



**TWO
RIVERS**
WISCONSIN

ROOM TAX COMMISSION MEETING

Tuesday, October 7, 2025, at 4 PM

2nd floor Meeting Room next to IT Dept.

Two Rivers City Hall
1717 East Park Street
Two Rivers, WI 54241

MINUTES

1. **CALL TO ORDER** Meeting started at 4:05PM
2. **ROLL CALL** Present: Curt Andrews, Bill LeClair, Kyle Kordell, Mark Bittner, and Joe Metzen
Remote call in: Rick Carey
3. **APPROVE MINUTES FROM 7/29/2025 MEETING** Motion to approve minutes as presented was made by Mark Bittner, seconded by Bill LeClair, motion carried.
4. **REVIEW 2025 YTD TOURISM & ROOM TAX BUDGET TO ACTUAL** Joe Metzen reported that room tax revenue has been behind in 2025 compared to what was budgeted. The year has been off to a slow start and planned for events like the NFL Draft did not provide the revenue that was expected. The Q3 market pace and two hotel room tax revenue fees had not yet arrived by the time of this meeting. Once they arrive, it will be a good indicator of how the fiscal year will end and how close to budget goals we will be. Joe noted that forecasting related to expenses has indicated we should finish within expense guidelines if not better than expected. Losing a year end event like Wayzgoose will hurt off season revenue. Curt asked that for future budget meetings line items with significant variance over budget be highlighted with an explanation narrative.
5. **REVIEW ROOM TAX REVENUE YTD YEAR OVER YEAR**
 - a. **Compare room tax data from other DMOs** Joe Metzen indicated he has reached out to other DMO's to get data on how room tax revenue for other communities in the state have fared in 2025. To date, we do not have hard data on room tax revenue from other DMOs, but the feeling is tourism has been down post-election with a gradual increase as the year has gone on.

REVIEW DRAFT OF 2026 TOURISM AND ROOM TAX BUDGET

A summary of the 2026 Budget draft noting key points was provided by Joe Metzen.

The 2026 budget revenue goals have been set conservatively, based on the actual revenue generated in 2024. This approach reflects the slow start of tourism in 2025 and the current economic uncertainty.

RTC reached a consensus on the following points:

*Rest Stop Area Funding: * The \$30,000 previously allocated to the rest stop area will be reserved for future capital improvements that directly support tourism and overnight stays.

*Two Rivers Main Street: * The RTC will not provide the \$12,000 in funding to Two Rivers Main Street in 2026. Curt Andrews and Joe Metzen will meet with Two Rivers Main Street Director Jason Ring to

discuss this change and recommend that the TR Main Street program provides a business plan with measurable ROI for future review by RTC. The \$12,000 in funding will be directed to direct marketing by the Explore Two Rivers Board to utilize.

*Washington House Funding: * RTC approved \$3,000 for Washington House, with an additional \$1,000 in funding available if they provide a proposal for increasing hours and visitor engagement to attract more visitors to the community. Tourism Director Joe Metzen will be meeting with Washington House to assist them with this plan.

The remaining budget was approved as presented. It was noted that if the Tourism Department achieves its revenue goals and stays within spending guidelines, the RTC General Fund should return to \$90,000 to \$100,000 by the end of 2026, consistent with the guidelines set by the RTC in 2024.

The budget will be shared with Explore Two Rivers on October 14, 2025, to allow ETR to finalize the 2026 marketing plan within the financial guidelines provided by the approved budget.

- 6. REVIEW FUNDING REQUEST FROM SISTER CITY PROGRAM** Motion made to approve \$1,000 in funding to the Sister City Program. Motion by Bill LeClair, second by Rick Carey, motion carried. RTC noted that future requests of this nature should go through the Opportunity Grant Program and Explore Two Rivers.
- 7. FOLLOW UP ON GEO FENCING & STR ADDRESS VERIFICATION**
- 8. ADJOURNMENT** Meeting adjourned at 6:40PM. Motion by Curt Andrews, second Mark Bittner, motion carried.

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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.