



**TWO
RIVERS**
WISCONSIN

EXPLORE TWO RIVERS MEETING OF THE BOARD OF DIRECTORS

Tuesday, February 13, 2024 at 7:30 AM

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

MINUTES

1. CALL TO ORDER

2. ROLL CALL

ATTENDING: GINA KRAHN, NANCY NABAK, JEFF DAWSON, JOY KRIEGER, BRENDA KOPROWSKI, JOHN WYROSTEK, TONYA PROSSER, MIKE MATHIS

ABSENT: RICK CAREY

- ### 3. APPROVAL OF MEETING MINUTES: Joe is working providing minutes for the meeting in December 2023. There was no meeting in January 2024. Approval of 12/23 and 2/24 minutes will take place at the meeting on March 5, 2024.
- ### 4. EXPLORE TWO RIVERS BOARD CHAIR REPORT: Welcomed Joe and opened the floor for discussion or questions from fellow Board members.
- ### 5. BUDGET UPDATE
- a. **Review Room Tax 2024 Budget:** Joe presented the 2023 YTD Room Tax revenue, the 2024 Room Tax Budget showing allocations to larger bucket line items and the 2024 Budget as it stands. Joe needs to work with the Explorer Board to develop both the Explore Two Rivers Operations Budget and the Opportunity Grant Budget for 2024.
 - b. **Review Proposed Explore Two Rivers 2024 Budget:** Joe indicated that the 2024 budget will be a work in progress for most of the year and that a vote on approving a budget for this year may not happen. The need to create a short and long-term marketing plan will have the greatest impact on building the 2024 budget and the budget for 2025.
 - i. **Board review and discussion.** Joe asked for guidance from the Explore Board as to their comfort level with day-to-day expenses that Joe can take care of and when expenses need to be brought to the board for review and approval. The Explore Board set a spending limit of \$500 per transaction for Joe. The motion was made by _____, seconded by _____ and approved after discussion with no changes.
 - ii. **Recommend 30-day review and final review and approval at the meeting in March to be submitted to Greg Buckley and the Room Tax Commission** No action required on this as the 2024 budget will not be ready for review.
 - c. **Develop Opportunity Grant Guidelines to support Community Events that impact the local economy (Action Item):** The board reviewed the total dollar amount of \$20,000 that has been allocated for this budget line. Discussed the one grant for \$1,000 to Woodland Dunes that has been made year to date. Joe asked for a sub-committee of Explore Board members to help

him draft an Opportunity Grant Application to be brought to the full Board for review and vote on March 5, 2024. Brenda Koprowski and Nancy Nabek volunteered to assist Joe with drafting this application. The Board agreed this is a top priority.

6. TOURISM DIRECTOR'S REPORT

- a. Past 30 days
- b. Looking ahead
- c. Discussion

7. MARKETING REPORT

a. Visitors Guide Update

- i. **Community Distribution:** Joe has been working with Visit Manitowoc to distribute Visitor Guides locally. Joe has created a tracking document of those individuals who request a guide be mailed to them. Joe will send a year end survey to these individuals to gauge their experience and ideas for improvement.
- ii. **Social media promotion and website update**
- iii. **Distribution outside of Manitowoc County including DMOs**
- iv. **Explore TR DMO application approval (Action Item)** After considerable discussion the Explore Board recommended that Joe move forward with the DMO application process and the \$2,000 expenditure for this designation. The initial cost is \$1,750 for membership and \$250 for the one-time application fee. There were quite a few questions about our eligibility. It was agreed that we should pursue this and if denied seek to find out why and if need be, reapply at the next level down which is Associate Organization. A motion was made by _____, seconded by _____ and approved after discussion with no changes.

b. Social Media

- i. **Review report from Shawn for January 2023**
- ii. **Discuss creating a new independent from the City's Facebook page an Explore Two Rivers Facebook page (Action Item)** The Explore Board agreed that for clarity of message that Joe should move ahead with the assistance of Dave Dassey and Shawn Williams on creating a new Explore Two Rivers Facebook page. The goal date is March 1, 2024, to have this up and running. Joe will work on a rollout plan to raise community awareness of this new Facebook page and develop an comprehensive plan for posting each week.

c. Website

- i. **Traffic (monthly report)**
- ii. **Update on content (see proposed changes document) (Action Item)** Joe will work with Dave Dassey in the IT Dept. to make suggested modifications by the Board. These include a new arrangement of tabs by importance, combining tabs to save space, expanding the Accommodations tab so that there are sub-categories and adding an Opportunity Grant tab when the grant paperwork is ready for the community to utilize.

10. **NEXT MEETING DATE (Proposed March 5th or 19th)** Next meeting is set for March 5, 2024 at 7:45am in the Council Chamber at Two Rivers City Hall.

12. **ADJOURNMENT** Motion _____, seconded by _____, motion carried by unanimous vote.

In accordance with the requirements of Title II of the Americans with Disabilities Act (ADA), the City of Two Rivers will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities. If you need assistance or reasonable accommodations in participating in this meeting or event due to a disability as defined under the ADA, please call the City Clerk's office at 920-793-5526 or email clerk@two-rivers.org at least 48 hours prior to the scheduled meeting or event to request an accommodation. For additional assistance, individuals with hearing or speech disabilities can call 711 and be connected to a telephone relay system.

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.