



DOOR COUNTY TOURISM ZONE  
EXECUTIVE COMMITTEE  
Minutes of November 16, 2017  
City of Sturgeon Bay- Community Room

3 **ACTION ITEMS:**

4 **Weddig moved and Starr seconded to approve the agenda.** Motion carried.

5 **Le Clair moved and Skare seconded to approve the October 19<sup>th</sup>, 2017 Full Commission meeting minutes.**

6 **Le Clair moved and Skare seconded to approve Kerber Rose Reports, Payables, and Receipts to Date.** Motion  
7 carried.

8 **Consider motion to convene into Closed Session pursuant to Wisconsin State Statutes, Section**  
9 **19.85(1)(g) to confer with legal counsel for the governmental body who is rendering oral or written**  
10 **advice concerning strategy to be adopted by the body with respect to litigation in which it is or likely**  
11 **to become involved; to wit: enforcement actions against lodging providers who have failed to obtain**  
12 **lodging permits and to timely remit monthly room tax reports and tax payments.** Starr moved to  
13 **convene into Closed Session as per statutes named; Le Clair seconded.** Motion carried.

14 **Weddig moved and Le Clair seconded to reconvene into Open Session.** Motion carried.

15 **Starr moved and Weddig seconded to adjourn.** Motion carried.

16 **Committee Members Present by Roll Call:** Josh Van Lieshout, Elizabeth Le Clair, Bill Weddig, Dick Skare and  
17 Bob Starr.

18 **Also in Attendance:** Jack Money Penny/DCVB, Jackson Parr/Peninsula Pulse, Mary Horton/KerberRose, Justin  
19 Borkovetz/BLIS and Kim Roberts/Administrative Assistant.

20 **Excused:** Bryan Nelson

21 **Call to Order**

22 Van Lieshout called the meeting to order at 9:00 a.m.

23 **Approval of the Agenda**

24 **Weddig moved and Starr seconded to approve the agenda.** Motion carried.

25 **Approval of the minutes of October 19<sup>th</sup>, 2017 Full Commission Meeting**

26 **LeClair moved and Skare seconded to approve the October 19<sup>th</sup>, 2017 Full Commission meeting minutes as**  
27 **presented.** Motion carried.

28 **Consideration and discussion of recently introduced legislation affecting the collection of lodging tax with legal**  
29 **counsel.**

30 Van Lieshout introduced legal counsel, Attorney William Vande Castle. He went on to say that Vande Castle  
31 has been monitoring and following the developments stemming from the 999 motion. He went on to  
32 introduce Mary Horton from Kerber Rose and Justin Borkovetz from Bay Lakes Information Systems "BLIS".

33 Vande Castle pointed out that Roberts has done a lot of the leg work and suggested she begin with updating  
34 the committee.

35 Roberts began with new information that was put out by the Wisconsin Hotel & Lodging Association  
36 "WH&LA" that had a diagram and a document with frequently asked questions. Roberts went on to say that  
37 the response from the Wisconsin Department of Revenue "WDOR" is that they will only be registering and  
38 posting the registered Lodging Marketplaces on their website by the end of the year. They will have no  
39 further involvement. Until the Lodging marketplaces are registered they are not supposed to start collecting  
40 room tax. On November 3<sup>rd</sup> all the lodging marketplaces began collecting room tax and later in the  
41 afternoon there was a bulletin from the Wisconsin Department of Revenue. Shortly after the bulletin all  
42 lodging marketplaces stopped collecting room tax. She felt that this chain of events now made sense with  
43 the receipt of the information from the WH&LA which outlined the process of commencing the collecting of

1 room tax by lodging marketplaces. She stressed that the WDOR was not concerned about the zip code issue,  
2 as sales tax is collected at the county level and their only suggestion was that the Tourism Zone work directly  
3 with each lodging marketplace.

4 Roberts reviewed the WH&LA document which outlined, "WILL MY MUNICIPALITY NEED TO NEGOTIATE  
5 TERMS WITH AIRBNB AND OTHER MARKETPLACES IN ORDER TO RECEIVE ROOM TAX FROM SHORT-TERM  
6 RENTALS? No, they are now required by law to do so wherever there is a room tax, and must comply with  
7 local ordinances and terms. It is in the best interests of Airbnb to try to convince municipalities to negotiate  
8 with them, as they are able to push terms that do not allow municipalities to know the sales data to enable  
9 checks and balances on their remissions. The obligation now is that they must comply with your  
10 municipality's ordinances, so there is no advantage to negotiating a contract that relinquishes rights."

