



**DOOR COUNTY TOURISM ZONE  
COMMISSION and EXECUTIVE COMMITTEE MEETING  
Minutes of December 21st, 2017 9:06 a.m.  
Village of Egg Harbor – Bertschinger Community Center -7860 STH 42**

**ACTION ITEMS:**

Larson moved and Dannhausen seconded to approve the agenda. Motion carried.

Starr moved and Robillard seconded to approve the minutes of November 16th, 2017 as presented. Motion carried.

Heise moved and Le Clair seconded to approve reports and payables plus receipts. 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. Larson moved to convene into Closed Session as per statutes named; Dannhausen seconded. Motion carried.

Tice moved to reconvene into Open Session; Larson seconded. Motion carried.

Larson moved and Dannhausen seconded that Roberts take action and proceed as directed regarding delinquent properties and pursue action as advised. Motion carried.

Dannhausen moved and Larson seconded the pay and benefits package for the Tourism Zone Administrator. Motion carried.

Larson moved and Dannhausen seconded to approve the 2018 budget as presented. Motion carried.

Starr moved and Le Clair seconded to approve the 2018 Engagement Letter with KerberRose, SC. Motion carried.

Larson moved to adjourn; Krist seconded. Motion carried.

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**Committee Members Present by Roll Call:** Fred Anderson, Ryan Heise, Jeff Larson, Myles Dannhausen, Nancy Robillard, Bill Weddig, Dick Skare, Elizabeth Le Clair, Cathy Ward, Richard Young, Chuck Tice, Bob Starr, and Josh Van Lieshout.

**Excused:** Bryan Nelson, Linda Wait and Linda Elmore.

**Absent:** Mary Boston, Andy Stimers, Mike Johnson, Nate Bell and Deb Jeanquart.

**Also in Attendance:** Michelle Rasmussen/**DCVB**, Jon Jarosh/**DCVB**, Jack Moneypenny/**DCVB**, Lisa Huebner – VP Media/**Boelter Lincoln**, Jill Brzeski/**President- Boelter Lincoln**, Nora Lahl – Director Client services/**Lightburn**, Dianne Lensert/**KerberRose** and Kim Roberts/**Administrator DCTZC**.

**Call to Order**

Chair Van Lieshout called the meeting to order at 9:06 AM.

**Approval of the Agenda**

Larson moved and Dannhausen seconded to approve the agenda. Motion carried.

**Approval of the Minutes of November 16<sup>th</sup>, 2017**

Starr moved and Robillard seconded to approve the Minutes of November 16<sup>th</sup>, 2017. Motion carried.

**Door County Visitor Bureau presentation of 2018 Strategic Plan**

Moneypenny began the presentation with a review of the initially aggressive budget for 2018 in which they have revised to back off for 2018. He explained that they reduced the plan to 4% for

1 2017 and planned a 4% increase over 2017 for 2018. He went on to say that there will be a budget  
2 line for income brought forward: Anything above and beyond not spent in that calendar year will be  
3 brought forward into next year's budget.

4 Money Penny introduced the representatives from their agencies that assist in developing and  
5 executing the Strategic Plan: Lisa Huebner – VP Media/ **Boelter Lincoln**, Jill Brzeski/ **President- Boelter**  
6 **Lincoln**, and Nora Lahl – Director Client services/ **Lightburn**.

7 Money Penny reviewed the 2018 objectives: Increase room tax collections by 4.0% over actual 2017  
8 collections, increase awareness of the Door County brand experience, to provide a positive  
9 experience for every Door County visitor through a customer service culture, continue to cultivate  
10 and strengthen the 19 communities through leadership and knowledge of industry trends, continue  
11 to represent and communicate the value of the Tourism Zone, maintain the strong relationship with  
12 the Tourism Zone, continue to strengthen the economic impact of travel and tourism in Door County,  
13 and strengthen local business associations and community coordinators through the use of a  
14 Community Marketing Manager. He went on to say that Cambria Mueller was hired to be the liaison  
15 into the communities; he stressed that she will not be working on events.

16 Lisa Huebner of Boelter-Lincoln took over to discuss the Door County target audience. She stressed  
17 that women tend to be the primary decision maker when it comes to travel, therefore the primary  
18 demographic remains as women 25-54. Using zip code data, they will focus on women within a five  
19 (5) hour drive.

