



EXPLORE  
**TWO  
RIVERS**  
WISCONSIN

# EXPLORE TWO RIVERS MEETING OF THE BOARD OF DIRECTORS

Tuesday, May 14, 2024, at 7:45 AM

Common Council Room  
3<sup>rd</sup> Floor – Two Rivers City Hall  
1717 E. Park St. Two Rivers, WI 54241

---

## MINUTES

1. **CALL MEETING TO ORDER**
2. **ROLL CALL**
  - a. Attendees: Mike Mathis Nancy Nabak Village Inn on the Lake Joseph Metzen John Wyrostek, Richard Carey Joe Metzen Gina Krahn Jeff Dawson Absent: Brenda Koprowski, Greg Buckley, Joy Krieger
3. **MINUTES** - Motion to approve by Rick, seconded by Nancy Nabak -> motion carried
4. **CONFLICT OF INTEREST POLICY** - all board members to sign - Joe will digitize
5. **DIRECTOR'S REPORT**
  - a. Social media Facebook / Instagram - analytics graphs shared.
  - b. Google analytics will be shared from Jan 2023 forward with Board at upcoming meeting.
  - c. NFL DRAFT: - family demographics | 700,000 attendees in Detroit 2024
6. **LOGO DESIGNS:** for Explore TR by Stephanie Carpenter - Joe will provide comments. to her and have it run past the marketing committee.
7. **MARKETING COMMITTEE:** June 4th 8am - send invite and agenda - JOE
8. **CITY OF TWO RIVERS REC DEPT. UPDATE:** MIKE MATHIS
  - a. Gave details on the Beach Alert System
  - b. Parks & Open Space Plan
  - c. Paddle -Palooza Event September 14
9. **OPPORTUNITY GRANTS**
  - a. \$19,000 remaining in budget for 2024
  - b. The Explore Board approved grants to the following three events
    - i. 7/20 - Fish Derby \$750 Board asked if can we get logo on the semi-trailer
    - ii. 7/20 - Schmitt bros. Barbershop Competition \$1000
    - iii. July 27 → SnowFest \$1,000
    - iv. August 23 - Celebration of the Arts \$500
    - v. May 25 - Sip Fest \$500
    - vi. Park & Rec Friday Night Music requested \$2000.
      1. Needs to be resubmitted by partnering organization and will be reviewed by Explore Board upon submission.
  - c. Rick made a motion to approve the 3 events as proposed, seconded by Tonya, - all in favor - motion carried. Discussion / Concern around the funding of a governmental agency aspart of the grant money
  - d. New Motion made by Nancy to approve events individually starting with Sip Fest, seconded by Tonya - motion carried.
  - e. Rick made a motion to approve Two Rivers Celebration of the Arts, Seconded by John - motion carried.
  - f. Rick made a motion to table the \$2,000 application for Parks & Rec until discussion in June where partnership with a non-government agency.
  - g. Need to have sponsorship letter included in the grant packet
10. **ADJOURN**

*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](mailto: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.*