



**DOOR COUNTY TOURISM ZONE
COMMISSION and EXECUTIVE COMMITTEE MEETING
Minutes of December 19th, 2019 9:00 a.m.
Town of Jacksonport – 3365 County Road V**

ACTION ITEMS:

Krist moved and Robillard seconded to approve the agenda. Motion carried.

Le Clair moved and Bernhoff seconded to approve the minutes of November 21, 2019 as presented. Motion carried.

Zoschke moved and Ward seconded to approve reports and payables plus receipts. Motion carried.

Consider a motion to convene into closed Session pursuant Wisconsin State Statutes, Section 19.85(1) (c) to consider employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility. Dannhausen moved and Eliot seconded to convene into Closed Session per statutes named. Motion carried.

Wait moved and Le Clair seconded to reconvene into open session. Motion carried.

Robillard moved and Skare seconded to approve the compensation package for the Administrator. Motion carried.

Dannhausen moved and Zoschke seconded to approve the 2020 budget as presented. Motion carried.

Krist moved and Skare seconded to approve Kerber Rose engagement Letter. Motion carried.

Consider motion to convene into Closed Session pursuant to Wisconsin State Statutes, Section 19.85(1)(a)(f) or (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 reports and tax payments. Wait moved and Dannhausen seconded to convene into Closed Session as per statutes named. Motion carried.

Krist moved to reconvene into Open Session; Dannhausen seconded. Motion carried.

Skare moved to adjourn; Dannhausen seconded. Motion carried.

Committee Members Present by Roll Call: Mary Boston, Dave Eliot, Bryan Nelson, Mike Johnson, Myles Dannhausen, Keith Krist, Nancy Robillard, Dick Skare, Elizabeth LeClair, Cathy Ward, Sandra Rice, Richard Young, Linda Wait, Beau Bernhoff, Rob Zoschke, Pam Seiler, Josh Van Lieshout and Linda Elmore.

Excused: Fred Anderson, Ryan Heise, Bill Weddig, and Jim Nellen.

Absent: Jeff Larson

Also in Attendance: Michelle Rasmussen/**DCVB**, Jon Jarosh/**DCVB**, Jack Money Penny/**DCVB**, Jill Brzeski/ **President- Boelter Lincoln**, Mary Horton/**KerberRose**, Kim Roberts/**Administrator DCTZC**, Mariah Goode, Tom Wilson, Randy Halstead, Jennifer Bacon, Stephen Day, Louise Howson and Miluzka McCarthy.

Call to Order

Chair Van Lieshout called the meeting to order at 9:00 AM.

Approval of the Agenda

Krist moved and Robillard seconded to approve the agenda. Motion carried.

Approval of the minutes of the November 21, 2019 Executive Committee Meeting.

1 **Le Clair moved and Bernhoff seconded to approve the minutes of November 21, 2019 as presented.**

2 Motion carried.

3 **Door County Visitor Bureau Presentation of 2020 Strategic Plan**

4 The Door County Visitor Bureau presented the 2020 Strategic Plan.

5 Moneypenny noted in conclusion that even though there is going to be a shift to Destination
6 Management they will not stop marketing Door County. He added that everyone is welcome to
7 Door County, but they will continue to work towards developing and cultivating new groups to visit
8 Door County. He went on to say they are thinking more about community; we are stewards of the
9 community.

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

11 Rasmussen reported that with year-end they are reviewing numbers. She noted that they met almost
12 all goals.

13 Jarosh discussed the recent holiday themed press trip. He went on to say that the media marketing
14 program has now generated \$26,036,484 worth of earned media coverage for Door County since it
15 began in 2007. He added this program does target more traditional print media.

16 **Report from Administrative Assistant on current activities, projects and issues associated with
17 permitting new members.**

18 Roberts reported that as of December 18, 2019 all properties have reported for July 2019. For August
19 2019, four (4) properties remain to report. September 2019, she said, is down to eighteen (18) to
20 report. She added that the first run of October 2019 shows that there are seventy-one (71) properties
21 left to report.

22 The total outstanding due in unpaid taxes, fees and penalties as of December 18, 2019 is three
23 thousand seven hundred eighty-nine dollars and seventy- four cents (\$3,789.74).

24 Roberts said that she had permitted ten (10) new properties since the November meeting. Three (3)
25 had been permitted via compliance efforts.

