



EXPLORE
**TWO
RIVERS**
WISCONSIN

TWO RIVERS BRAND REVIEW MEETING

Wednesday, February 18th, 2026, from 6pm to 7:30pm

**City Hall, 3rd floor, Council Chambers
1717 E Park Street, Two Rivers, WI 54241**

AGENDA

- 1. WELCOME GUESTS** **Joe Metzen**
- 2. REVIEW TRUE TO TWO AND TR BRANDING** **Michael Ditmer**
- 3. QUESTIONS ABOUT BRANDING** **Michael Ditmer and Jeff Sachse**
- 4. REVIEW MATERIALS WE HAVE IN PLACE TO PROMOTE TR** **Jeff Sachse and Joe Metzen**
- 5. IDENTIFY OTHER COMMUNITY STACKHOLDERS** **Jeff Sachse**
- 6. INTRODUCE I LOVE TWO RIVERS** **Joe Metzen**
 - a. I LOVE Two Rivers promotional materials**
 - b. National Travel and Tourism Event May 7, 2026 5:30pm at Sepia Chapel**
- 7. COMMUNITY INPUT**
- 8. SET NEXT MEETING DATE**