

CITY OF TWO RIVERS  
ROOM TAX COMMISSION  
PROCEEDINGS  
March 1, 2022  
Committee Room - City Hall  
10:00 AM

**Call to Order**

The meeting was called to order by Chairman Mark Bittner at 10:02 AM.

**Roll Call**

Commission members present: Mark Bittner, Greg Buckley, Bill LeClair and Jim VanLanen Jr.  
Commission members absent and excused: Curt Andrews. (Note: Mr. LeClair arrived at approximately 10:00 AM; his arrival is noted in the body of these minutes.)

Also present: Elizabeth Runge, Community Development Director, Jeff Dawson, Library Director, Amy James, Acting Tourism Director, and Jason Ring of the Manitowoc Area Visitor and Convention Bureau.

**Update from Acting Tourism Director, Amy James**

Ms. James provided an update on her activities to date, and addressed a framework for a 2022 Tourism Budget, recommending a general allocation of funding as follows:

- 45% for digital marketing
- 20% for continued brand development
- 20 percent for ads (print, radio, TV), focused primarily on local events
- 10 percent for more print materials—rack cards, welcome packets for special events
- 5 percent for additional kiosks and tourism-related banners

Mr. Buckley distributed a copy of the adopted 2022 Tourism Budget, noting that the Commission has \$155,000 available for 2022 tourism promotion and development.

(NOTE: Bill LeClair arrived during Ms. James' presentation, at 10:10 AM.)

**Discuss Possible Funding to Assist Two Rivers Main Street with Offering Visitor Information Services at its New Downtown Location**

Greg Buckley noted that, as discussed at the last meeting, City staff is recommending that the Commission authorize funding for Two Rivers Main Street in the amount of \$6,500, to include \$5,000 to assist with part-time staffing and \$1,500 for the purchase of a window-mounted digital kiosk. This funding commitment would be related to Main Street assuming certain "visitor information center" responsibilities at its new downtown office at 1608 Washington Street.

Following discussion, Mr. VanLanen moved, supported by Mr. LeClair, to indicate support for contracting with Two Rivers Main Street for such tourism services, subject to Commission approval of a written agreement between the parties, specifying the services to be provided by Two Rivers Main Street. The motion was approved by voice vote, without dissent.

**Discuss Status of Washington House Visitor Information Function**

Mr. Buckley distributed copies of a 2016 agreement between the City and the Two Rivers Historical Society, related to City funding support for Washington House in its role as a visitor

information center. He noted that the agreement provides for a monthly payment of \$250 to the historical Society, which has been paid from the Community Tourism Fund in recent years. The agreement can also be canceled upon 30 days notice by either party.

He further reported that he recently reached out to Bridgette VanGinkel of the Historical Society Board about the status of Washington House. She affirmed that the Historical Society plans to re-open the building, including the ice cream parlor, in time for the summer tourism season.

It was the consensus of the Commission to invite representatives of the Historical Society to the next commission meeting, to discuss the role of Washington House in greeting visitors to the community.

Budget Update: Status of 2021 Room Tax Revenues and Community Tourism Budget at 2021 Year-End; Budget for 2022.

Referring to the 2022 Budget sheet that he had distributed previously, Mr. Buckley pointed out that the 2021 year-end balance in Fund 258, Community Tourism, was \$21,593, about \$3,000 lower than the \$24,579 projected at budget time last Fall. He also reported that room tax receipts in 2021 totaled \$240,849, up 68 percent over \$143,287 the prior year.

#### **Discuss Status of Manitowoc Area Visitor and Convention Bureau**

There was discussion of current and upcoming sales and marketing activities of the MAVCB.

Jason Ring reported that the MAVCB will be hosting an upcoming seminar on Wisconsin Room Tax Law, for area hotel and motel operators.

There was discussion of the status of the MAVCB's sign and digital display board at its former location and regarding signage to direct visitors to the bureau's current quarters on Dewey Street.

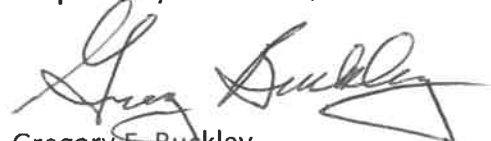
#### **Next Meeting Date and Time**

It was agreed to schedule the next Room Tax Commission meeting for Tuesday, April 12 at 10:00 AM.

#### **Adjournment**

Mr. Buckley moved, supported by Mr. LeClair, to adjourn the meeting at 11:28 AM.

Respectfully Submitted,



Gregory E. Buckley

City Manager/Room Tax Commission Member