



CITY OF TWO RIVERS
ROOM TAX COMMITTEE PROCEEDINGS
November 14, 2023
9:30 AM, 3rd Floor City Hall

Call to Order

The meeting was called to order at 9:30 AM.

Roll Call

Room Tax members present: Curt Andrews, Rick Carey, Bill LeClair, and Greg Buckley.

Absent: Peter Crabbe

Also, present were Jeff Dawson, Library Director and Elizabeth Runge, Community Development Director. Members of Explore Two Rivers: Rick Carey, Jeff Dawson, Brenda Koprowski, Gina Krahn, Joy Krieger, Nancy Nabak, Tonya Prosser, John Wyrostek. Absent and excused: Laura Prellwitz. Absent: Peter Crabbe

Update on Room Tax Receipts

The updated receipts presented are attached to these meeting notes.

Report on Tourism Director Search

The deadline for the recruitment is November 20, 2023. To date there have been 5 applications received.

Consideration of a Proposed Budget for use of Room Tax Funds

Greg Buckley presented the proposed budget and it is attached to the this document. There was discussion of creating an “opportunity fund” line item. This fund would be for capital or one-time funding requests based on a soon-to-be-created application criteria to assist event agencies seeking help. An example that was discussed is the upcoming Ornithology Conference to be held at Woodland Dunes. A request has been made but the question arose what budget does this type of request come from? If it will be outside of the budget allocation to Explore Two Rivers, then this Opportunity Fund could potentially be the funding source.

There were two funding request options submitted by the Washington House in response to a request to extend their hours of operation. A motion was made by Ric Carey in support of Option 1, seconded by Bill LeClair. The conditions of the motion were:

- Consideration by the Washington House of data that shows Wednesdays are the slowest day of shoppers, and Mondays are busiest and to look at the options of days open;
- This funding is a one time event.

The motion carried on a voice vote unanimously.

A motion was made Bill LeClair and seconded by Rick Carey to approve the budget with the addition of the opportunity fund with a \$20,000 amount budgeted. The motion carried on a voice vote unanimously.

Update on Contract with Explore Two Rivers

There was no update at this meeting.

Discuss possible Grant Program for Explore Two Rivers

This item is regarding capital or one-time funding requests based on a criteria to assist those requesting funds. Examples of programs that currently exist at other tourism entities were shared with the Room Tax Commissioners. The idea is to establish criteria to make consistent decisions. Staff will prepare a draft application for evaluation.

Information: City Funding through TID 12 for Further Design on Conversion of City Owned Lift Building for Welcome Center

A request for a proposal of 30 percent plans is the next step for the work to progress on the plans for this planned project. It is identified in TID 12.

Adjournment

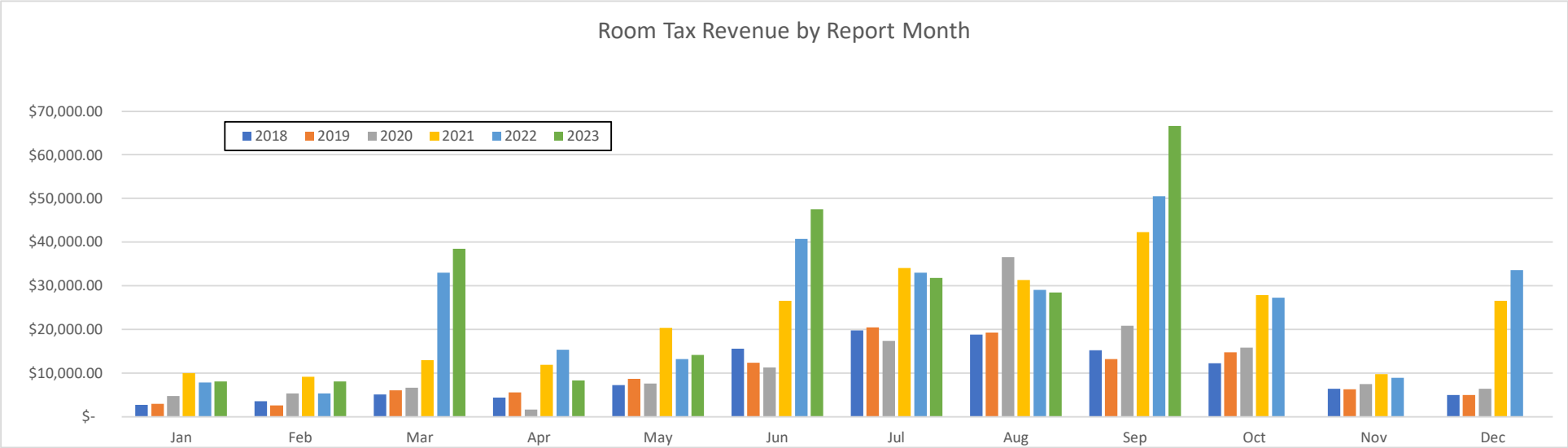
A motion was made by Bill LeClaire and seconded by Peter Crabbe to adjourn. Motion carried on a voice vote.