26 Roberts reviewed current listings on lodging platforms.

27 Roberts reviewed the By-Unit Report, Permitted and Removed reports that are completed bi-
28 annually.

29 Roberts reviewed drafts of communication to municipalities and permit holders regarding 2019 WIS
30 ACT 10. She asked if there were any changes to be made to the drafts; there were none.

31 Roberts reviewed the October By Property Report.

32 **Discussion on Current Comparable Occupancy numbers**

33 Horton reviewed the room tax reports.

34 **Consideration of approving reports and payables plus receipts.**

35 **Zoschke moved and Ward second to approve reports and payables.** Motion carried.

36 **Consider a motion to convene into closed Session pursuant Wisconsin State Statutes, Section 19.85(1) (c)
37 to consider employment, promotion, compensation or performance evaluation data of any public
38 employee over which the governmental body has jurisdiction or exercises responsibility. Dannhausen
39 moved and Eliot seconded to convene into Closed Session per statutes named.** Motion carried.

40 Roberts was excused from the meeting.

41 **Wait moved and Le Clair seconded to reconvene into open session.** Motion carried.

42 **Robillard moved and Skare seconded to approve the compensation package for the Administrator.**
43 Motion carried.

44 **Consideration and discussion of the 2020 Tourism Zone Budget**

45 Roberts reviewed the budget with the board.

1 **Dannhausen moved and Zoschke seconded to approve the 2020 Tourism Zone Budget.** Motion
2 carried.

3 Van Lieshout discussed moving towards digital packets in effort to save time, printing expense and
4 postage. He offered making a capital purchase for those who need a tablet in order to move
5 towards all digital by 2021. All agreed Roberts would tally the need for tablets and order tablets for
6 those who needed them.

7 **Consideration and discussion of the 2020 KerberRose Engagement Letter.**

8 **Krist moved and Skare seconded to approve the 2020 KerberRose Engagement Letter.**

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

16 **CLOSED SESSION**

17 **Consider a motion to reconvene into Open Session.**

18 **Krist moved to reconvene into Open Session; Dannhausen seconded.** Motion carried.

19 Nelson apologized for missing the last couple of meetings, but asked Van Lieshout how confident he
20 was or how confident Representative Kitchens was about getting the requested changes enacted or
21 at this point do we need to come up with a Plan B.

22 Van Lieshout said first off, we'll deal with the legislation. He said that he felt confident that we will
23 have something; we have reports that the online lodging marketplaces have entered the lobbying
24 foray and frankly we haven't done well. Having the WH&LA on board should be helpful; they have
25 been the juggernaut in Wisconsin. Every call helps, those of us with contacts in other parts of the state
26 or have lived in other parts of the state should reach out and encourage support of the draft bill.

27 Van Lieshout went on to say with respect to Plan B, Roberts, KerberRose and myself have been
28 working on this. He went on to say that he shared the Plan with the Executive Committee; the Plan is
29 to revise the room tax return form and require the permit holders to continue to report monthly, that
30 standard will not change. We are asking them to identify what entities have collected and remitted
31 on their behalf and what that amount is. The funds that come from online lodging marketplaces will
32 essentially be booked as a separate source of revenue. He asked Horton to weigh in if he went
33 sideways at all. He went on to say that it is important to do this because lodging marketplaces only
34 locate by zip code not by municipal boundary. We have a statutory obligation to distribute based on
35 what municipality it was collected in, but what things are done by zip code we don't know. We are
36 going to use the reporting to distribute from the online lodging marketplaces. We believe we will end
37 up with more money than what is reported to us and if that turns out to be the case, we will distribute
38 as best we can with the returns. If for some reason the returns indicate more money than what is
39 remitted by the Lodging Marketplace we will only distribute on what we actually receive. We will not
40 distribute funds we don't have.

41 Horton said eventually the board will have to develop a policy to deal with any issues with over or
42 short reconciliations from the Lodging Marketplaces.

43 Van Lieshout added that this shows our intent to comply with the distribution requirements under the
44 statute while also fulfilling our obligations with our municipal partners without putting them in jeopardy
45 themselves. Most communities have reserves; however, room tax revenue is important to many
46 operating budgets and we don't want to do anything to put our member municipalities in a bad
47 position.

1 Eliot asked if all the communities are aware of what is going on. He said we aren't hearing a lot
2 about it.

3 Le Clair responded that her board was very aware.

4 Van Lieshout said to Eliot's point we have communicated this issue a number of ways including
5 having the issue as part of Door/Kewaunee Legislative Days.

6 Roberts added that the municipalities have been involved in drafting letters to the registered agent
7 for Airbnb and submitted public comment to the WI DOR.

