



**DOOR COUNTY TOURISM ZONE COMMISSION  
EXECUTIVE COMMITTEE  
Thursday, November 19th, 2020 – 9 AM  
Zoom Meeting conducted from Council Chambers  
City of Sturgeon Bay - 421 Michigan Street**

**Join Zoom Meeting**  
<https://zoom.us/j/96251697517>  
**Meeting ID: 962 5169 7517**  
**Passcode: 883365**

**Dial by your location**  
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**+1 253 215 8782 US (Tacoma)**  
**+1 346 248 7799 US (Houston)**  
**Meeting ID: 962 5169 7517**  
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	<i>Accountant – Mary Horton</i>		3	Town of Jacksonport – Elizabeth Le Clair	
	<i>Administrator– Kim Roberts</i>		4	Town of Gibraltar – Bill Weddig	
			5	Town of Baileys Harbor – Dave Eliot	
1	City of Sturgeon Bay - Josh Van Lieshout, Chair		6	Town of Sevastopol – Linda Wait	
2	Town of Baileys Harbor – Bryan Nelson		7	At Large – Fred Anderson	
				Quorum = 4	

**Roll Call**

**Comments, correspondence and concerns from the public**

**Business Items**

1. Approval of the Agenda.
2. Approval of the minutes from October 15th, 2020 Full Commission Meeting.
3. Report by the Destination Door County on marketing efforts.
4. Report from Administrator.
5. Discussion on the current comparable occupancy numbers.
6. Consideration of approving reports and payables plus receipts to date.
7. Discussion and consideration of the creation of an Ad Hoc Advisory Committee of Innkeepers regarding the proposal by the Town of Baileys Harbor to increase the room tax rate founded by Bryan Nelson, Meredith Coulson, Rachel Willems & Fred Anderson. Task, purpose and expected outcome discussion.
8. Discussion and consideration of the creation of an Ad Hoc Advisory Committee to focus on the funding of the Door County Tourism Zone Commission. Task, purpose and expected outcome discussion.
9. Discussion and consideration of commissioning a study related to the proposed increase in room tax rate, with a request for an RFP from UW Whitewater.
10. Discussion and consideration of giving notice to Destination Door County regarding renewal of the Entity Agreement (Vice Chair Dave Eliot).
11. Discussion and Consideration of 2021 Draft Budget.
12. Discussion of Door County Tourism Zone Legislative Agenda for 2021- Correcting Language to 2019 WI ACT 10.

13. **Consideration of adjournment in to Closed Session pursuant to Wisconsin State Statutes, Section 19.85(1) (g) to confer with legal counsel for the governmental body who is rendering oral or written advice concerning strategy to be adopted by the body with respect to litigation in which it is or likely to become involved; to wit: enforcement actions against lodging providers who have failed to obtain lodging permits and to timely remit monthly room tax report and tax payments.**
14. Return to open session.
15. Take action, if necessary, from Closed Session.
16. Report from Commissioners on feedback from local boards on recent issues.
17. Discussion regarding matters to be placed on a future agenda or referred to a committee, official or employee.

## **Adjournment**

### **Public Notice**

Questions regarding the nature of the agenda items or more detail on the agenda items listed above scheduled to be considered by the governmental body listed above can be directed to Josh Van Lieshout, Tourism Zone Commission Chairperson at 920.746.6905 or at [jvanlieshout@sturgeonbaywi.org](mailto:jvanlieshout@sturgeonbaywi.org). No 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. Copies of reports and other supporting documentation are available for review at the offices of the Commission located at 10568 Country Walk Lane, Suite #102, Sister Bay during normal business hours. The Tourism Zone Commission office can be contacted by phone: 920-854-6200 or at [info@doorcountytourismzone.com](mailto:info@doorcountytourismzone.com).

### **2020 Meeting Schedule**

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December 17– (Full Commission) – VIA ZOOM - City of Sturgeon Bay, Community Room - 421 Michigan St, - 920.746.2900

**Meetings of the full Commission generally alternate months with Executive Committee meetings. Unless otherwise noted, all meetings begin at 9 a.m. Zone meetings are open to the public and input is welcome. If the Agenda includes a Closed Session, all non-Commission members will be asked to leave for that portion of the meeting only.**

#### **The mission of the Door County Tourism Zone Commission is to:**

- Collect the room tax on behalf of its member municipalities in a fair and efficient manner.
- Work in partnership with the Door County Visitor Bureau to support its marketing efforts in tourism promotion and development for the Tourism Zone as a single destination for transient tourists, which are reasonably likely to generate paid overnight stays.
- Keep all parties and businesses associated with the Tourism Zone and the Room Tax informed on the Commissions activities.