



**TWO  
RIVERS**  
WISCONSIN

# **TWO RIVERS ROOM TAX COMMISSION & EXPLORE TWO RIVERS BOARD OF DIRECTORS JOINT MEETING**

**Tuesday, July 29, 2025 at 6:00 PM**

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

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## **AGENDA**

- 1. RTC CALL TO ORDER**
- 2. ROLL CALL**
- 3. APPROVAL OF RTC MEETING MINUTES** (Action Item)
- 4. FINANCIAL REPORT** (Action Item)
  - a. Budget to Actual Report Q2 YTD 2025
  - b. 2025 Q2 YTD Room Tax Revenue Year over Year comparison
  - c. Preliminary 2026 Explore Two Rivers budget due date
- 5. OLD BUSINESS**
  - a. Geo-fencing and address placer update
- 6. CITY MANAGER'S REPORT**
  - a. New City Manager
  - b. New Businesses
  - c. Fisher Hamilton Property
- 7. TOURISM DIRECTOR'S REPORT**
  - a. Marketing data YTD and Year over Year
  - b. Recommendations and forecasting the marketing budget for the remainder of 2025
  - c. Impact of the NFL Draft locally and in NE Wisconsin
  - d. Wisconsin Tourism Data as provided by the Department of Tourism
  - e. Marketing updates for 2026
    - i. 2026 Visitor Guide
    - ii. NOAA near shore shipwrecks
- 8. OTHER UPDATES**
  - a. Violet Inn and Suites (Melissa)
  - b. Sepia Chapel (Joe)
  - c. Two Rivers Parks and Recreation (Mike)
    - i. 2025 economic data
    - ii. Recreation Economy for Rural Communities  
(<https://www.epa.gov/smartgrowth/recreation-economy-rural-communities>)
- 9. 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 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.*