11 Roberts concluded that at this point we can let permit holders know that until the lodging marketplaces are  
12 registered and we have confirmation of that, they will continue to collect and remit room tax as usual.  
13 Roberts said that she has been working ahead in effort to be ready with possible solutions to how reporting  
14 will work. She presented possible forms, directions and information that can be used as a starting point to  
15 update the reporting process. She went on to say that she had sent written notice to Airbnb and Expedia  
16 (the parent company of Homeaway and VRBO) we were aware as of November 3<sup>rd</sup>, 2017 that they had  
17 begun room tax collections for their Door County properties. Roberts noted that she had included all the  
18 pertinent information regarding reporting requirements as well as instructions that room tax data, revenues  
19 and permit numbers had to be submitted for each property on a monthly basis as per local ordinances.  
20 Roberts added that she had requested to set up a time for a conference call to discuss the requirements;  
21 there has been no response from either lodging marketplace.

22 Vande Castle replied that there is no other way to describe this other than it is a mess. He went on to say  
23 that no one seems to know what to do from the accounting aspect. They cobbled this together quickly  
24 without thinking about it. The legislation says that marketplace people who are collecting the tax are  
25 supposed to provide a report to the owner of the property that they have collected the tax, however the  
26 legislation doesn't provide for what has to be in the report. Our monthly room tax reporting form, Vande  
27 Castle said, should require going forward for permit holders to attach the lodging marketplace monthly  
28 earnings report and then we work on trying to clarify what that report is. From the legal perspective there  
29 are some provisions that allow the local authority, which would be the Tourism Zone, to establish some  
30 rules. One of the possible rules, he said, would be we would require them to report the same type of  
31 information that we receive from all permit holders. He added that we have to stress to the lodging  
32 marketplaces that this is what the rules are in the ordinance that you have to comply with. That way we  
33 ensure that the report contains the detailed information that we are looking for so that we have comparable  
34 information.

35  
36 Roberts asked if we would have to go back to having all reporting mailed in.

37 Vande Castle replied that permit holders could email the marketplace reports or somehow attach it if they  
38 file online. Just something that requires them to provide information to match up and compare with what  
39 the marketplace is going to give the Tourism Zone. He stressed that this doesn't account for the private,  
40 return customer sales that happen outside of the lodging marketplaces. He felt that lodging providers could  
41 try and manipulate the process in some fashion, but felt they should be able to provide this information;  
42 there is authority in the statute to ask for this information under the audit provision.

43 Vande Castle said that the other thing that they have been trying to unpack with the legislation is how a  
44 delinquent lodging provider will be dealt with. He added that you can just imagine pursuing a host from  
45 Airbnb that claims that Airbnb collected and remitted the tax. One of the points they have been watching is  
46 whether or not the WDOR is going to publish the list of lodging marketplace with a local contact person. For  
47 example, if you set your business up as an LLC you have to be registered with the state and you have a

1 designated registered agent. The registered agent is the person that gets sued, that is the person you will  
2 name when the sheriff serves the LLC. He went on to say he doesn't want to see the Tourism Zone serving  
3 Airbnb in San Francisco. He said that he hopes the WDOR will include in the registration information with  
4 the online postings and include the named local agent just as they would for a corporation with a registered  
5 agent. We don't know at this point if we get into a compliance situation that we have to figure out who we  
6 are going to have to sue.

7 Roberts pointed out that on the application from the WDOR for the lodging marketplace there is a field to  
8 designate a contact person.

9 Vande Castle agreed but said we don't know if we will have access to this information on their website so we  
10 can find it and require them to update which is a whole another issue. At this point, if we have to go after  
11 someone, we are going to go after the only person we can as per the statute right now, which is the property  
12 owner. If they claim that some other entity is paying tax on their behalf, they then will be required to prove  
13 it. How that will work, remains to be seen. He stressed that it will be a mess. He added that he was in court  
14 on another matter in front of a Door County judge and was asked how are we going to do this now. He  
15 replied, Judge we are trying to figure it out. They are aware that there are changes happening and they  
16 don't understand it either. For those who have been around a while it took us a couple years to educate the  
17 Judges and now they understand it and even from their perspective they are asking questions and not seeing  
18 how it is going to work.

