



EXPLORE
**TWO
RIVERS**
WISCONSIN

EXPLORE TWO RIVERS MEETING OF THE BOARD OF DIRECTORS

Thursday, October 08, 2026 at 9:00 AM

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

AGENDA

1. CALL TO ORDER

2. ROLL CALL

Board Members: Curt Andrews, Cherry Barbier, Erin Dembski, Michael Ditmer, Beth Kowalski, Amanda La Tour, Mike Mathis, Melissa Nyssen, Lyssa Schmidt
Staff and Others: Joseph Metzen, Kyle Kordell

3. APPROVAL OF MINUTES

Approval of the minutes from the August 13, 2026 meeting

4. TREASURER REPORT

A. YTD 2026 Budget to Actual Report

5. DIRECTORS' UPDATE

- A. Motorcoach Tour Group & Social Media Influencer Recap
- B. WASC Conference Recap
- C. Discover Wisconsin – Mike Mathis
- D. Special Guests at the Violet Inn – Melissa Nyssen
- E. Explore TR x Community Events
 - Ethnic Fest Recap
 - Applefest – Volunteers needed

6. VISITOR GUIDE UPDATE

7. MAMMOTH FEST - MELISSA NYSSSEN

8. MARKETING PLAN 2027

9. PUBLIC INPUT

10. SCHEDULE FUTURE MEETING

11. 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 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.