



EXPLORE TWO RIVERS MEETING OF THE BOARD OF DIRECTORS

Tuesday, February 10, 2026, at 8:00 a.m.

3rd floor Two Rivers City Hall
1717 E. Park Street

MINUTES

1. CALL TO ORDER

Meeting called to order at 8:00 a.m.

2. ROLL CALL

Present: Mike Mathis, Cherry Barbier, Michael Ditmer, Lyssa Schmidt
Melissa Nyssen, Erin Dembski

Absent: Curt Andrews, Joe Metzen, Todd Nilson, Amanda La Tour

3. INTRODUCTION OF INVITED GUESTS

None.

4. APPROVAL OF BOARD MEETING MINUTES

Approval of Minutes from the January Board meeting. Motion to approve made by Mike Mathis. Dembski, seconded by Cherry Barbier. Motion carried.

5. TREASURER REPORT

No report this meeting as Joe Metson and Curt Andrews were absent and have familiarity with budget.

6. OLD BUSINESS

- a. Reviewed the Program Book for National Travel and Tourism Week Celebration on May 7th. Board members were invited to review the draft Program Band email Joe Metzen with any input before the next meeting.
- b. Tourism week.
Discussion to Create Agenda for National Travel and Tourism Celebration on May 7th at Sepia Chapel. There was input about making sure Visit Manitowoc staff and Justin Nickels receive invites.
Discussion about making sure we have more attractions/businesses set up displays on one side of the event
Discussion about the time line. The Board discussed the start time being 5:30 and to have 45 minutes of social time until 6:15. Regarding the program discussion was to have 15 minutes for the adequacy award, 15 minutes for the True to Two branding presentation and then 15 minutes for introducing "I love TR" pride campaign that's probably a long enough maybe in practice being about an hour. There was a conversation about it would be nice to at the beginning (social time) to have some other activities or something or like bringing Cornwall boards or something in that social hour. Mike Mathis said he could bring in the giant Jenga and other games. Mike mentioned possibly bring a Kayak
- c. Review Agenda for Positivity Campaign meeting:
There was input to continue to brainstorm as much as we can at the first "I LUV TR"

- d. d. Tourism Director Hiring Update. Mike gave the update that we were working on extending an offer to one of the candidates.

7. I LOVE TR ASSETS REVIEW

Review merchandise related to the I LOVE TR Campaign

The board liked all the merchandise. There were comments about. Make sure the mugs are good quality and the logo faces out if holding in the right hand

Update on Erickson's production of I LOVE TR apparel – No discussion since Joe was not in attendance

8. PUBLIC INPUT.

No members of the public were in attendance

9. ADJOURNMENT

Mike Mathis made motion to adjourn, second by Cherry Barbier

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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