



**TWO
RIVERS**
WISCONSIN

ROOM TAX COMMISSION MEETING

Wednesday, October 09, 2024 at 4:00 PM

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

MINUTES

1. CALL TO ORDER

2. ROLL CALL

Present Commission Members: Greg Buckley, Curt Andrews, Rick Carey & Bill LeClair Absent: Mark Bittner Also in Attendance: City Tourism Director Joe Metzen, Parks and Recreation Director Mike Mathis, Joy Krueger Brenda Koprowski of the Explore Two Rivers board, & Andre Robitaille.

3. CITY TOURISM DIRECTOR REPORT

Tourism Director Joe Metzen provided an update and samples of some of the marketing materials that have been produced YTD. Room Tax members asked about tracking data and discussed strategies for measuring ROI on ad campaigns. In addition, the Tourism Department Budget to Actual was reviewed and reported to be within the budget for 2024. Modifications have been made to the budget in 2024 to divide the Advertising line items to get a more exact value of what is being spent in each category of marketing.

4. UPDATE ON ROOM TAX REVENUES YEAR-TO-DATE

Report was given by Tourism Director Joe Metzen. YTD Room Tax revenue was reported as ahead of the same time in 2023 and ahead of budget for 2024. There is still some remaining room tax revenue that needs to be recorded for the month of August 2024 as there is a natural lag between closing a month and the collection of room tax revenue for short-term rentals and hotels/motels. The Room Tax Commission discussed the impact of hotel rate changes on overall revenue and felt that the revenue growth was due to a combination of more bookings and higher rates.

5. DISCUSS CONTRACT WITH EXPLORE TWO RIVERS, INC.

Scheduled two meetings between the Room Tax Commission and Explore Two Rivers Board of Directors. Meeting dates and times are October 17th, 2024, at 4pm and October 30th, 2024, at 11am. Both meetings are to be held in the Two Rivers Council Chambers. These meetings will be used to review the current tourism structure for the City of Two Rivers.

6. PRELIMINARY DISCUSSION OF 2025 BUDGET

Elected to wait on this until after the shared meetings in October between the Room Tax Commission and Explore Two Rivers.

7. INFORMATION ONLY: OCTOBER 28 CITY COUNCIL MEETING WILL INCLUDE DISCUSSION OF SHORT-TERM RENTALS

Greg Buckley noted that the October 28 City Council work session will include a discussion of short-term rentals and City licensing and regulation of such rentals; he encouraged Room Tax Commission members to attend that meeting. Rick Carey moved, seconded by Curt Andrews, on the following position statement of the Room Tax Commission relative to short-term rentals: Recognizing the benefits of room tax revenue and related visitor spending to the community, the

Room Tax Commission supports the existence and promotion of short-term rentals in Two Rivers. The motion was approved by voice vote, without dissent.

8. DISCUSSION OF OTHER MATTERS RELATED TO COMMUNITY TOURISM

- 9. ADJOURNMENT** Motion to adjourn the meeting at 5:33 PM by Rick Carey, seconded by Curt Andrews. Motion carried by voice vote.

Respectfully Submitted,

Joe Metzen, City Tourism Director