



MINUTES

1. CALL TO ORDER

Explore Two Rivers Board of Directors Chairperson Joy Krieger called the meeting to order at 7:30 AM.

2. ROLL CALL

Explore Two Rivers Board Members Present: Rick Carey, Brenda Koprowski, John Wyrstek, Nancy Nabak, Joy Krieger, Tonya Prosser, and Gina Krahn. Additionally, Elizabeth Runge, Community Development and Greg Buckley, City Manager.

3. APPROVAL OF MINUTES FOR NOVEMBER 14, 2023

Nancy Nabak made a motion, seconded by John Wyrstek, to approve the minutes. The motion included the correction needed to move Joy Krieger to the 2 year term list of names of those drawn for reappointment at the November meeting.

The motion to approve the minutes carried on a voice vote unanimously.

4. UPDATE ON THE EXECUTIVE DIRECTOR SEARCH.

Staff updated the Board that interviews were in progress.

5. REVIEW AND DISCUSSION OF DESTINATION MARKETING ORGANIZATIONS (DMOs) AND POTENTIAL MEMBERSHIP

It was discussed that pursuing a DMO designation should occur. The “premier” designation is estimated to be \$1,300. The question was raised as to where Travel Wisconsin fits in with the DMO status. The board also said discussed that the future director should look into Circle Wisconsin and pursue membership.

6. DISCUSS THE PROCESS FOR WEBSITE UPDATES

The comments regarding the website were :

- recommend new tabs;
- new Facebook page;
- update the calendar;
- Instagram Button on the website does not work;
- “nightmare” on the mobile app;
- Hire someone who can update it.

Looking into the options to improve the website will continue.

7. DISCUSS POSSIBLE ADDITIONS TO THE EXPLORE TWO RIVERS BOARD OF DIRECTORS

The Board discussed possible high school student additions, like Main Street, has done in the past.

Any additions that require modifying the by-laws was not something to be done in the immediate future. No decision was made at this meeting.

8. Next Meeting

The next meeting is scheduled for the 2nd Tuesday of January 2024.

Gina Krahn made a motion, seconded by Nancy Nabak to adjourn.

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