



**TWO
RIVERS**
WISCONSIN

EXPLORE TWO RIVERS MEETING OF THE BOARD OF DIRECTORS

Tuesday, April 09, 2024 at 7:45 AM

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

AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **APPROVAL OF MARCH 5, 2024 MINUTES (Action Item)**
4. **EXPLORE TWO RIVERS BOARD CHAIR REPORT**
5. **JOINT MEETING EXPLORE BOARD & ROOM TAX COMMISSION**
Save the Date: May 16, 2024, Noon, Council Chambers
 - a. Review Lift Station plan as a Welcome Center with NOAA
 - b. Review Additional Funding for Community Events to Grow Tourism
 - c. Explore Two Rivers Branding Update and Needs
6. **BUDGET**
 - a. 2024 Budget Review (Proposed in Depth Discussion at April meeting)
 - b. 2024 Phase 1 Marketing Plan Review for Board Approval (Action Item)
7. **990 FILING UPDATE**
 - a. Conflict of Interest Policy
 - b. Review and Approve in April (Action Item)
 - c. Copies Ready for Board signatures at Board Meeting in May
8. **TOURISM DIRECTOR'S REPORT**
9. **DMO APPLICATION UPDATE**
 - a. 2024 Marketing Plan and 2024 Budget Needs to be Completed for Application.
10. **OPPORTUNITY GRANT UPDATE**
 - a. Funding Approval Letter (Board Review)
 - b. Moved 1st Grant Deadline Date to May 1, 2024
 - c. Identified Conflict of Interest Scenarios and Plan
 - i. Applying Individuals from these Organizations that may cause a Conflict of Interest
 1. Explore Two Rivers Board Members
 2. Room Tax Commission Members
 3. Two Rivers City Council Members
 4. City of Two Rivers Department Heads
 - ii. Explore Two Rivers Board Plan for Reviewing Applications that may present a Conflict of Interest (Action Item)
 - d. Marketing Plan
 - i. Press Release

- ii. FAQ Sheet Developed to Share at Presentations and Website
- iii. Social Media Posts
- iv. Radio Appearances
- v. Presentations to Destinations, Civic Groups and Business Organizations

11. MARKETING REPORT

- a. Social Media
 - i. Facebook: Completed
 - ii. Instrgram: Goal of May 1 to have this linked to our new Facebook page
 - iii. LinkedIn: Goal of July 1 to have this set up and active
- b. Website
 - i. Update on Opportunity Grant and Places to Stay tabs

12. NEXT MEETING MAY 14, 2025, 7:45 AM, CITY HALL COUNCIL CHAMBERS

13. ADJOURNMENT

Explore Two Rivers Mission Statement

Explore Two Rivers serves the broader interests of the economy of Two Rivers to promote travel and related investment in the city. In doing so, we will preserve and protect the unique attributes for the benefit of its residents and the travel and tourism industry. We believe that tourism, as one of the pillars of our local economy, will form the basis for sustainable growth and prosperity. The guardianship of our natural resources and distinctive way of life underlie the mission and goals of Explore Two Rivers.

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.