19 Starr said that it didn't seem like he was keen on serving a company like Airbnb.

20 Vande Castle said it makes it difficult with jurisdiction and then if there is a judgment we will be filing claims  
21 in foreign jurisdictions which is complicated and more work. We want the WDOR to set up a registry of local  
22 agents so that we can sue them locally at least within the state. At the end of the day, the judgment goes  
23 against the property owner.

24 Starr asked if he was speaking to the Tourism Zone rules or the law.

25 Vande Castle said the current provisions of the State Statute 66.0615. The basic rules we have been working  
26 from day one still direct that the judgment be issued against the property owner. The problem is they may  
27 object because they feel the tax has already been paid by the lodging marketplace. Then the question  
28 becomes how do they prove that it has been paid. We don't have the means in theory if you just look at the  
29 legislation to figure it out. No one has been able to explain the new changes and put it into a format where  
30 we can access it so that we can confirm that property owners' taxes are being properly paid or not.

31 Starr noted that it sounds like they took something that was really working very well and screwed it up.

32 Vande Castle agreed and said you got that right.

33 Roberts noted that she had spoken with Senator Cowles and he had asked what happened. He has vacation  
34 rentals in the area and felt this should have never been included in the State budget. He added that it should  
35 have been stand alone legislation.

36 Vande Castle said that he had also talked to Senator Cowles and he had said he didn't want to discuss it  
37 (implied frustration with the bill.)

38 Roberts replied that she had a couple of questions if that was ok.

39 Vande Castle agreed.

40 Roberts said that the final determination from the contact with the WDOR was that the Tourism Zone  
41 needed to work with each lodging marketplace that hosts Door County property owners. She asked if it was  
42 time to send notice to each lodging marketplace stating we see you have rental listings in Door County, here  
43 are the requirements to operate in the area.

44 Vande Castle said yes and this is where we have to address the monthly report that is going to be required  
45 for them to provide to the hosts and to the Tourism Zone. So we can provide them with instructions for a  
46 starting point for a conversation. There is nothing specific in the legislation that says we can do that.

1 Roberts said the legislation states that the lodging marketplaces have to comply with local ordinances. She  
2 went on to ask if our ordinance, as it stands, is enough to request the reporting from the lodging  
3 marketplaces or will we need to amend the ordinance to specifically address short term rental platform  
4 reporting.

5 Vande Castle said that he didn't have an answer for that yet. He said we would first have to see how this  
6 works with what we have before we try to change it. It is easier to say that you have to comply with the  
7 current regulations rather than changing the regulations to get what we want. If it doesn't work to force  
8 them to comply and we run into issues getting the marketplaces to comply we can look at that. He said he  
9 didn't want to go there yet; let's force them to comply with what we have on the books already with  
10 ordinances. He pointed out that our ordinances dovetail with state legislation.

11 Roberts discussed what was happening currently on VRBO with new members to the site. They are being  
12 asked if they want tax collected and if they do they check a box and enter the tax rates. She went on to say  
13 that they are asking for a lodging permit number, but not specifying which permit or a spot for both of them.  
14 They should be asking for both the Tourism Zone permit number and the Tourism Rooming House State  
15 Permit number. Roberts felt that it was going to be very challenging to match up the information coming in  
16 from the lodging marketplaces.

17 Van Lieshout said he felt it was time for Roberts and Vande Castle to formulate a good solid notice to be sent  
18 to the Lodging marketplace. He said to serve it as many times as necessary to make sure that it lands on the  
19 right person's desk. We have seen that companies are capable of adjusting. He used RCI as an example and  
20 asked Roberts to share more about the process. He felt that it may be coincidental or they are ahead of  
21 everyone else.

22 Roberts shared the process of moving to a form that RCI could use for all of their municipalities instead of  
23 filling out over 200 different reporting forms a month. She said they had taken our current form and kept all  
24 the reporting information in the same order, but came up with something they could run out of their system.  
25 They are happy and we are too because we are still getting everything we need and the report hasn't varied  
26 enough to cause entry to slow down when it is received. She wondered why other companies couldn't  
27 follow RCI's lead.

