



**TWO
RIVERS**
WISCONSIN

BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

Tuesday, July 21, 2026 at 8:00 AM

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

AGENDA

1. CALL TO ORDER

2. ROLL CALL

Board members: Bill Kiel, Joanne Kouba, Gina Krahn, Theresa Kronforst, Melvin Mazariegos, Marv Moore, Pam Wargin

3. SELECTION OF A CHAIR FOR THE BID BOARD

4. SELECTION OF A VICE-CHAIR FOR THE BID BOARD

5. APPROVAL OF MINUTES

A. Approval of BID meeting minutes from May 21, 2026

6. BID BUSINESS

A. Review of Business Improvement District & Recommendation from Two Rivers Main Street Board of Directors from June 10, 2026

Summary: The BID Board will review the formal recommendation adopted unanimously by the Two Rivers Main Street Board of Directors on June 10, 2026, regarding proposed amendments to the Business Improvement District boundaries. The discussion will provide Board members with an opportunity to consider the rationale for the recommended boundary changes and evaluate whether the proposal aligns with the BID's mission and future growth objectives before taking formal action on a recommendation.

B. Action Amending Business Improvement District Boundaries with Recommendation to the Plan Commission & City Council

Summary: The BID Board will consider taking formal action on a recommendation to amend the boundaries of the Business Improvement District (BID). If approved, the Board's recommendation will be forwarded to the Plan Commission for consideration at its September 14, 2026 meeting, after which the proposed boundary changes would proceed to the City Council for final consideration. This action represents the next step in the statutory three-part approval process established under Wisconsin law for modifying BID boundaries.

7. ADJOURNMENT

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.



MINUTES

1. CALL TO ORDER

Pam Wargin called the meeting to order at 12:00 PM.

2. ROLL CALL

Present: Bill Kiel, Joanne Kouba, Gina Krahm, Theresa Kronforst, Marv Moore, Pam Wargin

Excused: Melvin Mazariegos

3. REVIEW OF BUSINESS IMPROVEMENT DISTRICT/ PUBLIC INPUT

Members of the public and business owners who are in the BID discussed many questions and concerns. City staff distributed a map and FAQ document which outlined answers to questions regarding the BID. The main concern from the public included questioning why the BID exists and how they benefit from it. A few in attendance voiced frustrations on a variety of topics extending beyond the BID discussion, including taxes in general, downtown revitalization efforts, property assessments, and AI data centers. Many of these topics are outside the scope of this meeting. The primary focus of the meeting is on changes to the BID map boundaries. A few members of the public want the boundaries to be more restrictive and are not interested in being within the BID. Others in attendance saw the benefit and want to be in the BID. People also questioned whether the residential homes on 22nd Street should be excluded, which upon further evaluation is not in the BID. The public also had dissatisfaction with the Main Street Board and would like a future meeting with them involved.

Public comment was closed at 12:40 pm.

4. CONSIDER AMENDING BUSINESS IMPROVEMENT DISTRICT BOUNDARIES WITH RECOMMENDATION TO THE PLAN COMMISSION AND CITY COUNCIL

The Business Improvement District Board explained that the purpose of the BID is to determine the levy percentage. As for action at today's meeting, the Board is looking at expanding the boundaries for the BID. This could have positive impacts on business owners, whereas if the BID is expanded, people could potentially pay less. The Board explained that the map being presented is not clear enough to move forward.

A motion was made to reconsider the boundaries with a clearer map at a future meeting.

Motion made by Kiel, seconded by Kronforst.

Motion carried with a voice vote.

5. ADJOURNMENT

Bill Kiel motioned to adjourn at 1:00 pm, seconded by Wargin. All in favor.

Respectfully submitted, Adam Taylor, Recording Secretary



June 10, 2026, Two Rivers Main Street Recommendation

1. Introduction of BID Board Reps – Bill Kiel & Theresa Kronforst.
 - a. Discussion of TR Main Street suggested BID Boundaries, and justification for expansion of said boundaries. Bill suggested that the BID Board sets the assessment and boundaries, but that TRMS does the work and needs to show the results that the BID dollars generate.
 - b. ACTION ITEM: Travis Stevens makes the motion to adopt the map as written, and requests BID Meeting in mid July to formally adopt the request with TRMS providing documents supporting the changes. Steve seconded. Unanimous vote yes.



TWO RIVERS MAIN STREET

Building a Stronger Downtown Together

A 501(c)3 Non-Profit Dedicated to Economic Development, Beautification & Community Engagement

Two Rivers Main Street works with property owners, businesses, community partners, and local government to create a **vibrant, welcoming, and thriving downtown district** — providing resources, advocacy, and opportunities for long-term success.