8 Eliot asked if the municipalities had sent letters of support at the board level. He asked Skare if his
9 board had sent a letter to Kitchens in support of the legislation.

10 Skare said no, not at the board level, but that he would.

11 Roberts said the municipalities have been informed all the way along. She agreed that it would be
12 helpful for municipalities to provide formal letters of support.

13 Eliot suggested that we ask for an agenda item for each municipality to draft a letter of support for
14 the bill. He went on to say that the people that attend municipal meetings are the very people that
15 would take that information from the meeting and call their representatives. He went on to ask how
16 much Destination Door County has helped the issue by pushing it with the Governor's Council on
17 Tourism. That is another body that should be working on our behalf.

18 Seiler said it was covered at both meetings by Kitchens at the Governor's Conference on Tourism.

19 Roberts added that they did a presentative at the WACVB conference.

20 Seiler agreed and said it is out there.

21 Eliot asked if the Destination Door County had put this on their agenda and issued a formal letter of
22 support. When Moneypenny says their goal is to keep everyone in the Tourism Zone, this is the type of
23 thing that could jeopardize that. He went further, that even the local marketing associations should
24 do the same thing. He said the issue is just reverberating but no alarm bells are going off. It needs to
25 be a bigger deal.

26 **Adjournment**

27 **Skare moved to adjourn; Dannhausen seconded. Motion carried.**

28 Respectfully submitted,

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30 Kim Roberts
31 Administrator

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**DOOR COUNTY TOURISM ZONE
COMMISSION and EXECUTIVE COMMITTEE MEETING
Minutes of December 19th, 2019 9:00 a.m.
Town of Jacksonport – 3365 County Road V**

6 The closed session of the Tourism Zone Full Commission was convened by Chairperson Van Lieshout
7 at the Town of Jacksonport.

8 **Committee Members Present by Roll Call:** Mary Boston, Dave Eliot, Bryan Nelson, Mike Johnson, Myles
9 Dannhausen, Keith Krist, Nancy Robillard, Dick Skare, Elizabeth LeClair, Cathy Ward, Sandra Rice,
10 Richard Young, Linda Wait, Beau Bernhoff, Rob Zoschke, Pam Seiler, Josh Van Lieshout and Linda
11 Elmore.

12 **Excused:** Fred Anderson, Ryan Heise, Bill Weddig, and Jim Nellen.

13 **Absent:** Jeff Larson

14 **Also present:** Mary Horton/KerberRose

15 **Consider a motion to convene into closed Session pursuant Wisconsin State Statutes, Section 19.85(1) (c)**
16 **to consider employment, promotion, compensation or performance evaluation data of any public**
17 **employee over which the governmental body has jurisdiction or exercises responsibility. Dannhausen**
18 **moved and Eliot seconded to convene into Closed Session per statutes named.** Motion carried.

19 **Wait moved and Le Clair seconded to reconvene into open session.** Motion carried.

20 **Robillard moved and Skare seconded to approve the compensation package for the Administrator.**
21 **Motion carried.**

22 **Closed Session**

23
24 Roberts was excused from the meeting.

25 **Wait moved and Le Clair seconded to reconvene into open session.** Motion carried.

26 **Robillard moved and Skare seconded to approve the compensation package for the Administrator.**
27 **Motion carried.**

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13 **Excused:** Fred Anderson, Ryan Heise, Bill Weddig, and Jim Nellen.

14 **Absent:** Jeff Larson

15 **Also present:** Kim Roberts/**Administrator** and Mary Horton/**KerberRose**

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17 **19.85(1)(a)(f) or (g) to confer with legal counsel for the governmental body who is rendering oral or**
18 **written advice concerning strategy to be adopted by the body with respect to litigation in which it is**
19 **or likely to become involved; to wit: enforcement actions against lodging providers who have failed**
20 **to obtain lodging permits and to timely remit monthly room tax reports and tax payments. Wait**
21 **moved and Dannhausen seconded to convene into Closed Session as per statutes named. Motion**
22 **carried.**

23 **Consider a motion to reconvene into Open Session.**

24 **Krist moved to reconvene into Open Session; Dannhausen seconded. Motion carried.**

25 **CLOSED SESSION**

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

27 **Consider a motion to reconvene into Open Session.**

28 **Krist moved to reconvene into Open Session; Dannhausen seconded. Motion carried.**

29 The meeting reconvened in open session.

30 Respectfully submitted,

31 *Kim Roberts*

32 Kim Roberts
33 Administrator