28 Roberts stressed the big concern still remains in how the Tourism Zone will reconcile the incoming money  
29 from the lodging marketplaces so that it get assigned to the correct permit and in turn the correct  
30 municipality so that the distribution is correct and accurate. She asked how the process would impact the  
31 Tourism Zone audit.

32 Weddig felt that the proper programming would have to happen with the lodging marketplaces.

33 Vande Castle felt that the information is out there but that they would have to regenerate the methodology  
34 in which they report the information. It is a programmer matter.

35 Roberts stressed that there is still the issue of zip codes.

36 Borkovetz agreed and said that they don't know which municipality the properties are in.

37 Vande Castle said exactly. They are claiming it is just a matter of a computer programmer programming their  
38 reporting methodology.

39 Starr said this sounds simple.

40 Vande Castle agreed and said the legislature seems to think so.

41 Van Lieshout commented that no one in the legislature is a computer programmer or understands the room  
42 tax reporting process.

43 Roberts reminded the committee that when they had the conference call with Airbnb in July they clearly said  
44 they did not have the technology or programming to deal with municipal codes; everything is identified by  
45 zip code.

46 Weddig felt they could change that – they just don't want to.

1 Moneypenny discussed the fall tourism conference that he attended in early November and said this was  
2 one of the top topics of discussion. He said that we are the lone wolf with this issue. Madison is already  
3 taking in hundreds of thousands of dollars via their collections agreement with Airbnb and they don't care  
4 they don't worry about the data side of it. He stressed that we are the only ones worried about the data and  
5 where it came from because everyone else is just taking the checks and to them it is found money that no  
6 one has been collecting.

7 Starr asked about Madison and if there were other municipalities. He stressed that is why the data matters  
8 to us.

9 Moneypenny said the Greater Green Bay area has signed on with Airbnb, and there will be zip code issues,  
10 however they are not concerned about it as we are.

11 Wedding asked how they get the 30% back to the municipality. That is really the issue.

12 Roberts asked how the reporting to the WDOR (per ACT 55) is going to happen for the municipal  
13 distributions if we don't have the proper information being filed from the lodging marketplaces to identify  
14 properties and how the money should be applied.

15 Vande Castle said that right now Green Bay is getting a check and they don't care. When another  
16 municipality figures out that some of that check that went to Green Bay should have gone to them then they  
17 will care.

18 Starr asked if it was possible that Green Bay was doing that kind of accounting to ensure the money was  
19 being distributed properly.

20 Vande Castle didn't feel it was happening. They are just taking the money in.

21 Moneypenny said that the prevalent thought process around the state is this is new found money for  
22 municipalities and we all know how they are struggling right now. And so when they are getting a check for a  
23 couple hundred thousand dollars a month, that is money for their coiffeurs. He stressed, this is found money  
24 to them. He said he's not saying it is right or wrong, but it is never too late to start data collection. Pick a  
25 date and start your data banking and go from there if you truly want to compare apples to apples you have  
26 to have data. He added that he was a speaker on a panel; folks felt the money was more important than the  
27 data.

28 Le Clair said if we didn't have a zone and all municipalities had their own room tax collection it would be the  
29 same problem. Jacksonport has no zip code of their own; so our money will go to the other municipalities.  
30 Any other counties that have municipalities will have the same problem.

31 Moneypenny pointed out that there are 19 communities in their zone. Some of those communities have  
32 three distinct zip codes within their community. Appleton doesn't know what they're going to do to make  
33 sure each community is going to get their share of the check. He pointed out that this is the big picture of  
34 what is going on around the state and why this is going to be a harder battle to fight if you are the only one  
35 charging up the hill because everyone else is just happy to have the money.

36 Le Clair said we should make them aware of what is going to happen.

37 Moneypenny asked whose responsibility is that.

38 Le Clair said it wouldn't hurt to let them know so that we aren't the only ones fighting.

39 Vande Castle noted that he didn't think that the surrounding areas to Green Bay realize that Green Bay is  
40 getting a check from Airbnb and they aren't seeing any of the money.