Meeting adjourned at 11:50am.

Account Number	Account Title	12/31/22 Prior year Actual	01/01/23 Cur Year Budget	09/30/23 Year-to-date Actual	Proj YE	2024 Budget	Change from Prev Budget	Percent Change
	COMMUNITY TOURISM FUND							
	REVENUES							
258-48410	PROCEEDS FROM SALES	\$ -	\$ -	\$ -	\$ -	\$ -		
258-48900	OTHER REVENUES	\$ -	\$ -	\$ -	\$ -	\$ -		
258-48901	TR LOGOWEAR SALES	\$ 26,633	\$ 20,000	\$ 21,068	\$ 37,000	\$ 40,000	\$ 20,000	100.00%
258-49223	TRANS FROM OTHER FUNDS	\$ 218,016	\$ 184,000	\$ 161,760	\$ 191,760	\$ 211,400	\$ 27,400	14.89%
	TOTAL REVENUES	\$ 244,649	\$ 204,000	\$ 182,828	\$ 228,760	\$ 251,400	\$ 47,400	23.24%
	EXPENDITURES							
258-56700-1100	FULLTIME SALARIES	\$ -	\$ -	\$ 39,798	\$ 58,000	\$ 65,000		
258-56700-1270	WAGES-TEMPORARY or PT	\$ -	\$ -	\$ -	\$ -	\$ -		
258-56700-1310	WI RETIREMENT	\$ -	\$ -	\$ 2,706	\$ 4,100	\$ 6,062		
258-56700-1320	FICA	\$ -	\$ -	\$ 2,973	\$ 4,000	\$ 4,970		
258-56700-1330	HEALTH INSURANCE	\$ -	\$ -	\$ 3,252	\$ 5,250	\$ 22,600		
258-56700-1334	HEALTH INSURANCE OPT-OUT	\$ -	\$ -	\$ -	\$ -	\$ -		
258-56700-1340	LIFE INSURANCE	\$ -	\$ -	\$ 211	\$ 325	\$ 425		
258-56700-2100	PROFESSIONAL SERVICES--Tourism	\$ 45,042	\$ 200,346	\$ 29,663	\$ 40,000	\$ -		#VALUE!
258-56700-2130	PROFESSIONAL SERVICES	\$ 2,000	\$ -	\$ 1,485	\$ 1,485	\$ -		
258-56700-2900	OTHER SERVICES--	\$ 40,718	\$ 25,000	\$ 13,574	\$ 25,000	\$ 46,000	\$ 21,000	84.00%
	Wayside Maint. Billed by City		\$25,000					
	Visitor Info by Main Street		\$12,000					
	Visitor Info by Washington		\$ 3,000					
	Supplemental Grant to TR Hist Soc/Wash. Hse.		\$ 6,000					
258-56700-2910	PRINTING/ADVERTISING	\$ 30,174	\$ -	\$ 18,224	\$ 25,000	\$ -		
258-56700-3110	POSTAGE	\$ 12	\$ -	\$ 135	\$ 200	\$ 300	\$ 300	
258-56700-3210	MEMBERSHIP & DUES	\$ -	\$ -	\$ 645	\$ 650	\$ 1,200	\$ 1,200	
258-56700-3220	PUBLICATIONS	\$ 14	\$ -	\$ -	\$ -	\$ -		
258-56700-3900	OTHER SUPPLIES	\$ -	\$ -	\$ 803	\$ 803	\$ 2,000	\$ 2,000	
258-56700-3901	TR LOGO EXPENSES	\$ 24,745	\$ 16,000	\$ 36,731	\$ 40,000	\$ 35,000	\$ 19,000	118.75%
258-56700-5310	RENT/LEASE	\$ -	\$ -	\$ -	\$ -	\$ -		
258-56700-5970	TRANSFER TO OTHER FUNDS	\$ -	\$ -	\$ -	\$ -	\$ -		
	\$30,000 for Beach Advisory System--City Parks Capital					\$ 30,000		
	\$70,000 to Explore Two Rivers Inc.--Tourism Development					\$ 70,000		
	TOTAL EXPENDITURES	\$ 142,705	\$ 241,346	\$ 150,200	\$ 204,813	\$ 283,557	\$ 42,211	17.49%
	NET INCOME (LOSS)	\$ 101,944	\$ (37,346)	\$ 32,627	\$ 23,947	\$ (32,157)	\$ 5,189	-13.89%
258-34100	Fund Balance, January 1	\$ 21,393	\$ 123,337	\$ 123,337	\$ 123,337	\$ 147,284		
	Fund Balance, December 31	\$ 123,337	\$ 85,991	\$ 155,964	\$ 147,284	\$ 115,127		

