



**TWO  
RIVERS**  
WISCONSIN

# EXPLORE TWO RIVERS MEETING OF THE BOARD OF DIRECTORS

Tuesday, July 09, 2024 at 7:45 AM

Council Chambers - City Hall, 3rd Floor  
1717 E. Park Street, Two Rivers, WI 54241

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## AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **APPROVAL OF MEETING MINUTES**
  - a. May 2024 (action item)
  - b. There was not a quorum in June, so all agenda items have been moved to July
4. **BOARD CHAIR REPORT**
5. **OLD BUSINESS**
  - a. Joe to put together a drop boc for document pertinent for the board
  - b. Other
6. **NEW BUSINESS**
  - a. Opportunity Grants
    - i. Application period change discussion to 120 days (action item)
  - b. Review Grant Requests
    - i. Friday Night Lights (action item)
    - ii. Oktoberfest (action item)
    - iii. Mishicot Thunder (action item)
    - iv. Roger's Street Days (action item)
    - v. Art in the Park Update
  - c. New Initiatives
    - i. Visitor Center
    - ii. NE Wisconsin Lakeshore Communities Marketing Partnership
7. **COMMITTEE REPORTS - HIGHLIGHTS**
  - a. Marketing Committee (Tonya Prosser-Chair)
    - i. Key points from meeting on June 25, 2024
  - b. Finance Committee (Chair TBD)
    - i. YTD Room Tax Revenue
    - ii. YTD Mid-Year Explore Budget to Actual Report
  - c. Governance/Nominating Committee (Brenda Koprowski-Chair)
    - i. Secretary nomination- Brenda Koprowski (action item)
      1. (taken at beginning of meeting)
    - ii. Accept current treasurer's resignation-Richard Carey (action item)
    - ii. Treasurer nomination - Bill LeClair (action item)
8. **REVIEW OF ACTION ITEMS ASSIGNED AND DEADLINES**

**9. EXECUTIVE DIRECTOR'S REPORT**

- a. Outdoor Industry Association's annual Outdoor Participation Trends Report
- b. Wisconsin Tourism Economic Impact report for 2023

**10. NEXT MEETINGS**

- Explore Two Rivers Marketing Committee Meeting July 23, 2024, 8:00am at Cool City Brewery
- Explore Board of Director's Meeting August 13th, 2024, at 7:45am City Hall 3 rd Floor

**11. ADJOURNMENT**

*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](mailto: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.*