41 Moneypenny said that Green Bay, Madison and the City of Milwaukee are the only areas that have signed  
42 third party collections agreements with lodging marketplaces.

43 Roberts said that she thought an area like the Wisconsin Dells would be concerned because they have so  
44 many small surrounding towns that would have similar issues with zip codes and municipalities.

45 Moneypenny said he had a feeling that Tom Diehl probably is aware of the issues.

1 Weddig said what if we send notice to the lodging marketplaces that zip codes are not acceptable and  
2 municipal codes are required for reporting.

3 Borkovetz asked if we are going to make them file a report for each property or one for each municipality.

4 Roberts said that she felt the reports would end up coming in like what is sent in by the Door County agents:  
5 A combined report which lists all of the permit numbers and necessary reporting data for each property.  
6 Roberts said the concern is the amount of time it will take to hand enter all these properties from the lodging  
7 marketplace that a majority might have been filing online previously.

8 Borkovetz said it is going to be a lot of work for the Tourism Zone.

9 Van Lieshout said that we are going to have to serve notice to the lodging marketplaces. We will welcome  
10 them to Door County and let them know that in order to do business with the Tourism Zone this is what will  
11 be required for how business is being conducted today and what the reporting expectations are. We can do  
12 that for them. At the same time those property owners who use these online marketplaces are ultimately  
13 responsible for collecting the tax and remitting it to the Tourism Zone whether or not they use a third party.  
14 We will do our part to advise these online marketplaces, but the enforcement matters when they come  
15 through will be up to the individual property owners.

16 Vande Castle agreed.

17 Van Lieshout stressed this is what we have available to us.

18 Roberts asked about the legislation indicating that it applies to residential dwellings. Roberts went on to  
19 read the portion of the new legislation. She explained her concern in that VRBO and Homeaway now are  
20 pulling in single rooms from hotel and motels. She went on to say that this will be interesting to see how  
21 that is handled by the lodging marketplaces.

22 Van Lieshout added Travelocity and all the other ones out there.

23 Roberts stressed that the legislation reads specifically residential dwelling.

24 Money Penny agreed and said he felt it would apply to residential homes and bed and breakfasts.

25 Borkovetz mentioned that a property owner such as Le Clair could put one of her cottages on VRBO and the  
26 Lodgical software has the tax portion programmed already. He had concerns about how to handle reporting  
27 through Lodgical when the lodging marketplaces would be reporting. Anyone who has a software package  
28 that takes reservations and runs reporting, all of a sudden they are going to have to know which revenue  
29 shouldn't be taxable because it has already been taxed by the lodging marketplace.

30 Roberts asked if Lodgical will have to be updated to deal with the new legislation.

31 Borkovetz said yes we are going to have to.

32 Roberts reviewed what action the Tourism Zone was taking: Work with Attorney Vande Castle to draft  
33 letters to the Lodging Marketplaces and notify permit holders that lodging marketplaces first have to register  
34 with the Wisconsin Department of Revenue prior to the commencement of tax collection.

35 Van Lieshout asked with respect to noticing all of these companies which are domiciled all over the place, is  
36 this something where we hire a process server to go do.

37 Vande Castle replied no. One of the notices should go to the registered agent for that corporation wherever  
38 they are registered. He stressed they didn't need to be served on the companies.

39 Starr asked how much of our total revenue are we talking about.

40 Roberts estimated how many permits are residential which about 86% of all permits and a large percentage  
41 of those permit holders are advertising on some sort of lodging platform.

42 Van Lieshout said although not an agenda item, he was going to ask the question, are we at the point where  
43 we can no longer afford to not charge a permitting fee for these properties.

1 Starr said he wasn't sure he understood the question.

2 Van Lieshout said if you are a permit holder who advertises on a lodging marketplace should there be a  
3 Tourism Zone Commission permit fee. He reminded everyone that currently it is a no charge permit without  
4 an expiration date. But if we are getting concerned about administrating the changes to room tax collections  
5 from permit holders and lodging marketplaces should we be charging a nominal permit fee.

6 Borkovetz said that it is going to be a lot of work to manually enter all the information coming in from the  
7 lodging marketplaces.