20 Huebner went on to discuss secondary audiences. She noted that adults 22-34 and the LGBT  
21 community are important to reach in order to increase tourism. She went on to say that the 2016-17  
22 Portrait of an American Traveler had identified two millennial segments making a significant impact  
23 in today's travel industry: Henry's (high earners not rich yet) and Gottagosolos (travelers who take  
24 vacations without their families present).

25 Huebner said that the market focus will be: Chicago, Milwaukee, Appleton/Green Bay, Madison and  
26 Minneapolis. The decision process to remain active in these markets is based on traffic from  
27 Doorcounty.com as well as reservation and revenue data from the lodging database. She added  
28 that the experiential traveler will also be at the top of their minds. This type of traveler is looking more  
29 and more for valuable travel experiences. She also noted that the heat map showed Chicago had  
30 the most reservations, but Milwaukee booked the most nights.

31 Huebner went on to say that internet usage is still dominated by mobile and desktop usage has only  
32 declined slightly. She said that the media mix will continue to include video, search engine  
33 marketing, ad groups/keywords, mobile impressions (capture the data-location capture) outdoor,  
34 print and digital. The 2018 media plan will work to achieve very specific and measurable objectives:  
35 Create awareness of Door County, drive traffic to the website, capture qualified email address to  
36 grow the database, and increase overnights stays and visitor spending. She went on to say that the  
37 campaigns will be timed to reach the intended audience when they are in the "I want to get away"  
38 micro-moment in order to influence their destination decision. They will do this through analyzing  
39 research, geo-targeting, and first party data to make informed targeting decisions.

40 Huebner discussed the timing of media placements that will reach the audience effectively. She  
41 explained that for the past two years reservations have been made a month prior to arrival and now  
42 they are seeing a shift to three months out to arrival. They have now shifted the media start date to  
43 the end of April.

44 Mulliken asked how do you first get a person interested in Door County.

45 Huebner said that is the whole point of the marketing program; to showcase Door County.

46 Huebner spoke to the meaning of the Door County brand. She said that the 2018 creative takes a  
47 fresh approach to the Door County brand promise of delivering a breathtakingly scenic, water-  
48 centric landscape perfect for relaxation and rejuvenation. She said that they were aiming to create

1 a sense of pace and to transport the audience by showing what it is like to experience Door County.  
2 She went on to say that they were allowing the audience to experience, not just hear or see an ad.  
3 They are trying to break through the clutter by using big, beautiful photos and video allowing viewers  
4 to put themselves there by being interactive. Videos on TV and cable will be jarringly serene and  
5 quiet to let the visuals sell Door County.

6 Jarosh began to speak about public relations. He noted that the public relations plan compliments  
7 the marketing plan along with target locations and markets. He went on to say coverage outside of  
8 target markets occurred through editorials around the country. He added that although the move  
9 for marketing is still moving towards digital, PR still remains in print space. The media marketing  
10 program continues to see a 10:1 return and great earned media coverage for the county. Since  
11 2007, this program has generated over 1,860 stories resulting in 1.8 billion impressions and an earned  
12 media value of \$19.6 million dollars. He went on to say that the media marketing program would  
13 continue through Geiger with seven (7) themed press trips with both seasonal and niche activity  
14 focus.

15 The DCVB will conduct season specific PR campaigns to reach short lead media in the Midwest and  
16 particularly within a (5) five hour drive of Door County. These campaigns will highlight the spring, fall  
17 and summer seasons, with an emphasis on the cherry culture, outdoor recreational opportunities, fall  
18 harvest festivals and fall color. The tactics used in the efforts may include: Individual journalist  
19 pitching, digital, printed on consumable press kits, live – in studio interviews on TV and radio, media  
20 release campaign which will highlight events and activities scheduled for the upcoming month. He  
21 went on to say they will continue to provide support to media outlets with a range of assistance from  
22 sharing images to answering questions to fact checking. He noted that while there has been a shift  
23 away from print, PR gives Door County the opportunity to remain in print via editorials. Unlike paid  
24 advertising, editorial (or earned) media coverage carries with it an implicit endorsement from the  
25 journalist and media outlet doing the story.

