



**TWO  
RIVERS**  
WISCONSIN

# EXPLORE TWO RIVERS MEETING OF THE BOARD OF DIRECTORS

Tuesday, March 5, 2024, at 7:45 AM

J.E Hamilton Community House  
Koska Room

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## AGENDA

1. CALL TO ORDER
2. ROLL CALL
3. APPROVAL OF MEETING MINUTES
  - a. December 2023
  - b. February 2024
4. EXPLORE TWO RIVERS BOARD CHAIR REPORT
5. BUDGET UPDATE
  - a. Room Tax YTD Update
  - b. 2024 Budget Review (Proposed in depth discussion at April Meeting)
6. GRANTS
  - a. Opportunity Grant (Action Item: vote to approve)
7. TOURISM DIRECTOR'S REPORT
  - a. Past 30 days
  - b. Looking ahead
  - c. Discussion
8. MARKETING REPORT
  - a. Affiliations
    - i. Explore TR DMO application update.
    - ii. Chamber of Manitowoc County – Marketing Committee
    - iii. Harbor Towns – Strategic Planning Committee
    - iv. Wisconsin Agricultural Tourism Association – Became Organizational Member
  - b. Social Media
    - i. Explore Two Rivers Facebook page update. Page activated 2/22/2024.
    - ii. Explore Two Rivers Instagram update. Working with the IT Dept. to get access.
    - iii. Explore Two Rivers LinkedIn update.
  - c. Website
    - i. Update on content (review changes)
  - d. Print Media
    - i. Review and pick Explore Two Rivers business envelopes.
    - ii. Fox Cities Magazine
      1. Update on partnering with TRBA for a full page add in the 2024 Worth the Drive edition.

2. Board approval to move forward on joint purchase of \$1,800.00 ad.  
Shared cost will be each. ETR \$600.00 + TRBA \$1,200.00 (Action Item)

9. NEXT MEETING DATE April 9, 2024, at 7:45am in the Council Chambers of City Hall

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](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.*