8 Roberts reminded everyone of the short turnaround from the due date to the date that the packets go out  
9 with the reporting and when checks have to be to the municipalities per the ordinance. She went on to say  
10 that a lot of property owners have been filing online and shifting to all of the reports coming at once and  
11 having to be entered is going to be challenging and quite a big change.

12 Weddig asked about the possibility of a cleanup bill.

13 Vande Castle said there is talk, but nothing has been done yet that he is aware of. Every side of this is  
14 screaming in their ears about something, but so far it is not registering anywhere. There are people saying  
15 they can't figure out how to make this work.

16 Weddig reminded everyone that the lodging marketplace gets a cut on every rental. He felt that they should  
17 use some of their "cut" to update their technology and make it work.

18 Roberts asked if there was the possibility of charging the lodging marketplace a fee for the paper reports.

19 Van Lieshout felt that was a good question and a good idea.

20 Vande Castle agreed.

21 Money Penny stressed that the biggest challenge to all of this is that they are slipping legislation like this into  
22 the state budget. And the last time hotel motel went in with their revised room tax code they slipped it into  
23 the budget. Everyone who is in lodging needs to get involved and not allow acts like this in the budget. They  
24 just slide through, there is no notice and no one is paying attention. If this had been a standalone bill it could  
25 have been argued and both sides could have worked towards a process that was workable. Not to mention  
26 that people who are directly involved with room tax who understand the dynamics could have come  
27 forward and testified so that everyone could have had a clearer understanding which would have resulted in  
28 a better written bill.

29 Starr reminded everyone that four years ago there was a standalone bill, we did testify, and it was well  
30 thought of that the Tourism Zone testimony played a key part in the bill not passing.

31 Van Lieshout felt that we had a solid direction on what we need to do and how to go about it. He asked  
32 that Vande Castle and Roberts take that task on.

33 **Report by the Door County Visitor Bureau on Marketing Efforts**

34 Money Penny discussed how Google is now playing a role as an Online Travel Agency "OTA". Google is  
35 testing the market to start charging lodging providers to show up at the top of the searches in what is called  
36 a featured snippet. He went on to say that they are losing site visits for where to stay, events and dining. He  
37 said they can't fight the issue with money, but they can fight with content. To do so, they are going to waive  
38 the additional information fee for listings so that each listing for lodging is content rich. They are going to  
39 absorb the cost for each member in the hope that members will post additional photos and information.  
40 The additional content will lift the individual listings as well as Doorcounty.com.

41 Money Penny went on to discuss the summer interactive campaign which was measured by visits to Door  
42 County after seeing a mobile ad impression which is based on location data from a mobile device. Total  
43 walk-ins were 28,065 which were people that viewed an ad online and showed up in Door County within  
44 three months. Money Penny said that the campaign was a unique way to understand the power of  
45 advertising.

1 Moneypenny said that Jarosh had finished the fall press tour in the last month. He explained the food box  
2 media press kits that were sent out to tease stories. He shared a success story in which the Chicago Tribune  
3 had received their press kit and two days later they called to schedule a reporter to come up a week later.  
4 The resulting story will run on the front page of the travel section next fall.

5 Moneypenny discussed the Community Marketing Manager position. He said the goal of the position was to  
6 help communities and their business associations to provide help, support and education. He went on to say  
7 that many don't understand the market and boards look at marketing through the eyes of their businesses.  
8 He went on to say the manager will attend meetings so that there is support, but he stressed that he didn't  
9 know how it was going to work. It has to be the right person, he said.

10 Starr said that the politics of protectionism are an initial instinctive reaction, but felt that the position could  
11 be very worthwhile.

12 Moneypenny said the addition of the position plays into Destination Management Organizations "DMO"  
13 adding destination management. He went on to say that the Community Support line item in the budget  
14 excites him. He added that any money left over from the previous year's budget would be brought forward  
15 in the proceeding budget. He stressed that they were not in a race to hire, but rather find the right person.

16 Weddig said that managing guests is a big deal especially when many of them are booking through OTA's and  
17 there is no direct contact with guest to communicate information about the destination.

#### 18 **Report from the Administrative Assistant on current activities and issues associated with permitting new** 19 **members.**

20 Roberts reported that she sent out sixty one (61) no report letter for the month of August on October 17<sup>th</sup>,  
21 2017. She went on to say that there were still twenty one (21) properties to report for August and five (5)  
22 properties to report for July. She added that she had run no reports for September 2017 and that there  
23 were sixty four (64) properties that remain to report.

