

**CITY OF TWO RIVERS**  
**Room Tax Commission**  
**Thursday , August 12, 2021**  
**4:30 PM**  
**Council Chambers, City Hall**

**1. Call to Order**

The meeting was called to order by Chairman Mark Bittner at 4:40 PM.

**2. Roll Call**

Committee Members present: Curt Andrews, Mark Bittner, Greg Buckley and Jim VanLanen, Jr.  
Absent and excused: Bill LeClair. Also present: Elizabeth Runge, Community Development Director/City Planner.

**3. Status of 2021 Tourism Marketing Activities and Room Tax Revenue; Consider Request for Budget Amendment to 2021 Marketing Budget**

Greg Buckley distributed a chart prepared by the City's Finance Department, showing Room Tax collections for January through June. He noted that collections for the first six months of 2021 are well ahead of the comparable period in 2020 and prior years. Room tax collections through June of the current year have totaled \$90,680.29; collections for the same period in 2018, 2019 and 2020 did not reach \$39,000 in any of those years.

Buckley projected that, even without taking the upcoming Ryder Cup at Whistling Straits into account, the City's room tax revenues should top \$200,000 for 2021, besting 2020's record revenues by nearly \$60,000.

Curt Andrews, who chairs the City's Branding and Marketing Committee, noted that spending for Printing and Advertising in the City's Tourism Marketing Fund is within the budgeted amount of \$20,000. He stated that the City Manager has recommended that the City continue participating as a sponsor the WOMT radio program "Upon Further Review," and an additional \$2,000 would be required to continue that sponsorship through 2021 year-end.

Mark Bittner moved, supported by Curt Andrews, to increase the budget line item for printing and advertising by \$2,000, such funding to be provided from higher-than-budgeted room tax revenues. The motion was approved by voice vote, without dissent.

**4. Closed Executive Session**

At 4:50 PM, Mark Bittner moved, supported by Curt Andrews, 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 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 and Jim VanLanen, Jr. Voting no: none.

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

Curt Andrews moved, supported by Bill LeClair, to adjourn the closed session and reconvene in open session at 5:47 PM. The motion was approved by voice vote, without dissent.

There was no action taken in follow-up to the closed session discussions.

**6. Adjournment**

Curt Andrews moved, supported by Jim VanLanen, Jr., to adjourn the meeting at 5:48 PM. The motion was approved by voice vote, without dissent.

Respectfully Submitted,

Gregory E. Buckley  
City Manager/Room Tax Commission Member