



**TWO
RIVERS**
WISCONSIN

BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

Thursday, November 20, 2025 at 8:00 AM

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

MINUTES

1. Call to Order

Meeting was called to order by City Manager Kyle Kordell at 8:00am.

2. Roll Call

Members Present: Bill Kiel, Joanne Kouba, Theresa Kronforst, Melvin Mazariegos, Amy McMillian, Marv Moore, James VanLanen, Jr.

Also present were City Manager Kyle Kordell, Community and Economic Development Director Jeff Sachse, and Two Rivers Main Street Executive Director Jason Ring.

3. Review 2026 BID Operating Plan & Main Street Budget

Mr. Ring distributed Two Rivers Main Street's 2024-2025 Annual Report and draft 2026 budget.

He reviewed 2025 activities of Main Street's three major committees: Design, Economic Vitality, and Promotions and Design. This includes the hosting of several major events in downtown and support for the downtown façade grant program, which saw the completion of three projects in 2025 – Hook Lane and Games, the Violet Inn, and Weichert Cornerstone, Realty. Two other projects – City Central Bar and Grill, and Rissa's Café and Gifts are ongoing and will be carried over into the 2026 budget.

Turning to the budget, Mr. Ring reported that the Main Street program anticipates finishing 2025 with a slight profit of \$10,254. The program projects a deficit of \$7,466 in 2026 due to a halving of Room Tax Commission support (from \$12,000 to \$6,000) and continuation of the challenging sponsorship climate found in recent year. Mr. VanLanen questioned several recurring discrepancies in the 2024 historical data presented which Mr. Ring attributed to a financial reconciliation performed on all accounts that year. Discussion regarding the need for more sponsorship and program revenue to offset declining Room Tax support followed. The proposed budget will be approved by the Main Street Board at their December 10 meeting.

4. Discuss Business Improvement District Boundaries and Status of Any Discussion on Possible Changes to Those Boundaries

Discussion now turned to the BID boundaries and map. A map of the current BID district, which has not changed since 1997 was shared with the committee. Committee members noted several discrepancies where businesses that may benefit from Main Street activities or expressed an interest in contributing were outside of the BID. Mr. Ring mentioned that Main Street has considered several iterations of an affiliate program, but none have been successful.

The committee charged Community Development staff and the Main Street Executive Director to review alternatives for new district boundaries. The committee agreed to a joint meeting with the Main Street Board of Directors to review alternatives next May. This will be considered by council in 2026.

5. Consider Setting 2026 BID Assessment Rate at \$1.77 per \$1,000 of assessed value, consistent with the 2026 Main Street Budget and unchanged from 2025

Mr. Kordell provided background on the 2026 budget to be considered at the November 17 meeting and suggested that property values throughout the city continue to increase. Several new developments, such as the Violet Inn and Taco Bell were highlighted as examples of new BID businesses. This was balanced with a sensitivity to new tax burden and ensuring that the Main Street program has diversified support and continues to work closely with Community Development staff.

Following a brief discussion, Mr. Kiel made a motion to keep an assessment rate of \$1.77 per \$1,000 in property value for 2026. Seconded by Ms. MacMillan and approved unanimously by roll call vote. This will provide an estimated \$55,000 to support Main Street activities.

6. Adjournment

Ms. Kronforst made a motion to adjourn, seconded by Mr. VanLanen at 9:02am.

Upon unanimous voice vote, the motion carried.

Respectfully submitted,
Jeffrey Sachse
Community and Economic Development Director

2026 Budget Draft

Two Rivers Main Street, Inc.

