



EXPLORE  
**TWO  
RIVERS**  
WISCONSIN

# EXPLORE TWO RIVERS MEETING OF THE BOARD OF DIRECTORS

Tuesday, March 10, 2026 at 8:00 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, Amanda La Tour, Mike Mathis, Todd Nilson, Melissa Nyssen, Lyssa Schmidt  
Staff and Others: Joe Metzen, Kyle Kordell
3. **WELCOME NEW TOURISM DIRECTOR**
4. **DISCUSS FUTURE MEETING TIMES**
5. **APPROVAL OF BOARD MEETING MINUTES (February 2026)** (Action Item)
6. **TREASURER REPORT** (Action Item)
  - a. Year End of 2025 Budget to Actual
7. **OLD BUSINESS**
  - a. Create the agenda for National Travel and Tourism Celebration on May 7th at Sepia Chapel
    - i. Keynote speaker - Ryan Short from Civic Brand
    - ii. Taste of TR
    - iii. Attendees
    - iv. Community Advocacy Award Nominee
8. **I LOVE TR ASSTES REVIEW**
  - a. Update on February 18, 2026, meeting Michael, Melissa, Joe
    - i. Brand Ambassadors
    - ii. Brand Partners
    - iii. Next Meeting Open to Public - March 18, 2026 at 6:00 PM in Council Chambers
  - b. I Love TR Challenge
  - c. Next meeting - March 18, 2026, at 6:00 PM at City Hall, 3rd Floor
9. **PUBLIC INPUT**
10. **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](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.*