



EXPLORE  
**TWO  
RIVERS**  
WISCONSIN

# EXPLORE TWO RIVERS MEETING OF THE BOARD OF DIRECTORS

Tuesday, February 11, 2025, at 7:45 a.m.

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

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## MINUTES

### 1. CALL TO ORDER

Meeting called to order at 7:45am

### 2. ROLL CALL

Present: John Wyrostek, Curt Andrews, Melissa Nyssen, Erin Dembski, Todd Nilson and Tourism Director Joe Metzen

Absent: Tonya Prosser, Mike Mathis and Gina Krahn

### 3. INTRODUCTIONS

### 4. APPROVAL OF BOARD MEETING MINUTES

The motion to receive and file the minutes as presented as only John Wyrostek was present at the previous ETR Board meeting was made by Todd Nilson, seconded by Curt Andrews, discussion, motion carried.

### 5. FINANCIAL REPORT

#### a. Year End 2024 Budget to Actual

Joe Metzen provided an end of year recap of the 2024 budget. Curt Andrews added details as the Room Tax Commission representative. Joe Metzen and Curt Andrews will be meeting on March 3, 2025, to review 2025 budget YTD and prepare the Financial Report for the next ETR Board meeting.

### 6. OLD BUSINESS

#### a. Room Tax Commission and Explore Two Rivers Contract – Action Item

Motin made to amend the contract as presented to indicate that the Parks and Recreation Director will be a voting member of the Explore Board of Directors. Motion made by Todd Nelson, seconded by Curt Andrews, discussion, motion carried.

Motin was made to approve the contract between Explore Two Rivers and the Two Rivers Room Tax Commission with the adopted amendment regarding the voting rights of the Parks and Recreation Director. Motion made by John Wyrostek seconded by Erin Dembski, discussion, motion carried.

### 7. NEW BUSINESS

#### a. Review By-laws (March)

- b. Review and sign Conflict of Interest Policy (March)
- c. Review 2024 Room Tax Data (March)
- d. Elect Officers (March)

## 8. TOURISM DIRECTOR REPORT

### a. Marketing Materials Update

- i. **Hike, Bike & Paddle Two Rivers** ETR Board recommend and approved up to 10 additional pop-up banners should be ordered to be placed strategically around the community.
- ii. **Two Rivers promotional videos**
- iii. **2025 Visitor Guide**

### b. Opportunity Grants Approved

- i. **Really Big Prints - Hamilton Wood Type & Printing Museum**
- ii. **Rogers Street Days – Rogers Street Fishing Village**
- iii. **Two Rivers Fish Derby – Two Rivers Fish Derby Inc.**

### c. National Tourism Week (May 4 thru 10, 2025)

- i. **Explore Two Rivers Tourism Celebration on May 8, 2025**
- ii. **Location and Time: Sepia Chapel at 5pm**
- iii. **Keynote Speaker: David Spiegelberg, Tourism Development Specialist  
Travel Wisconsin**
- iv. **Theme?**

#### 1. Taste of Two Rivers

#### v. Planning volunteers needed

The ETR Board approved moving forward with planning a Tourism Week event on Thursday May 8, 2025, at Sepia Chapel. The ETR Board also liked the idea of a “Taste of TR” theme. Joe Metzen indicated he would start working on the event budget and report back to the ETR Board.

## 9. REVIEW OF ACTION ITEMS ASSIGNED/DEADLINES

## 10. NEXT MEETINGS – March 11, 2025, at 7:45am

## 11. ADJOURNMENT

Motion to adjourn by Todd Nilson, seconded by Curt Andrews, motion carried.

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*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*