



TWO RIVERS ROOM TAX COMMISSION & EXPLORE TWO RIVERS BOARD OF DIRECTORS JOINT MEETING

Tuesday, July 29, 2025, at 6:00 p.m.

Council Chamber
3rd floor Two Rivers City Hall
1717 E. Park Street
Two Rivers, WI 54241

MINUTES

1. RTC CALL TO ORDER

Call to order at 6:05pm

2. ROLL CALL

Present: Curt Andrews, Rick Carey, Bill LecCLair, Greg Buckley

Remotely: Mark Bittner

Guests: Joe Metzen, Mike Mathis, John Wyrostek, Amanda Verhelst (remote call in Erin Dembski)

3. APPROVAL OF RTC MEETING MINUTES

Motion to approve minutes as presented by Rick, Carey seconded by Greg Buckley, motion carried

4. FINANCIAL REPORT

a. **Budget to Actual Report Q2 YTD 2025** No action taken.

b. **2025 Q2 YTD Room Tax Revenue Year over Year comparison**

The committee discussed changing how we report room tax revenue. The idea is to move from cash-based accounting to an accrual basis. We all agreed that this change would give us a much clearer and more accurate picture of our monthly revenue. It will help us understand the inflows better and allow for more precise year-over-year comparisons. It was noted that this change will only apply to 2025 and moving forward; we won't be able to apply it to previous years. In addition, the rest of the budget would be reflected in cash-based accounting to align with other City departments.

c. **Preliminary 2026 Explore Two Rivers budget due date** A preliminary budget for review should be ready by October 2025.

5. OLD BUSINESS

a. **Geo-fencing and address placer update**

6. CITY MANAGER'S REPORT

a. **New City Manager** Kyle Kordell will start August 4, 2025.

b. **New Businesses** Greg reported that work will begin on Taco Bell soon, there is a new owner of the US Bank building, Pop-Start Pizza is working on adding additional days, no

set date for Violet Inn to open and work is well under way with some of the facade grants that local businesses have taken advantage of.

c. Fisher Hamilton Property

7. TOURISM DIRECTOR'S REPORT

- a. Marketing data YTD and Year over Year** Joe provided a review of mid-year data from 2025. He noted that we have seen an increase in website usage and particular pages. In addition, the Explore social media platforms continue to grow.
- b. Recommendations and forecasting the marketing budget for the remainder of 2025** After forecasting the remainder of 2025, a cautious approach is recommended to limit new marketing purchases and stick with the 2025 marketing plan. Joe is working with local logo wear merchandise distribution sites to sell the remaining TR logo wear so that there is minimal carryover of inventory from late fall 2025 to early spring 2026.
- c. Impact of the NFL Draft locally and in NE Wisconsin** Joe reported little local impact from the Draft and that most of the economic gain was centralized to Brown County and the Fox River Valley corridor.
- d. Wisconsin Tourism Data as provided by the Department of Tourism**
- e. Marketing updates for 2026**
 - i. 2026 Visitor Guide** Work is underway on the 2026 Visitor Guide. Currently RFPs are out identifying a new magazine printer.
 - ii. NOAA near shore shipwrecks** Joe is working on a new AI assisted podcast and video campaign to engage paddlers of all types to experience the near shore shipwrecks that are unique to Two Rivers.

8. OTHER UPDATES

- a. Violet Inn and Suites (Melissa)** No update.
- b. Sepia Chapel (Joe)** Sepia reported good growth year over year with a lot of interest in weddings from wedding parties outside of the community.
- c. Two Rivers Parks and Recreation (Mike)**
 - i. 2025 economic data** Mike shared that sales at the Neshotah beach Concession stand are well ahead of 2024. Both the Central Park and Beach concerts were very well attended and will have some attendance numbers to share at the end of the concert series. In addition, interest has been high in program like the kayaking, youth sports and the new camp on the beach event.
 - ii. Recreation Economy for Rural Communities**
(<https://www.epa.gov/smartgrowth/recreation-economy-rural-communities>)
Two Rivers Parks and Rec, will be the lead in partnership with TR Main Street and Explore TR for this program. Two Rivers is the first community in the upper Midwest to be selected for this program. Recruitment of additional partner organizations will start after the press release has been shared by the EPA.

9. ADJOURNMENT

Adjourned at 8:10pm

Motion to adjourn Bill LeClair, seconded by Greg Buckley, 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