Business Support

Retention, attraction & growth resources



Property Development

Planning & marketing for spaces



Beautification

Public art, murals & streetscape



Community Events

3 major annual events + more



Networking

State resources & peer connections

BUSINESS & PROPERTY SUPPORT

Assistance & Advocacy

- Assistance and advocacy for private property owners and businesses
- Support navigating local resources and development opportunities
- Guidance on downtown improvement and business growth

Business Retention & Attraction

- Support for business retention and attraction efforts
- Recruitment of businesses to available commercial spaces
- Promotion of downtown as a destination for shopping, dining, entertainment, and investment

Grants & Improvement Programs

- Grants for exterior and sign improvements
- Encouragement of high-quality storefronts and building rehabilitation
- Support for preserving and enhancing downtown character

COMMUNITY PROGRAMS & RESOURCES

Beautification & Placemaking

- Public art, murals, and seasonal flower displays
- Streetscape and public right-of-way improvement planning
- Seasonal decorations and community-focused enhancements

Events & Promotions

- Three major annual events and several smaller community events
- Special BID events encouraging shopping, dining, and entertainment
- Promotions designed to increase visibility for local businesses

Networking & State Resources

- Peer-to-peer networking opportunities
- Access to Wisconsin State Main Street resources and consultants
- Architectural design sketches, finance, web design, merchandising support
- Educational opportunities and business development support

WHY INVEST IN DOWNTOWN TWO RIVERS?

Economic Growth

Increased Tourism

Local Entrepreneurship

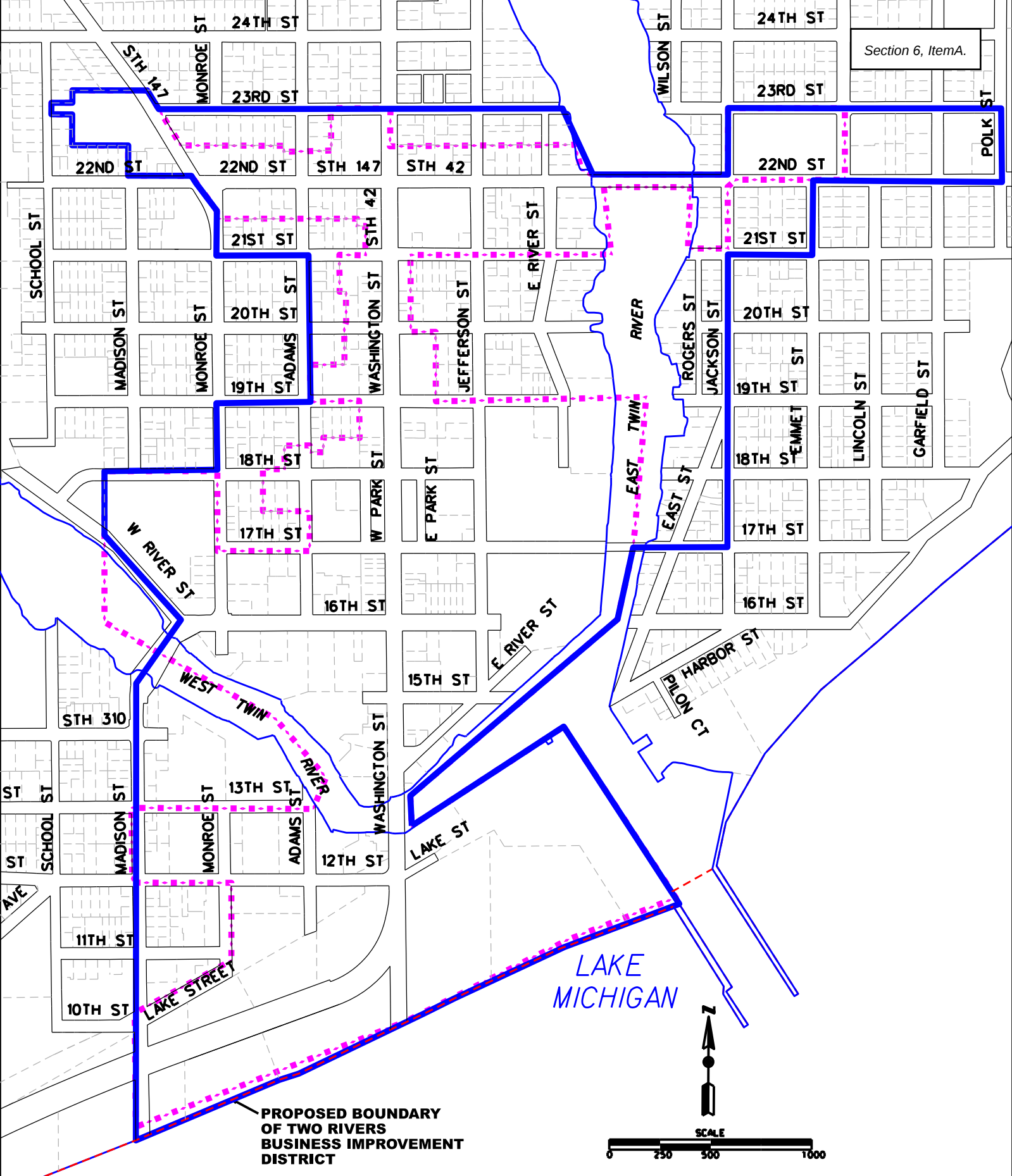
Property Value Enhancement

Community Identity

A Place to Live, Work & Visit

Get Involved — Join the Momentum

Whether you are opening a business, improving a property, sponsoring an event, or supporting downtown — **Two Rivers Main Street is here to help.** | Follow us on social media or contact us to learn how you can shape the future of downtown Two Rivers.



CITY OF TWO RIVERS BUSINESS IMPROVEMENT DISTRICT