



**TWO
RIVERS**
WISCONSIN

ROOM TAX COMMISSION MEETING

Tuesday, June 23, 2026 at 4:00 PM
Committee Room - City Hall, 3rd Floor
1717 E. Park Street, Two Rivers, WI 54241

MINUTES

1. **CALL TO ORDER:** Curt Andrews called the meeting to order at 4:04 p.m.
2. **ROLL CALL:** Commission Members: Kyle Kordell, Curt Andrews, Rick Carey, Mark Bittner, Bill LeClair
3. **APPROVAL OF MINUTES:** Motion approved by Mark Bittner and seconded by Bill Leclair to approve the April 13 meeting Minutes.
4. **BUDGET REVIEW:** Financial reports indicated a 30% decline in performance compared to last year. The local hotels and wedding venue reported having a late start to bookings this season but look better for the remainder of the summer and early fall. Expenses were noted to keep at a halt until progress in revenue. With Explore Two Rivers producing a standalone Visitor Guide for 2027, a new revenue and expense line item were added in correlation. Mike Mathis provided an update on the USDA rural development grant submitted on June 15. The budget report included the removal of the \$25,000 concession stand allocation expense for 2026 but may be re-visited for future expense. Rick Carey made a motion to approve the budget as amended. Kyle Kordell seconded the motion. All in favor.
5. **EXPLORE TR UPDATE:** Director Meola gave a recap on the tourism event held in May as well as an update on the I LOVE TR positivity campaign. I LOVE TR banners were recently placed on the flag poles entering downtown Two Rivers, I LOVE TR feather flags have been stationed at Central Park and Neshotah beach, and heart garden signs were scattered and sold among the community to promote positivity in the beautiful city. It was shared that Visit Manitowoc has decided to develop a separate visitor guide to focus on its specific branding. Consequently, Two Rivers will move forward with creating an independent guide. The publication is expected to be 32 to 40 pages in length and is currently on schedule for publication. A reminder was given by Director Meola that there will be an Explore Two Rivers Night held at the Timber Rattlers stadium on Saturday, July 11th, open to the public. Explore Two Rivers is donating \$3 from every ticket purchase to the Parks and Rec youth financial fund. Anyone seeking the link to the discounted tickets should contact Caitlyn Meola at 920-973-6098.
6. **RTC CONFLICT OF INTEREST POLICY:** The Room Tax Commission reviewed the final draft of the Conflict-of-Interest Policy. Members will be required to submit a personal profile, not exceeding one page, detailing their name, title, and any relevant financial or organizational disclosures. The policy requires periodic training on room tax law and municipal ethics. Violations of the policy may lead to public censure, removal, or legal referral. A motion was made by Curt Andrews and seconded by Bill Leclair to approve the Room Tax Commission (RTC) conflict of interest policy.
7. **PUBLIC INPUT:** No public input.
8. **ADJOURNMENT:** Bill Leclair made a motion to adjourn, Rick Carey seconded. Meeting adjourned at 5:28 p.m.

Respectfully submitted,
Tourism Director Caitlyn Meola