



EXPLORE TWO RIVERS MEETING OF THE BOARD OF DIRECTORS

Tuesday, October 14, 2025, at 8:00 a.m.

2nd floor Two Rivers City Hall
1717 E. Park Street

MINUTES

1. CALL TO ORDER

Meeting called to order at 8:00 a.m.

2. ROLL CALL

Present: Todd Nilson, John Wyrstek, Michael Ditmer, Mike Mathis, Amanda La Tour, Erin Dembski, Joe Metzen

Absent: Melissa Nyssen

Guests: None

3. INTRODUCTION OF INVITED GUESTS

None.

4. APPROVAL OF BOARD MEETING MINUTES

No changes. Motion to approve made by Mike Mathis, seconded by Michael Ditmer.

Motion carried.

5. TREASURER REPORT

Discussion highlights:

- Revenues tracking close to 2023 YTD; currently down ~8%.
- Metzen reached out at state level: occupancy reporting vs. revenue data appears to be preferred; he is asking 5–6 peer DMOs for year-over-year revenue. Inquiry also sent to Manitowoc tourism director.
- Anticipated revenue impacts due to no Kitefest (September) and canceled Wayzgoose (November).
- Curt noted significant anecdotal decline in Canadian tourism.
- Discussed issuing an RFP for 2026 logo-wear; preference to seek local vendors.

Motion to approve Treasurer's Report made by Mike Mathis, seconded by John Wyrstek.

Motion carried.

6. OLD BUSINESS

a. Open ETR Board Seats

- Motion by Mike Mathis to approve Lyssa Schmidt and Sherry Barbier to the Explore Two Rivers Board; seconded by Curt Andrews. Motion carried unanimously. (Board now at 8 members.)
- The new director of Hamilton Wood Type & Print Museum has interest but is still settling in.
- Woodland Dunes has indicated they are not ready to put forward a staff member at this time.

b. Business Survey

- Reviewed distribution plan for sharing results via social media, City/Explore websites, and with TRBA, Rotary, school boards, and local media.
- Metzen suggested scheduling an additional meeting to discuss a 2026 marketing roadmap to align on Q1 spend (invitation forthcoming).

7. NEW BUSINESS AND UPDATES

a. IT and AI Update (Nilson & Metzen)

- Brief update followed by discussion to establish a 2026 budget line item for AI experiments to enhance tourism marketing.

b. Sister City Event.

- Brief review noted. (Wayzgoose already discussed under revenue impacts.)

c. Travel Wisconsin Marketing Co-op (\$1,700) – Deadline Oct 15

- Motion by Curt Andrews to commit to the Travel Wisconsin Magazine co-op; seconded by Todd Nilson. Motion carried.

8. TOURISM DIRECTOR REPORT

No report this month.

9. NEXT MEETING

The next regular meeting will be held on Tuesday, November 11, 2025, at 8:00 a.m., 2nd floor City Hall.

10. ADJOURNMENT

Motion to adjourn made by Michael Ditmer, seconded by John Wyrstek. Motion carried. Meeting adjourned at 9:14 a.m.

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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