24 Roberts said that the total outstanding due as of November 8<sup>th</sup>, 2017 was two thousand nine hundred fifty  
25 eight dollars and thirty five cents (\$2,958.35) from ten (10) permit holders.

26 Roberts reported that she had permitted thirteen (13) properties since September reporting; seven (7) of  
27 which were permitted through compliance channels. She went on to say that she is currently working on ten  
28 (10) unpermitted properties.

29 Roberts reviewed online rental by owner platforms and the corresponding number of listings and number of  
30 un-permitted listings.

31 Roberts presented the 2018 meeting schedule, reviewed communication to permit holders and member  
32 municipalities regarding legislative updates and the newly created room tax primer.

#### 33 **Discussion of Current Comparable Occupancy Numbers**

34 Van Lieshout reviewed reporting with the Executive Committee.

#### 35 **Consideration of approving reporting and payables plus receipts to date.**

36 **Le Clair moved and Skare seconded to approve Kerber Rose Reports, Payables, and Receipts to Date.** Motion  
37 carried.

#### 38 **Report from Commissioners on Feedback from Local Boards on Recent Issues**

39 Skare asked if the new legislation provided for municipalities no longer being able to restrict short term  
40 rentals regardless of zoning.

41 Roberts said that was her understanding and gave Skare documents that explained the legislation.

#### 42 **Discussion and consideration of the 2018 Door County Tourism Zone draft budget.**

43 Van Lieshout explained the budget process was not complete and it may be necessary to hold another  
44 meeting prior to the next full Commission meeting. He went on to say that we will look at possible dates  
45 after Thanksgiving.



1 Consider motion to convene into Closed Session pursuant to Wisconsin State Statutes, Section  
2 19.85(1)(g) to confer with legal counsel for the governmental body who is rendering oral or written  
3 advice concerning strategy to be adopted by the body with respect to litigation in which it is or likely  
4 to become involved; to wit: enforcement actions against lodging providers who have failed to obtain  
5 lodging permits and to timely remit monthly room tax reports and tax payments. Starr moved to  
6 convene into Closed Session as per statutes named; Le Clair seconded. Motion carried.

7 Weddig moved and Le Clair seconded to reconvene into Open Session. Motion carried.

8 Starr moved and Weddig seconded to adjourn. Motion carried.

9

10 Respectfully submitted,



11

12

13 Kim Roberts

14 Administrator

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

32

33

34

35

36

37

38

39

40

41

42

43

44

45

46

47

48

1  
2 DOOR COUNTY TOURISM ZONE  
3 FULL COMMISSION  
4 CLOSED SESSION  
5 Minutes of November 16<sup>th</sup>, 2017  
6 City of Sturgeon Bay

7 The closed session of the Tourism Zone Full Commission was convened by Chairperson Van Lieshout  
8 at the City of Sturgeon Bay.

---

9 **Committee Members Present by Roll Call:** Josh Van Lieshout, Elizabeth Le Clair, Bill Weddig, Dick Skare and  
10 Bob Starr.

11 **Also in Attendance:** Kim Roberts/Administrative Assistant.

12 **Excused:** Bryan Nelson

13 Consider motion to convene into Closed Session pursuant to Wisconsin State Statutes, Section  
14 19.85(1)(a)(f) or (g) to confer with legal counsel for the governmental body who is rendering oral or  
15 written advice concerning strategy to be adopted by the body with respect to litigation in which it is  
16 or likely to become involved; to wit: enforcement actions against lodging providers who have failed to  
17 obtain lodging permits and to timely remit monthly room tax reports and tax payments. Starr moved  
18 to convene into Closed Session as per statutes named; Le Clair seconded. Motion carried.

19 Weddig moved and Le Clair seconded to reconvene into Open Session. Motion carried.

---

20 CLOSED SESSION

21 Discussion took place in regard to non-compliant properties.

22 Consider a motion to reconvene into Open Session.

23 Weddig moved and Le Clair seconded to reconvene into Open Session. Motion carried.

24 The meeting reconvened in open session.

25 Respectfully submitted,



26  
27 Kim Roberts  
28 Administrator

29