



EXPLORE TWO RIVERS MEETING OF THE BOARD OF DIRECTORS

Thursday, July 9th, 2026, at 9:00 a.m.

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

MINUTES

1. CALL TO ORDER

The meeting was called to order at 9 a.m. by the Board President, Michael Ditmer.

2. **ROLL CALL:** Attendees included Curt Andrews, Melissa Nyssen, Cherry Barbier, Beth Kowalski, Michael Ditmer, and Lyssa Schmidt. Amanda Latour and Erin Dembski were absent. Staff and others included Caitlyn Meola and Kevin Stoer.

3. **APPROVAL OF JUNE BOARD MEETING MINUTES:** The Board reviewed the minutes of the June 11 meeting. A motion was made by Curt Andrews and seconded by Mike Mathis to adopt the minutes.

4. TREASURER REPORT

- **YTD 2026 Budget to Actual Report:** Curt Andrews presented the YTD 2026 Budget to Actual Report. The group discussed a revenue decrease, noting that May was a soft month due to factors like the timing of Easter and fewer weddings compared to the previous year. Expectations for June, July, and August remain positive. Members shared insights into short-term rental trends, with some observing a slower booking pace for the coming weeks but strong interest in September and October, while other properties remaining fully booked for the summer. A motion was made by Mike Mathis to accept as presented and seconded by Cherry Barbier. All in favor.

5. DIRECTOR'S UPDATE

- **Recap of June Events:** Director Meola reviewed the success of the recent Cool City Car Show and Beach Bash, noting that an Explore Two Rivers booth generated nearly \$1,000 in merchandise sales. The board expressed a desire to increase volunteer participation at these types of events to further expand community presence.
- **Future Events:** The tourism director announced plans to run a booth at the upcoming farmers market for the busy weekend celebrations, Bryan Lee Blue's Memorial Festival and the Cool River Boat Show, to be a reference for visitors and merchandise selling. The board discussed the upcoming Snowfest scheduled for July 24th and 25th. Director Meola requested volunteers for the event and noted that they would distribute an email to clarify the schedule and confirm availability for both days. The board discussed possible participation in other upcoming community events, including Paddle Palooza, Ethnic Fest, and Apple Fest. They plan to finalize volunteer logistics as the dates approach. Caitlyn Meola reported that the Inland Seas Tall Ship event tickets sold out almost immediately, demonstrating high community interest. She successfully coordinated media coverage with Good Day Wisconsin from Fox 11 News to do live video segments for the Two Rivers sail. She noted the potential to grow this event in the future alongside her relationship with NOAA, noting that pending harbor dredging may allow for larger vessels.
- **Visitor Guide:** Director Meola reported that ad sales for the 2027 visitor guide have reached \$7,450, nearly meeting the \$7,500 target. They are currently prioritizing advertising space for Two Rivers businesses and plan to expand outreach to the broader Manitowoc County area.

soon.

- **990 Tax Filing:** It was confirmed with the Board that the 990-tax filing has been completed. Explore Two Rivers has not yet reached the \$500,000 revenue threshold that would trigger a mandatory audit.

6. COMMUNITY AMBASSADORS UPDATE

Michael Ditmer shared the public community ambassadors group strategy to divide the program into subcommittees such as realtors, outdoor recreation, small and large businesses, and faith-based groups to foster deeper community integration. They presented a proposal for branded shirts for community purchase, costing \$9 to \$12 each. The board agreed to email all members to gauge interest and funding, with the understanding that they will work to ensure participation is accessible to all.

7. PUBLIC INPUT: No input from the public.

8. NEXT REGULARLY SCHEDULED MEETING: Thursday, August 13, 2026, at 9:00 AM.

9. ADJOURNMENT. Michael Ditmer initiated the motion to adjourn the meeting. Cherry Barbier made the official motion to adjourn, and Mike Mathis seconded the motion. All in favor. Meeting adjourned at 10:01 am.

Respectfully submitted,
Caitlyn Meola, Tourism Director