



CITY OF TWO RIVERS
ROOM TAX COMMITTEE PROCEEDINGS
May 24, 2022
11:15 AM, 3rd Floor City Hall

Call to Order

The meeting was called to order at 11:15 AM.

Roll Call

Room Tax members present: Curt Andrews, Bill LeClair, Rick Carey, and Greg Buckley

Absent: Peter Crabbe, excused

Also, present were Elizabeth Runge, Community Development Director and Amy James, Interim Tourism Director

Elections of Officers:

A motion was made by Bill LeClair and seconded by Rick Carey to elect Curt Andrews to be Chair of the Room Tax Commission. The motion also included Rick Carey as the Vice Chair. The motion passed on a voice vote.

Update on Room Tax Receipts

Room Tax receipts are higher for the month of March 2022 (\$32,957) compared to March 2021 (\$13,003) and for the numbers received for each month compared to 2021 are higher to date in 2022.

Update on Tourism Marketing Activities and Path forward for Two Rivers

Tourism staff have been gathering and creating marketing materials to be placed in locations around the city, and in businesses. Advertisements have been placed and will continue to be done. Social media is being used and scheduled to promote events and the city and assets.

Alternatives for the path forward are under evaluation.

Discuss matters related to cooperative agreements with Two Rivers Main Street and Two Rivers Historical Society

Staff and Volunteer Training – training will be held for both Main Street and Historical Society staff who will be interacting with visitors for customer service basics and to gather information related to tourism – such as where they are visiting from, what brought them here, etc.

Outdoor Kiosks – Spirit of the Rivers, Beach, Scream N Conuts, Other Possible Locations. Staff is preparing materials for these locations such as maps, rack cards with information

Digital Kiosk – This is on hold until additional information is gathered.

“ExploreTwoRivers.com” – Posters with QR code and the website will be distributed

A motion was made by Rick Carey and seconded by Curt Andrew to go into Closed Session. Motion carried.

Reconvene in Open Session

Rick Carey made a motion seconded by Bill LeClair to direct Attorney Bruce’s firm to start the process of creating a Two Rivers’ tourism entity that complying with state statute(s).

Adjournment

A motion was made by Greg Buckley and seconded by Bill LeClair to adjourn the meeting. Motion carried and the meeting adjourned at 1:00PM.