

**CITY OF TWO RIVERS**  
**Room Tax Commission**  
**Thursday, May 13, 2021**  
**1:00 PM**  
**Council Chambers, City Hall**

**1. Call to Order**

The meeting was called to order by Commission member Mark Bittner at 1:17 PM.  
(NOTE: convening of meeting delayed, pending arrival of Commission member Buckley.)

**2. Roll Call**

Committee Members present: Curt Andrews, Mark Bittner, Bill LeClair, Jim VanLanen, Jr., and Greg Buckley.

Also present: City Council member Darla LeClair.

**3. Status of 2021 Tourism Marketing Activities**

Mr. Andrews, who also chairs the City's Branding and Marketing Committee, provided an update. He reported that, in consultation with City staff, it has been agreed to not pursue advertising on Transit buses this year. That will free up \$1,100 for other marketing activities. He also reported that Facebook boosts for beach concerts, park concerts and outdoor movies will be handled by City staff this summer, instead of Branding and Marketing committee volunteers.

Mr. Buckley reported that room tax revenues for 2021 are running ahead of last year. Room taxes collected as of April 30, 2021 totaled \$37,056; the comparable figure in 2020 was \$19,739.

**4. Closed Executive Session**

At 1:22 PM, Mark Bittner moved, supported by Bill LeClair, to enter into closed session per Wisc. Stats. Section 19.85(1)(e), deliberating or negotiating the purchasing of public properties, the investing of public fund, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session.

Topic: Discuss upcoming negotiations with the City of Manitowoc and the Manitowoc Area Visitor and Convention Bureau, related to a successor to the current Tourism Services Agreement—Current Agreement Expires December 31, 2021

The motion was approved by the following roll call vote. Voting yes: Curt Andrews, Mark Bittner, Greg Buckley, Bill LeClair and Jim VanLanen, Jr. Voting no: none.

Mr. Buckley noted that Councilmember Darla LeClair could be included in the closed session, if there were no objections from the Commission. Curt Andrews moved, supported by Bill LeClair, to permit Darla LeClair to be included in the closed session. The motion was approved by voice vote, without dissent.

The committee went into closed session following the second vote listed above.

**5. Reconvene in Open Session—Possible Action in Follow-Up to Closed Session Discussions**

Bill LeClair moved, supported by Mark Bittner, to adjourn the closed session and reconvene in open session at 3:08 PM. The motion was approved by voice vote, without dissent.

No further action was taken.

**6. Set Date and Time for Next Meeting of Room Tax Commission**

It was agreed to schedule the next meeting for Thursday, May 20 at 10:00 AM. At that meeting, Commission members Andrews and Buckley will report back on their latest meeting with City of Manitowoc representatives, which is scheduled for Monday, May 17.

**7. Adjournment**

Curt Andrews moved, supported by Mark Bittner, to adjourn the meeting at 3:16 PM. The motion was approved by voice vote, without dissent.

Respectfully Submitted,

Gregory E. Buckley  
City Manager