26 2018 initiatives include additional media outreach to build brand awareness with travel writers with  
27 Midwest Travel Writers Association (MTWA) and the Society of American Travel Writers (SATW) by  
28 participating in meetings and conventions and through other available outreach opportunities. He  
29 added that he would be working with marketing on a “live” video initiative and providing  
30 support/assistance to market with other new video initiatives.

31 Nora Lahl of Lightburn spoke about social media, which she described as one of our greatest assets  
32 due to the great engagement. In 2018, there will be a heavier focus on engagement and user-  
33 generated content to get the consumer to tell the Door County story to increase our reach. Lahl said  
34 they will create and manage a new social media influencer program that will generate awareness  
35 for Door County on hand picked social media platforms by researching, inviting, hosting and  
36 partnering with strategically selected social media influencers. Social media is rapidly becoming one  
37 of the travel industry’s most important channels for customer service. It allows for prompt effective  
38 customer service for online information requests.

39 Rasmussen discussed the website by saying that although it delivers an impressive experience, there  
40 will be a need to continue to enhance and refine the delivery of information that engages  
41 prospective travelers. In 2018 the emphasis will be placed on providing an experience that converts  
42 trip planners into trip takers, as well as providing rich content when and where users expect to see it.  
43 Among the improvements to be implemented will be machine-learning functionality to the entire site  
44 to learn what users want to see based on behavior so that it can deliver that content on future visits.  
45 For example, if a user previously visits a page about cycling, the site will deliver other cycling related  
46 content on the next visit. For 2018 the improvement initiatives include: Personalized content delivery,  
47 trip planner enhancements, site performance improvements, conversion rate optimization, ongoing  
48 data collection, reporting and auditing.

49 While Door County can’t compete with the likes of Google, Rasmussen said we can adjust. She said,  
50 with artificial intelligence like Alexa and social platforms like Facebook are proving how powerful

1 good content can be. In 2018, we will continue to refine content on DoorCounty.com and social  
2 media platforms to ensure visitors are finding the information that they need. She went on to talk  
3 about search optimization. For 2018, efforts will continue with the following: Ongoing intra-site link  
4 building efforts, technical SEO auditing and enhancements, development of content to support non-  
5 branding, relevant key word families and continued monitoring and reporting. She stressed that  
6 search efforts were more important than Google ads; the need to pursue non-branded keys words to  
7 shape content with inquiries which will result in a rise in Google rankings and site visits.

8 Money Penny spoke about membership. He said it is changing so fast due to the Silver Membership  
9 which was introduced in 2017 and had resulted in 40 plus new members. The membership team will  
10 be continuing to work with members so they understand the benefits of membership.

11 Van Lieshout asked if research shows that folks want experiences, what economic development  
12 should be focused on to fill what people are looking for that Door County does not have.

13 Rasmussen said bike trails, off-road, snowmobile rentals, and ATV rentals. She stressed niche activities.

14 Weddig said he continues to hear that the lack of internet connectivity throughout the county is still  
15 an issue and the demand is outstanding.

16 Rasmussen noted that people to work, airport, internet connectivity and community issues are  
17 among the issues facing the area.

18 Anderson said that he had attended the Expedia conference and there was a large focus on  
19 artificial intelligence.

20 Rasmussen agreed and said that they already have started adjusting content to answer questions.  
21 She said it is starting.

22 Anderson asked about the remaining like of the Visitor Guide and at what point will the guide  
23 become digital and the money shifted into focusing on the creation of an app.

24 Money Penny said that there were only fifty (50) guides left from 2017. We still have the demand for  
25 the paper guide. He stressed that the guide is self supported, for which we are very fortunate.

26 Rasmussen said that there are products out there they are looking at to make the guide digital with  
27 search and swipe options that allow editing.

## 28 **Report by the Door County Visitor Bureau on Marketing Efforts**

29 Money Penny discussed the new hire, Cambria Mueller, for the community marketing manager.

30 Rasmussen noted that the Winter Seasonal blast has gone out and had generated some great traffic  
31 to the site. She added that the Events and Stay pages remained among the most frequently visited.

