



**TWO
RIVERS**
WISCONSIN

ROOM TAX COMMISSION MEETING

Tuesday, October 6, 2026, at 4:00 PM
Committee Room - City Hall, 3rd Floor
1717 E. Park Street, Two Rivers, WI 54241

MINUTES

CALL TO ORDER Curt Andrews called the meeting to order at 4:01 p.m.

ROLL CALL

Commission Members: Kyle Kordell, Curt Andrews, Rick Carey, Mark Bittner, Bill LeClair
Staff and Others: Caitlyn Meola, Jeff Sachse, Mike Mathis

APPROVAL OF MINUTES Motion made by Kyle Kordell and seconded by Bill Leclair to approve the June 23, 2026, meeting Minutes.

RTC CONFLICT OF INTEREST POLICY The conflict-of-interest policy worksheets were filled out and collected by all room tax committee members.

BUDGET REVIEW

- A. YTD BUDGET TO ACTUAL** Curt Andrews shared that YTD room tax revenue is \$191,089.81, which excludes two missing payments from hotels. Room tax revenue is now on track to match or exceed revenue in 2025, despite having a slower spring. Mike Mathis requested a \$7,500 room tax contribution on behalf of Parks and Rec for 2027 and 2028 (\$15,000 total contribution) to improve the Two Rivers water trail along with promotional public-private partnerships. Rick Carey made a motion to grant the \$15,000 request to split between 2027 and 2028 contingent on Parks and Rec receiving the 2027-2028 WI Coastal Management Grant. Curt Andrews seconded the motion. All in favor.
- B. RV ROOM TAX FEEDBACK** Teresa, owner of Scenic Marina Stop N' Doc shared that she felt there was a negative response from the new room tax on RV campsites. She felt that travelers were going to other campsites with no tax and felt like gas prices did not help. Rick Carey shared that the main reason for the tax was to bring in any extra revenue to offset costs, not to hurt businesses. Teresa shared that the events that Two Rivers hosts along with families traveling north bring visitors to her campground. Ideas that came up to help RV campsites stay busy included continued promotion of local events and billboard advertisements to drive people to take Highway 10 to Two Rivers.

EXPLORE TR UPDATE

- A. MOTORCOACH TOUR GROUP & SOCIAL MEDIA INFLUENCER** Motorcoach Tour Group & Social Media Influencer Recap Director Meola helped to plan and coordinate with Laverne's Travel, a motorcoach tour operator based out of Minnesota, to bring a group of 104 to several businesses in Two Rivers. Amazing feedback was received from the operator, and she hopes to return to Two Rivers in the future. Wander in Wisconsin, a social media influencer, contracted with several Two Rivers businesses to create social media content. Many other businesses benefited during her stay as well, as she captured organic material during stops along the way. This influencer reaches over 248,000 followers across social media platforms and has over 1 million likes across her channels.
- B. DISCOVER WISCONSIN – MIKE MATHIS** Vice President of the Explore Board, Mike Mathis, filmed a kayaking segment with Discover Wisconsin in Two Rivers this past July, which aired in September on YouTube and live television. Wisconsin Coastal Management identified Two Rivers

as a water trails community and fully funded this episode's segment.

- C. SPEICAL GUESTS AT THE VIOLET INN – MELLISA NYSSSEN** Melissa Nyssen at the Violet Inn has been successful with creating outreach for Two Rivers. She recently hosted special guests from Outside and Travel Wisconsin, who filmed at the Violet Inn regarding a segment about the Ice Age Trail.
- D. VISITOR GUIDE 2027** Director Meola shared that 27 Two Rivers businesses will be advertising in the 2027 Explore Two Rivers Visitor Guide, for a total amount of \$18,850. The revenue will cover the entire cost of the guide, with no leftover revenue or expense.

EXPLORE TR BUDGET & MARKETING PLAN 2027 The Room Tax Committee reviewed the 2027 projected room tax revenue presented by Director Meola. The tourism director based the budget amount of \$231,700 on a 2027 expected room tax revenue of \$298,000. She explained that the \$298,000 was the amount of room tax revenue from 2025, which is currently in route to meet or hopefully exceed for 2026. Director Meola will create the marketing plan for 2027 based on the \$231,700 budget and present this to the Explore Two Rivers Board of Directors to be accepted.

PUBLIC INPUT Representatives from Seagull Marina shared the tourism impact that they have along with charter fisherman in the area. They shared concerns regarding their fish cleaning station and hope to find solutions with the city of Two Rivers in the future. Jason Ring from Main Street also shared the tourism impact that their events and contributions bring into room tax revenue. Jason requested room tax dollars for 2027 and presented other ideas to help offset costs for Main Street. No decisions from the room tax committee were made at this time but may be discussed at the next meeting for further review.

ADJOURNMENT Kyle Kordell made a motion to adjourn the meeting, Bill Leclair seconded. Meeting adjourned at 6:12 p.m.

Wisconsin's Room Tax Commission Charter (under Wis. Stats. 66.0615 and Chapter 66.0615, Wisconsin.Gov Home, Wisconsin Legislature) establishes local bodies to manage hotel room taxes, primarily for funding tourism promotion and development, requiring at least 70% of revenue for these efforts, with commissions created by joint agreements for multi-municipality "Tourism Zones" or by single municipalities, governed by appointed members and overseen by the WI Dept of Revenue for reporting compliance.

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 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.