



# EXPLORE TWO RIVERS MEETING OF THE BOARD OF DIRECTORS

Tuesday, April 8, 2025, at 8:00 a.m.

Committee Meeting Room  
3<sup>rd</sup> floor Two Rivers City Hall  
1717 E. Park Street  
Two Rivers, WI 54241

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## MINUTES

1. **CALL TO ORDER** at 8am
2. **ROLL CALL**  
In person: Todd Nilson, Mike Mathis, John Wyrostek, Erin Dembski, Melissa Nyssen, Curt Andrews, & Michael Ditmer  
Zoom: Joe Metzen
3. **APPROVAL OF BOARD MEETING MINUTES** (Action Item)  
Approval of Minutes from previous Board meeting, Motion to accept: Todd, second; Curt, Passed.
4. **TREASURER REPORT** (Action Item)
  - a. **Budget to Actual Report Q1 2025**
  - b. **2025 Room Tax Year over Year comparison**Treasurer Report presented by Curt and Joe.  
Q1 YTD numbers are flat BUT still missing three months' worth of revenue from a local Hotel dating back to Dec. 2024. If those historical dollars were received would be up YTD roughly 8%. Reviewed current concerns with the economic situation and the impact were seeing in neighboring DMO's related to room cancellations due to tariff. Recommended we revisit the forecast for 2025 and reduce to flat. Revisit the planned expenditure and consider reducing if needed, to align with new forecast. In addition will bring to the Room Tax Committee revisiting the self-imposed reserve balance of \$100K to possible lower, ensuring we don't lose momentum on our tourism progress. Joe will be staying close to other DMO's and keep us informed on actual impacts and adjustments others are making or considering.  
Motion to accept Report: John, Seconded Todd.
5. **OLD BUSINESS**
  - a. **Vote on Vice President and Secretary Positions** (Action Item)  
Motion made by Curt and seconded by Mike & approved for officer positions, VP Michael Ditmer and Secretary Todd Nilson. Passed Unanimous.
  - b. **Vote to add Michael Ditmer to Board** (Action Item)  
Motion to accept Michael Ditmer as a new Board Member by Curt seconded by Mike, Passed. Welcome Michael who also proved a brief history. Will be a great add as he brings short term rental experience and marketing chops.  
Combined Room Tax and ETR Board meeting planned for June. The agenda will review the first half results, financials, new board members, preliminary plans for 2026.
  - c. **Discussion of the remaining ETR Board seat**

Two empty ETR Board seats discussed possible candidates, and John will reach out directly. We also agreed to post criteria to the public to solicit any interested parties to be considered. Joe to coordinate posting and goal is to review at our next board meeting Mid-May.

**d. National Travel and Tourism Week Event Review**  
**(need 2 to 3 ETR Board volunteers)**

May 8th Tourism Week Event reviewed and invited board to attend and help where possible. It should be a great event at Sepia with a Taste of Two Rivers being featured.

**e. 990 tax filing updates**

On track.

**6. NEW BUSINESS**

**a. Wolly Mammoth Fest 2026**

Discussed the proposed Wolly Mammoth Fest 2026. Board loved the proposal made by Melissa. Reviewed next steps following up with Ice Age trail friends, Darla, Joe, Melissa to begin to craft and lead versus local TR Park and Rec. team.

Mike Mathis updated board on upcoming Park Projects in the que this year, proposed for future, discussed paid parking initiative and steps to better provide a truer forecast on impact and investment.

John mentioned a celebration Suzie Johnson Day they are working on to recognize her and the discovery of shipwrecks in our area she's made.

**7. TOURISM DIRECTOR REPORT**

**a. Explore Two Rivers Directors Report**

Tourism Director report: (Recommend we just add to the minutes Joe's report as part of the minutes.

**b. Q1 2025 Opportunity Grants**

**8. NEXT MEETINGS**

**9. ADJOURNMENT**

Adjournment Motion at 9:05 am made by Michael, seconded by John.

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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*