



EXPLORE
**TWO
RIVERS**
WISCONSIN

EXPLORE TWO RIVERS MEETING OF THE BOARD OF DIRECTORS

Tuesday, October 14, 2025 at 8:00 AM

City Hall, 2nd Floor Conference Room #208,
1717 E Park Street, Two Rivers, WI 54241

AGENDA

1. CALL TO ORDER

2. ROLL CALL

Curt Andrews, Erin Dembski, Michael Ditmer, Kyle Kordell, Amanda La Tour, Mike Mathis, Joe Metzen, Todd Nilson, Melissa Nyssen, John Wyrstek

3. INTRODUCTION OF INVITED GUESTS

4. APPROVAL OF BOARD MEETING MINUTES

(Action Item)

5. TREASURER REPORT

(Action Item)

- a. Budget to Actual Report YTD 2025
- b. 2025 Room Tax Year over Year comparison

6. OLD BUSINESS

- a. Discussion of open ETR Board seats
- b. Review business survey and next steps

7. NEW BUSINESS AND UPDATES

- a. IT and AI update by Todd and Joe
- b. Sister City event

8. TOURISM DIRECTOR REPORT

- a. Explore Two Rivers Directors Report
- b. Marketing Plan for 2026
 - i. Projected Budget for 2026
 - ii. First 6 months of 2026

9. NEXT MEETING

10. 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 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.