



**TWO  
RIVERS**  
WISCONSIN

# EXPLORE TWO RIVERS MEETING OF THE BOARD OF DIRECTORS

Tuesday, February 13, 2024 at 7:30 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
4. EXPLORE TWO RIVERS BOARD CHAIR REPORT
5. BUDGET REPORT
  - A. Review Room Tax 2024 Budget
  - B. Review Proposed Explore Two Rivers 2024 budget
    - i. Board review and discussion
    - ii. Recommend 30 day review and final review and approval at the meeting in March to be submitted to Greg Buckley and Room Tax Commission
  - C. Develop Opportunity Grant Guidelines to support Community Events that impact the local economy (Action Item)
6. TOURISM DIRECTOR'S REPORT
  - A. Past 30 days
  - B. Looking ahead
  - C. Discussion
7. MARKETING REPORT
  - A. Visitors Guide Update
    - i. Community Distribution
    - ii. Social media promotion and website update
    - iii. Distribution outside of Manitowoc County including DMOs
    - iv. Explore TR DMO application approval (Action Item)
  - B. Social Media
    - i. Review report from Shawn for January 2024
    - ii. Discuss creating a new independent from the City a Explore Two Rivers facebook page (Action Item)
  - C. Website
    - i. Traffic (monthly report)
    - ii. Update on content (see proposed changes document) ( Action Item)

**8. NEXT MEETING DATE (Proposed March 5th or 19th)**  
**Joe will be at the Governor's Conference on Tourism March 10th thru the 12th**

**9. ADJOURNMENT**

**10. 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](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.*