



EXPLORE
**TWO
RIVERS**
WISCONSIN

EXPLORE TWO RIVERS MEETING OF THE BOARD OF DIRECTORS

Tuesday, March 10th, 2026, at 8:00 a.m.

3rd floor Two Rivers City Hall
1717 E. Park Street
Two Rivers, WI 54241

MINUTES

1. CALL TO ORDER

Meeting was called to order at 8:02am

2. ROLL CALL

Present: Amanda LaTour, Michael Ditmer, Mike Mathis Lyssa Schmidt (remotely), Caitlyn Meola, Erin Dembski, Curt Andrews, Joe Metzen

Absent: Todd Nilson, Cherry Barbier, and Melissa Nyssen

Guest: Kyle Kordell

3. WELCOME NEW TOURISM DIRECTOR

The board welcomed Caitlyn Meola, the new Tourism Director.

4. DISCUSS FUTURE MEETING TIMES

The regular meeting time was moved to the second Thursday of the month at 9:00 AM due to scheduling conflicts. Tourism Director Joe Metzen will send out an updated meeting invite that will have a virtual option and go to the end of 2026.

5. APPROVAL OF BOARD MEETING MINUTES (February 2026)

(Action Item)

Approved Minutes from the February 2026 Board meeting. Motion to approve made by Michael Ditmer, seconded by Erin Dembski Motion carried.

6. TREASURER REPORT

Revenue finished nearly 11% below the 2025 growth target due to unforeseen geopolitical impacts and cancellations of events like Wayzgoose, including the expected NFL Draft bump not materializing. Despite an unbudgeted \$20,000 expense, the general reserve landed at \$70,000, which was deemed a good outcome.

Tourism Director Joe Metzen presented a full budget to actual year-end report, total room tax revenue received and cash flow dashboard for 2025 that compared revenue and operational expenses monthly. It was noted that the organization's most expensive months are opposite the months in which it receives the most revenue.

7. OLD BUSINESS

a. Create the agenda for National Travel and Tourism Celebration on May 7th at Sepia Chapel

i. Keynote speaker – Ryan Short from Civic Brand

Tourism Director Joe Metzen informed the board the Ryan Short from Civic Brand would be our guest speaker. Ryan will also be providing three community workshops on how to become a community brand ambassador.

ii. Taste of TR

To date we have four committed food providers. Riverside Foods, Washington House, Linda Loves Cheesecake and Susie Q Fish Company. Invitation letters went out to restaurants in the 3rd week in March.

iii. Attendees

Invitation will start to be distributed in the week of March 16, 2026. This is an invitation only event.

iv. Community Advocacy Awards nominee

The Explore Board discussed possible recipients and finalized their selection. This individual will receive the award on May 7, 2026, at the event and the award will be presented by Greg Buckley for whom the award is named after.

8. I LOVE TR ASSETS REVIEW

a. Update on February 18, 2026, meeting

i. Brand Ambassadors

Curt Andrews, Jeff Sachse, Michael Ditmer and Joe Metzen have been meeting with Ryan Short from Civic Brand to finalize a site visit from Ryan to conduct community workshops to encourage community members to become brand ambassadors and to give them the tools to do so. Details are being finalized, but at this point Ryan is scheduled for May 7th and 8th, 2026.

ii. Brand Partners

Jeff Sachse is taking the lead on developing a Brand Partners program to promote “Made in Two Rivers” with local business partners.

iii. Next Meeting Open to the Public March 18, 2026 at 6pm in Council Chambers

The Board approved the purchase of 200 I LOVE TR yard signs to be ready for distribution at the National Travel and Tourism event on May 7th. Additional items like stickers, mugs and buttons have already arrived and are available for purchase. The purchase of these promotional materials is done through room tax revenue only.

b. I Love TR Challenge

Melissa was absent, so she could not present her idea.

c. Next meeting March 18, 2026, at 6pm at City Hall 3rd Floor

9. PUBLIC INPUT

10. ADJOURNMENT

Motion to adjourn was made by Curt Andrews, seconded by Amanda LaTour. Motion Carried.

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