



# EXPLORE TWO RIVERS MEETING OF THE BOARD OF DIRECTORS

Tuesday, July 09, 2024 at 7:45 AM

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

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## MINUTES

### 1. CALL TO ORDER

Chair Joy Krieger called the meeting to order at 7:51 a.m.  
A quorum was established.

### 2. ROLL CALL

Board members present: Joy Krieger, Brenda Koprowski, Tonya Prosser, John Wyrstek, Nancy Nabak, Bill LeClair.  
Absent: Gina Krahn  
Also Present: Two Rivers Tourism director Joe Metzen; Two Rivers Parks and Recreation director Mike Mathis; Lester Public Library director Jeff Dawson; and Woodland Dunes intern Natalie McNeeley.

### 3. APPROVAL OF BOARD MEETING MINUTES

Due to lack of quorum in June, all agenda items were moved to July.  
Motion to approve the minutes from the May 14, 2024, meeting (Wyrstek/Nabak). Voice vote unanimously carried.

### 4. BOARD CHAIR REPORT: Joy Krieger

**New Agenda Format:** Joy presented the new format for board meeting agendas.

#### **Board Officer Vacancy - Secretary**

Motion to appoint Brenda Koprowski to fill the vacancy of board secretary until new elections of officers are held in November 2024 (Wyrstek/Nabak). Voice vote unanimously carried.

### 5. OLD BUSINESS

**Tourism Dropbox:** Joe Metzen

Joe is creating a board accessible tourism Dropbox, available by August.

### 6. NEW BUSINESS

**Opportunity Grants:** Joe Metzen

Joe discussed the problem of incomplete grant proposals and timing issues with the current 60-day application deadline.

Motion to change the Explore Two Rivers opportunity grant application deadline to 120 days prior to the event (Wyrstek/Prosser). Voice vote unanimously carried.

#### **Opportunity Grant request requiring board approval:**

Motion to grant approval to the Two Rivers Business Association opportunity grant request for The City of Two Rivers: A Destination of Live Music, \$1,000 for Bands on the Beach and \$1,000 for Friday Night LIVE concerts (Krieger/Nabak). Voice vote unanimously carried.

OPPORTUNITY GRANTS (continued)

**Opportunity Grant Cancellation:** Art in the Park declined the previously awarded \$500 opportunity grant due to event cancellation.

**7. COMMITTEE REPORTS**

**Marketing Committee:** Tonya Prosser

Tonya reported highlights from the marketing committee meeting June 25, 2024.

**Finance Committee:** Joe Metzen reported for Finance Committee

Joe reviewed the YTD room tax revenue and YTD mid-year Explore budget information details included in the board packet.

**Governance Committee:** Brenda Koprowski

Nominations: Brenda reviewed the nomination form, guidelines, and process proposal as presented in the board packet.

**Board Vacancy: Treasurer/Board Member**

Motion to accept the resignation of board treasurer and Room Tax Commission representative Richard Carey (Nabek/Wyrostek). Voice vote unanimously carried.

Motion to elect Bill LeClair as representative from the Room Tax Commission to fill the board position and treasurer vacancy (Wyrostek/Koprowski). Voice vote unanimously carried.

**8. REVIEW OF ACTION ITEMS AND DEADLINES**

1. Brenda will send electronic invitation for nominations to each board member (July),
2. Joe will create a Dropbox (July/August).

**9. TOURISM DIRECTOR REPORT** Joe Metzen

Joe reviewed highlights of three publications: 2023 Outdoor Industry Association's Annual Outdoor Participation Trends Report. The 2023 Wisconsin Tourism Economic Impact Report, and the 2024 Fox Cities Magazine. Page 19 of the Fox Cities magazine features a full-page color ad "Celebrate Two Rivers" that includes an event and music calendar with beach and event photos, sponsored by Explore Two Rivers and Two Rivers Business Association.

**10. ADJOURNMENT:**

Motion to adjourn at 9:12 a.m. (Prosser/Nabak). Voice vote unanimously carried.

**NEXT MEETINGS:**

Marketing Committee Meeting: July 23, 8:00 a.m. at Cool City Brewery

Board of Directors Meeting: August 13, 2024, 7:45 a.m. City Hall Third Floor

Governance Committee Meeting: July 30, 2024, 10:00 a.m. Lester Public Library Webster Room

Respectfully submitted by Brenda Koprowski