



**TWO  
RIVERS**  
WISCONSIN

# ROOM TAX COMMISSION MEETING

Tuesday, March 24, 2026 at 4:00 PM

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

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## AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL**  
Commission Members: Kyle Kordell, Curt Andrews, Rick Carey, Mark Bittner, Bill LeClair
3. **INTRODUCE NEW TOURISM DIRECTOR**
4. **APPROVE MINUTES FROM DECEMBER 2025 MEETING** (Action Item)
5. **BUDGET REVIEW**
  - a. 2025 End of Year Budget to Actual showing reserve fund balance
  - b. 2025 ETR operations cash flow revenue vs. expense breakdown by month
  - c. 2026 YTD Budget to Actual
6. **FUNDING REQUEST FOR CIVIC BRAND SITE VISIT** (Action Item)
  - a. Review scope of work
  - b. Cost sharing with Two Rivers Business Development Dept.
7. **RTC CONFLICT OF INTEREST POLICY** (Action Item)
8. **CONCESSION STAND FUNDING UPDATE** (Mike Mathis)
9. **NATIONAL TRAVEL & TOURISM WEEK**
  - a. Community event by invitation Thursday May 7, 2026, at 5:30pm
  - b. Theme: I LOVE TR
  - c. Featuring Taste of Two Rivers and TR Brand Ambassador Program
10. **TWO RIVERS WAY FINDING UPDATE** (Mike Mathis)
11. **SUMMER CONCERT SERIES UPDATES**
12. **COMMUNITY INPUT**
13. **ADJOURNMENT**

*Wisconsin's Room Tax Commission Charter (under Wis. Stats. 66.0615 and Chapter 66.0615, Wisconsin.Gov Home, Wisconsin Legislature) establishes local bodies to manage hotel room taxes, primarily for funding tourism promotion and development, requiring at least 70% of revenue for these efforts, with commissions created by joint agreements for multi-municipality "Tourism Zones" or by single municipalities, governed by appointed members and overseen by the WI Dept of Revenue for reporting compliance.*

*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.*