



**TWO
RIVERS**
WISCONSIN

ROOM TAX COMMISSION MEETING

Monday, December 30, 2024, at 4:00 PM

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

MINUTES

1. CALL TO ORDER

2. ROLL CALL

Present Commission Members: Curt Andrews & Mark Bittner Attending Remotely: Greg Buckley
Absent: Bill LeClair & Rick Carey All so in Attendance: Joe Metzen (Tourism Director) & Bonnie
Shimulunas (Two Rivers City Council Member)

3. APPROVE MINUTES FROM 12/6/2024 MEETING

Motion made by Mark Bittner, seconded by Greg Buckley. Motion carried by voice vote.

4. APPROVE 2025 TOURISM BUDGET

Tourism Director Joe Metzen indicated the 2025 budget projects a 16% increase in Room tax Revenue from 2024. This is supported by better than budget performance in 2024, an additional boutique hotel opening in May of 2025, additional short-term rental properties and some significant tourist events scheduled in 2025. The salary increase is 3% per City Council approval at the budget hearing and review meeting for 2025. The marketing portion of the budget has a portion of non-designated funds to provide an opportunity to take advantage of marketing opportunities in 2025 as the year progresses.

A motion was made to approve the budget as presented with the understanding that when the Explore Board of Directors meets, they will have the opportunity to review and modify portions of the marketing budget with input from the Tourism Director. Motion made by Mark Bittner, seconded by Greg Buckley. Motion carried by voice vote.

5. APPROVE 2025 APPOINTEE TO EXPLORE TWO RIVERS BOARD

A motion was made to have Curt Andrews take the place of Bill LeClair as the Room Tax representative on the Explore Two Rivers Board in 2025. Motion made by Mark Bittner and seconded by Greg Buckley. Motion carried with Curt Andrews abstaining.

Note: Rick Carey joined remotely.

6. CONTRACT UPDATE WITH EXPLORE TWO RIVERS, INC.

Curt Andrews provided an update that the revised contract between the Room Tax Commission and Explore Two Rivers Board was submitted to the Explore Two Rivers Board prior to their meeting on December 10, 2024. John Wyrostek, the incoming Board Chair for Explore Two

Rivers in 2025 had reviewed the proposed contract and recommended the Explore Two Rivers Board review the contract when they meet in 2025 to provide the new board members with an opportunity to review, make comments and approve the contract if acceptable.

7. ADJOURNMENT

Motion to adjourn the meeting at 4:45 PM by Greg Buckley, seconded by Mark Bittner. Motion carried by voice vote.

Respectfully Submitted,

Joe Metzen, City Tourism Director

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 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.