



DOOR COUNTY TOURISM ZONE
EXECUTIVE COMMITTEE
Minutes of February 15, 2018
City of Sturgeon Bay- Community Room

3 ACTION ITEMS:

4 Nelson moved and Skare seconded to approve the agenda. Motion carried.

5 Le Clair moved and Starr seconded to approve the January 18th, 2018 Full Commission meeting minutes.
6 Motion carried.

7 Starr moved and Le Clair seconded to approve Kerber Rose Reports, Payables, and Receipts to Date. Motion
8 carried.

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

15 Nelson moved and Starr seconded to reconvene into Open Session. Motion carried.

16 Nelson moved and Skare seconded to approve the compliance strategy for garnishment as discussed in Closed
17 Session. Motion carried.

18 Le Clair moved and Weddig seconded to adjourn. Motion carried.

19 **Committee Members Present by Roll Call:** Josh Van Lieshout, Bryan Nelson, Elizabeth Le Clair, Bill Weddig,
20 Dick Skare and Bob Starr.

21 **Also in Attendance:** Jack Money Penny/DCVB, Dianne Lensert/KerberRose, and Kim Roberts/Administrator.

22 **Call to Order**

23 Van Lieshout called the meeting to order at 9:03 a.m.

24 **Approval of the Agenda**

25 Nelson moved and Skare seconded to approve the agenda. Motion carried.

26 **Approval of the minutes of January 18th, 2018 Full Commission Meeting**

27 Le Clair moved and Starr seconded to approve the January 18th, 2018 Full Commission meeting minutes as
28 presented. Motion carried.

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

30 Money Penny reviewed the updated DCVB reports. He explained that new items have been added in order
31 to tell the story a little better.

32 Money Penny shared their experience at the Travel and Adventure show. He said that the booth had been
33 overwhelmed and that they had been able to provide a mixed reality booth. Potential travelers were invited
34 to experience Door County via virtual goggles. The experience provided people the ability to be on top of the
35 Potawatomi Tower and look down and feel the breeze on their face. They distributed over ten thousand
36 (10,000) Door County Visitor Guides at the show. The booth was designed to feel like a campsite at
37 Newport State Park.

38 Money Penny said that all media was placed for the season, but had not yet begun to run. He went on to
39 discuss the insert for National Tourism week. This year, he said, the DCVB will partner with the WACVB,
40 fourteen (14) other destinations, and the Department of Tourism to create a newspaper insert.
41 Money Penny was excited about the change and said that it was going to be a great way to deliver state and
42 local efforts to bring a better understanding of the impact of tourism.

43 Money Penny went on to discuss Cambria Mueller, the new Community Marketing Manager. He said that
44 the communities have embraced the position. Each community has received a binder to use as a resource

1 full of information on items such as SCP (Strategic Community Partnership) funds and programs to assist if
2 there is turnover, they will have information at hand to better understand. Money Penny hoped that having
3 a mentor and support will help do away with the revolving door in those positions.

4 **Report from the Administrative Assistant on current activities and issues associated with permitting new**
5 **members.**

6 Roberts reviewed the number of permit holders for each month who were late to report. She said that for
7 June, July and August there still was one (1) property to report. For September there are five (5) to report,
8 for October there are seven (7) to report and for November there are three (3) properties to report.

9 Roberts said that the total outstanding due as of February 14th, 2018 was one thousand five hundred thirty
10 five dollars and ninety four cents (\$1,535.94) from two (2) permit holders. She stressed that if you took out
11 the judgment from the one (1) permit holder all that remains to be collected is twenty six dollars and twenty
12 three cents (\$26.23).

13 Roberts reported that she had permitted fifteen (15) properties since January reporting; eight (8) of which
14 were permitted through compliance channels. She went on to say that she is currently working on nineteen
15 (19) unpermitted properties.

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

18 Roberts presented legislative information to the Executive Committee.

19 **Discussion of Current Comparable Occupancy Numbers**

20 Lensert said that 2017 has been closed out and the numbers have been re-run. Anything collected from
21 2017 going forward is referred to as prior year lates. She went on to say that 2017 finished up 4.2% over
22 2016.

23 Lensert shared that Mary Horton will assume responsibilities in becoming more involved with the Tourism
24 Zone to stay on top of the issues. She will attend the meetings on behalf of KerberRose going forward.

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

26 **Starr moved and Le Clair seconded to approve KerberRose Reports, Payables, and Receipts to Date.** Motion
27 carried.

28 **Consider motion to convene into Closed Session pursuant to Wisconsin State Statutes, Section**
29 **19.85(1)(g) to confer with legal counsel for the governmental body who is rendering oral or written**
30 **advice concerning strategy to be adopted by the body with respect to litigation in which it is or likely**
31 **to become involved; to wit: enforcement actions against lodging providers who have failed to obtain**
32 **lodging permits and to timely remit monthly room tax reports and tax payments. Starr moved to**
33 **convene into Closed Session as per statutes named; Le Clair seconded. Motion carried.**

34 **Nelson moved and Starr seconded to reconvene into Open Session.** Motion carried.

35 **Nelson moved and Skare seconded to approve the garnishment compliance strategy as discussed in Closed**
36 **Session.** Motion carried.

37 **Le Clair moved and Weddig seconded to adjourn.** Motion carried.

38 Respectfully submitted,



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41 Kim Roberts
42 Administrator
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1 DOOR COUNTY TOURISM ZONE
2 FULL COMMISSION
3 CLOSED SESSION
4 Minutes of February 15, 2018
5 City of Sturgeon Bay

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

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

10 **Also in Attendance:** Kim Roberts/Administrator.

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

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

18 **CLOSED SESSION**

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

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

21 **Nelson moved and Starr seconded to reconvene into Open Session. Motion carried.**

22 The meeting reconvened in open session.

23 Respectfully submitted,



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25 Kim Roberts

26 Administrator

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