32 Rasmussen spoke about the partnership with Gimball for the fall campaign. She said they measure  
33 visits to Door County after seeing a mobile add impression and is based on location data from a  
34 mobile device. The campaign tracked a total of 1,831 "walk-ins" to Door County after seeing a Door  
35 County ad and 75% of those were from Chicago.

36 Rasmussen went on to talk about the website and upcoming enhancements to the member pages  
37 on DoorCounty.com. This will include a revitalized mobile friendly design, unlimited photos, videos  
38 and copy with optional Trip Advisor and Crowdriff feeds. With the unlimited photos it creates rich  
39 content to compete with the Google algorithm changes which serves as a benefit to visitors,  
40 members and content for the website.

41 Jarosh shared that the annual "Big Bundle Up" program was underway statewide, but local efforts  
42 were being made to get warm clothing for local charities. He went on to say that in Time Out New  
43 York, Door County was featured in the publication's Escape from New York section.

44 Jarosh spoke about the first press trip of the 2018 season; with hopes for snow to feature winter  
45 activities.

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

3 Roberts reported that she sent out sixty one (61) no report letters for the report month of September  
4 2017 on November 17<sup>th</sup>, 2017. She added that as of December 13<sup>th</sup>, 2017 twenty (20) properties  
5 remain to report. She went on to say that she did a first run for October 2017, and there were still forty  
6 five (45) owner managed properties to report not including agent managed properties.

7 The total outstanding due in unpaid taxes, fees and penalties is one thousand five hundred twenty  
8 eight dollars and sixty two cents (\$1,528.62) from nine (9) permit holders.

9 Roberts said that she had permitted six (6) new properties since the November meeting. Three (3)  
10 had been permitted during the same time period last year. She added that she was working on five  
11 (5) unpermitted properties that are advertising online.

12 Roberts reviewed current listings on lodging platforms.

13 Roberts reviewed a letter from Susan Cubar who asked the Tourism Zone and the DCVB to get  
14 behind developing fast, accessible and affordable internet through Door County, but especially in  
15 the tourism corridors. She went on to request a focus on working to develop businesses that are more  
16 than seasonal to attract families that need full time employment. Roberts went on to say that she  
17 had forwarded the email to Paige Funkhouser at the Door County Economic Development  
18 Corporation. Funkshouser had responded, "Thanks for forwarding this Kim. Telecommunications,  
19 especially broadband connectivity, is on the forefront of my project list as I start this job. The biggest  
20 challenge with infrastructure improvements in Door County, is funding, and follow through after  
21 funding is secured (e.g. Frontier). Thanks for forwarding the acknowledgement letter as well."

22 Starr stressed that DCEDC was working with local provider for expansion grants with the Town of  
23 Liberty Grove.

24 Ward said that there is a template letter that is being circulated to generate support; the more letters  
25 submitted the better it is. She went on to say that she would forward the letter to Roberts. She  
26 added issues remain with geography and direct lines.

27 Skare added that Microsoft rural broadband initiative is in development stages. (Wisconsin has been  
28 chosen by Microsoft as one of 12 states to pilot a program that will begin bringing high-speed internet  
29 to rural communities within the next year.)

30 Roberts noted that there had been no new developments with regard to new short term rentals  
31 legislation.

32 Van Lieshout said that he had heard from Kitchens who had requested that the Tourism Zone send  
33 suggestions on how to improve the legislation for Door County. The goal is to be able to submit a  
34 proposal with correcting language for next session.

35 Roberts reviewed a zoning issue that developed: A permit holder renting two rooms in her home  
36 while maintaining residency. According to Door County zoning, this kind of rental required a B&B  
37 permit from Door County zoning.

38 Roberts reviewed the permitted, removed and by unit reports that are completed bi-annually. She  
39 noted that there have been sixty nine (69) new properties permitted since May 23, 2017. Thirty five  
40 (35) permits have been deactivated: 18 properties were sold, 12 no longer are renting, 2 have  
41 become long term rentals, 2 no longer rent because their HOA changed their rules and 1 changed  
42 their mind. Roberts went on to discuss the By Unit Report. She pointed out that On May 24<sup>th</sup>, 2017

1 there were 1040 permits and on November 27<sup>th</sup>, 2017 there were 1078. She went on to say that in  
2 May there were 973 homes permitted and in November there were 1020.