City of Two Rivers
Room Tax Revenues by Report Month

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2018	\$ 2,741.75	\$ 3,560.22	\$ 5,036.50	\$ 4,366.85	\$ 7,245.00	\$ 15,577.92	\$ 19,712.52	\$ 18,853.37	\$ 15,279.77	\$ 12,198.46	\$ 6,371.00	\$ 4,952.07	\$ 115,895.43
2019	\$ 2,947.91	\$ 2,604.63	\$ 6,052.63	\$ 5,568.34	\$ 8,607.82	\$ 12,336.87	\$ 20,505.69	\$ 19,244.25	\$ 13,170.07	\$ 14,719.81	\$ 6,332.72	\$ 4,914.66	\$ 117,005.40
2020	\$ 4,765.02	\$ 5,384.00	\$ 6,690.51	\$ 1,637.77	\$ 7,534.11	\$ 11,333.18	\$ 17,396.97	\$ 36,594.28	\$ 20,866.20	\$ 15,875.69	\$ 7,424.84	\$ 6,397.04	\$ 141,899.61
2021	\$ 9,915.56	\$ 9,132.48	\$ 13,003.38	\$ 11,933.75	\$ 20,379.78	\$ 26,523.38	\$ 34,033.35	\$ 31,281.39	\$ 42,231.85	\$ 27,843.12	\$ 9,706.00	\$ 26,581.50	\$ 262,565.54
2022	\$ 7,885.94	\$ 5,277.50	\$ 32,957.52	\$ 15,335.28	\$ 13,161.21	\$ 40,763.32	\$ 32,990.01	\$ 29,030.51	\$ 50,458.52	\$ 27,284.90	\$ 8,921.16	\$ 33,532.24	\$ 297,598.11
2023	\$ 8,034.70	\$ 8,041.02	\$ 38,440.40	\$ 8,257.44	\$ 14,202.39	\$ 47,590.22	\$ 31,797.51	\$ 28,509.44	\$ 66,568.74	\$ -	\$ -	\$ -	\$ 251,441.86



Year	Jan-Sep YTD
2018	\$ 92,373.90
2019	\$ 91,038.21
2020	\$ 112,202.04
2021	\$ 198,434.92
2022	\$ 227,859.81
2023	\$ 251,441.86

Year-to-date Revenue by Source		
Hotel/Motel	\$ 154,518.86	61.5%
Vacation Rentals	\$ 14,420.02	5.7%
On-line Marketplace	\$ 82,502.98	32.8%
TOTAL	\$ 251,441.86	100.0%