



EXPLORE
**TWO
RIVERS**
WISCONSIN

EXPLORE TWO RIVERS MEETING OF THE BOARD OF DIRECTORS

Wednesday, October 14, 2026 at 10:00 AM

City Hall, 3rd Floor, Committee Room,
1717 E Park Street, Two Rivers, WI 54241

MINUTES

1. **CALL TO ORDER** The meeting was called to order by Michael Ditmer at 10:00 am.
2. **ROLL CALL** Board Members: Erin Dembski, Michael Ditmer, Beth Kowalski, Amanda La Tour, Mike Mathis, Melissa Nyssen
Excused: Curt Andrews, Cherry Barbier, Lyssa Schmidt
Staff and Others: Caitlyn Meola, Jeff Sachse
3. **MARKETING PLAN 2027** Director Meola presented the finalized marketing plan for 2027. The marketing plan was presented to include print advertisements in various publications, billboard advertisement in various locations, opportunity and sustainability grants to support local events and organizations, funds to support the Washington House as the visitor's center, social media support, digital advertisement, continued memberships with tourism travel organizations, and various tradeshow including a new camping tradeshow in Wausau to promote our local campgrounds. Mike Mathis made a motion to adopt the 2027 Marketing Plan, seconded by Amanda La Tour and all in favor, with the following amendments:
 - A. Washington House fund allocation reduced from \$4,000 to \$3,000.
 - B. Remaining marketing dollars to be allocated to the social media budget line.
 - C. Billboards & Digital Advertising identified as a general budget rather than selected location and organizations until further discussion.
4. **PUBLIC INPUT** No public input.
5. **NEXT SCHEDULED MEETING** Thursday, November 5, 2026, at 9:00 AM.
6. **ADJOURNMENT** A motion was made to adjourn the meeting at 11:09 a.m. by Michael Ditmer and seconded by Mike Mathis. Motion carried.

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