Distribution account

	Jan 1 - Dec 31 2024 (PY)	Jan 1 - Nov 11 2025	2026 Budget
Income			
Associate Membership		169.92	500.00
BID Receipts	47,629.20	51,277.92	55,000.00
City Contribution	12,000.00	12,000.00	6,000.00
Discount Income		-15.00	
Gifts in Kind		0.01	
Sponsorship	400.00	150.00	
Total for Gifts in Kind	\$400.00	\$150.01	
Refund	477.00	161.28	
Sales	41,491.86	1,345.00	1,500.00
Direct			
Entry fee	8,634.25	10,063.00	11,000.00
Food & Beverage	11,958.00	10,532.75	12,000.00
Website Advertising	-225.10	-202.35	
Total for Direct	\$20,367.15	\$20,393.40	23,000.00
Indirect Sales			
Craft Booth	4,000.00	2,800.00	4,000.00
Food Booth	7,465.00	7,885.00	8,000.00
Total for Indirect Sales	\$11,465.00	\$10,685.00	12,000.00
Total for Sales	\$73,324.01	\$32,423.40	35,000.00
Sales of Product Income	6,777.99	5,670.00	7,000.00
Sponsorship	7,175.11	5,750.00	
Event Sponsorship	19,625.11	12,830.00	
Musical acts		1,400.00	
Trophy/plaques & awards	100.00	-1,043.00	
Total for Event Sponsorship	\$19,725.11	\$13,187.00	18,000.00
General Sponsorship	20.00	250.00	
General	700.00	2,500.00	
Major	11,000.00	11,500.00	
Total for General Sponsorship	\$11,720.00	\$14,250.00	16,000.00
Total for Sponsorship	\$38,620.22	\$33,187.00	34,000.00
Grants	7,800.00		8,000.00
Interest Income	0.04		
Non Profit Income	150.00		
Uncategorized Income	120.00		
Total for Income	\$187,298.46	\$135,024.53	149,000.00
Cost of Goods Sold			
Cost of Goods Sold	1,662.25	1,882.75	2,000.00
Total for Cost of Goods Sold	\$1,662.25	\$1,882.75	2,000.00

Gross Profit	\$185,636.21	\$133,141.78	147,000.00
Expenses			
Advertising	555.00		500.00
Advertising/Promotional		250.00	250.00
Internet	89.00	252.53	250.00
Print		150.00	
Total for Advertising	\$644.00	\$652.53	1,000.00
Art & Beautification Expense	15,435.57	7,703.03	8,000.00
Communication	28.99		
internet	375.69	420.81	
Telephone	243.20		
Total for Communication	\$647.88	\$420.81	
Dues & Subscriptions	2,940.01	3,253.73	3,500.00
Event Entertainment	19,645.00	18,513.50	18,000.00
Event Expenses	6,815.10	7,378.22	7,500.00
Consumables	836.14	170.65	250.00
Food & Beverage	4,252.06	5,532.14	6,000.00
Trophies/awards	375.11	-100.00	
Total for Consumables	\$5,463.31	\$5,602.79	6,250.00
Event Expenses; Prize		150.00	150.00
Permits	40.00	10.80	40.00
Prizes	1,580.25	201.50	
Purchases	207.84	456.16	500.00
Rental	1,912.80	1,080.00	1,000.00
Total for Event Expenses	\$16,019.30	\$14,879.47	15,000.00
Insurance	3,166.41	470.00	500.00
Health	4,000.00	4,000.00	6,000.00
Liability	1,254.39	1,496.00	1,500.00
Workmans Comp	419.00	397.00	400.00
Total for Insurance	\$8,839.80	\$6,363.00	8,400.00
Interest expense		11.40	
Meetings expense	748.28	466.66	750.00
Office Space Usage	9,765.91	8,111.24	10,000.00
Office Supplies & expenses	1,473.19	1,100.60	1,500.00
Payroll Expenses			
Taxes	4,709.80	4,060.69	5,000.00
Wages	55,683.50	53,080.96	57,500.00
Total for Payroll Expenses	\$60,393.30	\$57,141.65	62,500.00
Postage	59.80	66.75	80.00
Professional Fees	20.50		
Accounting			
Tax Return		460.00	500.00
Total for Accounting		\$460.00	500.00
Total for Professional Fees	\$20.50	\$460.00	500.00
Purchases	436.00	2,587.00	2,000.00

Square Fees	138.06	128.16	150.00
TRMS Rentals			
PO Box		246.00	246.00
Total for TRMS Rentals		\$246.00	246.00
Unapplied Cash Bill Payment Expense		553.69	
Uncategorized Expense	1,077.65	229.00	400.00
Grants Given			9,000.00
Sign Grant	500.00		
Total for Grants Given	\$500.00		9,000.00
Printing & Reproduction	270.00		
Total for Expenses	\$139,054.25	\$122,888.22	156,466.00
Net Operating Income	\$46,581.96	\$10,253.56	(7,466.00)
Other Income			
Other Expenses			
Reconciliation Discrepancies	18,748.11		
Total for Other Expenses	\$18,748.11		
Net Other Income	-\$18,748.11		
Net Income	\$27,833.85	\$10,253.56	

Cash Basis Friday, November 07, 2025 08:15 PM GMTZ