



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, Jeff Dawson, Brenda Koprowski, Gina Krahn, Joy Krieger, Nancy Nabak, Tonya Prosser, John Wyrostek. Absent and excused: Laura Prellwitz. (1 vacancy at this time)

Room Tax Commission Members Present: Greg Buckley, Rick Carey, and Curt Andrews

3. APPROVAL OF MINUTES FOR OCTOBER 24, 2023

Rick Carey made a motion, seconded by Tonya Prosser, to approve the minutes. A discussion occurred about how the minutes represented the allocation of room tax dollars to Explore Two Rivers. The concern was whether the approval of the minutes would make permanent the manner in which the funds and the process of funding for ETR. The discuss was that it would not.

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

4. DRAWING OF NAMES FOR DESIGNATION OF WHICH BOARD MEMBERS ARE SERVING ONE YEAR TERMS AND WILL BE ELIGIBLE FOR REAPPOINTMENT TO NEW, TWO TERMS JANUARY 1, 2024.

The names of the current Board of Directors were randomly selected to stagger their terms to prevent the need to replace of the entire board after one year. The intention is for approximately half to serve a term of one-year starting January 1 to Dec 31, 2024 and the other half to a term of two years starting January 1, 2024 to December 31, 2025. The ex officio members were not a part of the selection as the positions the represent will remain on the board. The results are listed below:

One Year Term: January 1 to December 31, 2024

- Nancy Nabak
- Brenda Koprowski
- Laura Prellwitz
- Joy Krieger

Two Year Term: January 1, 2024, to December 31, 2025

- Tonya Prosser
- John Wyrostek
- Gina Krahn

A motion to approve the slate of board members and the terms was made by John Wyrstek, seconded by Rick Carey. The motion carried on a voice vote unanimously.

5. ANNUAL MEETING – ELECTION OF OFFICERS FOR 2024

A. Nomination of Chair:

John Wyrstek made a motion, recommending to the City Manager and the Board, nominating Joy Krieger to serve as the Chair for the next term starting January 1 to December 31, 2024. There were no other nominations. Rick Carey made a motion, seconded by Gina Krahn, to close the nominations. The motion to approve Joy Krieger's nomination carried on a voice vote unanimously.

B. Nominations of Other Officers by Chair

Joy Krieger nominated John Wyrstek to serve as Vice Chair and Laura Prellwitz as Secretary. Nancy Nabak made a motion, seconded by Ric Carey, in favor of these nominations. The motion to approve the nominations of Vice Chair and Secretary carried on a voice vote unanimously.

C. Discussion of the 2024 Budget (pending Approval by the Room Tax Commission, scheduled for that body's meeting on November 14, 2023).

Greg Buckley reported the Room Tax Revenue was conservatively budgeted at \$300,000; however, the room tax receipts could reach as high as \$320,000 by the end of 2023. The preliminary budget is attached to these meeting notes.

Concerns were raised about funds to be used for the ETR website. The question of where and if there could be a specific allocation of funds to improve the website was raised. There was further discussion and concern about the ETR website's connection to the city's website.

As a part of this discussion, it was suggested that a capital budget be created by ETR (ex. a new website) and an operational budget. Marketing is part of an operational budget. There was input about the need to develop a marketing plan; an approach to address larger scale plans for ETR and the website. ETR requested 2023 marketing expenditures to assist with 2024 marketing plans.

- 6. UPDATE OF CONTRACT WITH CITY ROOM TAX COMMISSION** - There was no contract to review at this time.

7. VISITOR GUIDE UPDATE

Update: There will be 25,000 guides printed. The number of Two Rivers advertisers increased from 8 in 2023 to 11 in 2024. The distribution locations were requested and will be provided to ETR.

8. SCHEDULE UPCOMING MEETINGS NEXT MEETING DATE

December 12th at 7:30am Board Meeting to Focus on Marketing

A Marketing Committee meeting will occur before the December 12th full board meeting. The date will be determined.

10. ADJOURNMENT at 6:20 pm.

The motion to adjourn was made by John Wyrostek and seconded by Rick Carey