relay system.

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