



EXPLORE
**TWO
RIVERS**
WISCONSIN

EXPLORE TWO RIVERS MEETING OF THE BOARD OF DIRECTORS

Tuesday, February 11, 2025, at 7:45 a.m.

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

AGENDA

1. CALL TO ORDER
2. ROLL CALL
3. INTRODUCTIONS
4. APPROVAL OF BOARD MEETING MINUTES
5. FINANCIAL REPORT
 - a. Year End 2024 Budget to Actual
6. OLD BUSINESS
 - a. Room Tax Commission and Explore Two Rivers Contract – Action Item
7. NEW BUSINESS
 - a. Review By-laws (March)
 - b. Review and sign Conflict of Interest Policy (March)
 - c. Review 2024 Room Tax Data (March)
8. TOURISM DIRECTOR REPORT
 - a. Marketing Materials Update
 - i. Hike, Bike & Paddle Two Rivers
 - ii. Two Rivers promotional videos
 - iii. 2025 Visitor Guide
 - b. Opportunity Grants Approved
 - i. Really Big Prints - Hamilton Wood Type & Printing Museum
 - ii. Rogers Street Days – Rogers Street Fishing Village
 - iii. Two Rivers Fish Derby – Two Rivers Fish Derby Inc.
 - c. National Tourism Week (May 4 thru 10, 2025)
 - i. Explore Two Rivers Tourism Celebration on May 8, 2025
 - ii. Location and Time: Sepia Chapel at 5pm
 - iii. Keynote Speaker: David Spiegelberg, Tourism Development Specialist
Travel Wisconsin
 - iv. Theme?
 1. Taste of Two Rivers

v. Planning volunteers needed

9. REVIEW OF ACTION ITEMS ASSIGNED/DEADLINES

10. NEXT MEETINGS – March 11, 2025, at 7:45am

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