3 **Discussion on Current Comparable Occupancy numbers**

4 Lensert noted that there were still quite a number of reports to come in for October therefore the  
5 numbers are not as great as we hoped for, but they will improve. She pointed out that there were  
6 ten thousand (10,000) less rooms available for October due to the lack of reporting. She stressed that  
7 collections were still up 3.2% for the year.

8 Anderson pointed out that there were five weeks in September this year and four weeks in October.  
9 Last year there were five weeks in October.

10 **Consideration of approving reports and payables plus receipts**

11 **Heise moved and Le Clair seconded to approve reports and payables plus receipts. Motion carried.**

12 **Report from Commissioners on feedback from local boards on recent issues.**

13 It was requested that talking points be created for Town Board regarding the recently introduced  
14 legislation.

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

22 **CLOSED SESSION**

23 **Van Lieshout requested to stay in Closed Session to address item twelve (12) on the agenda.**

24 **Roberts was asked to leave the room so that employment, promotion, compensation and**  
25 **performance evaluation could be discussed.**

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

27 Tice moved and Larson seconded to reconvene in Open Session.

28 **Consider a motion to take action, if required.**

29 **Larson moved and Dannhausen seconded that Roberts take action and proceed as directed**  
30 **regarding delinquent properties and pursue action as advised. Motion carried.**

31 **Dannhausen moved and Larson seconded the pay and benefits package for the Tourism Zone**  
32 **Administrator. Motion carried.**

33 **Approval of the 2018 Budget**

34 Van Lieshout requested the Roberts review the 2018 budget and 2017 comparison.

35 Roberts reviewed the 2018 budget and 2017 comparison budget.

36 **Larson moved and Dannhausen seconded to approve the 2018 budget. Motion carried.**

37 **Approval of the 2018 KerberRose Engagement Letter**

38 **Starr moved and LeClair seconded to approve the 2018 KerberRose Engagement Letter.**

39 **Adjournment**

40 **Larson moved to adjourn; Krist seconded. Motion carried.**

41 Respectfully submitted,

42 

43 Kim Roberts  
44 Administrator



DOOR COUNTY TOURISM ZONE  
COMMISSION and EXECUTIVE COMMITTEE MEETING  
Minutes of December 21st, 2017 9:06 a.m.

Village of Egg Harbor – Bertschinger Community Center -7860 STH 42

5

6 The closed session of the Tourism Zone Full Commission was convened by Chairperson Van Lieshout  
7 at the Village of Egg Harbor.

8 **Committee Members Present by Roll Call:** Fred Anderson, Ryan Heise, Jeff Larson, Myles Dannhausen,  
9 Nancy Robillard, Bill Weddig, Dick Skare, Elizabeth Le Clair, Cathy Ward, Richard Young, Chuck Tice,  
10 Bob Starr, and Josh Van Lieshout.

11 **Excused:** Bryan Nelson, Linda Wait and Linda Elmore.

12 Absent: Mary Boston, Andy Stimers, Mike Johnson, Nate Bell and Deb Jeanquart.

13 **Also present:** Kim Roberts/**Administrator** and Dianne Lensert/**KerberRose**

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

21 Tice moved and Larson seconded to reconvene in Open Session. Motion carried.

22 Larson moved and Dannhausen seconded that Roberts take action and proceed as directed  
23 regarding delinquent properties and pursue action as advised. Motion carried.

24 Dannhausen moved and Larson seconded the pay and benefits package for the Tourism Zone  
25 Administrator. Motion carried.

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26 **CLOSED SESSION**

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

28 Van Lieshout requested to stay in Closed Session to address item twelve (12) on the agenda.

29 Roberts was asked to leave the room so that employment, promotion, compensation and  
30 performance evaluation could be discussed.

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

32 Tice moved and Larson seconded to reconvene in Open Session.

33 **Consider a motion to take action, if required.**

34 Larson moved and Dannhausen seconded that Roberts take action and proceed as directed  
35 regarding delinquent properties and pursue action as advised. Motion carried.

36 Dannhausen moved and Larson seconded the pay and benefits package for the Tourism Zone  
37 Administrator. Motion carried.

38 The meeting reconvened in open session.

39 Respectfully submitted,

40

41 Kim Roberts  
42 Administrator