



DOOR COUNTY TOURISM ZONE
COMMISSION and EXECUTIVE COMMITTEE MEETING
Minutes of March 15, 2018
Town of Nasewaupée – 3388 County Road PD

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7 **ACTION ITEMS:**

8 Heise moved and Starr seconded to approve the agenda. Motion carried.

9 Le Clair moved and Starr seconded to approve the minutes of February 15th, 2018 Executive
10 Committee meeting as presented. Motion carried.

11 Starr moved and Mulliken seconded to approve reports and payables plus receipts. Motion
12 carried.

13 Consider motion to convene into Closed Session pursuant to Wisconsin State Statutes, Section
14 19.85(1)(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
16 which it is or likely to become involved; to wit: enforcement actions against lodging
17 providers who have failed to obtain lodging permits and to timely remit monthly room tax
18 reports and tax payments. The body moved to convene into Closed Session as per statutes
19 named.

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

21 Consider a motion to convene into closed Session pursuant Wisconsin State Statutes, Section
22 19.85(1) (c) to consider employment, promotion, compensation or performance evaluation
23 data of any public employee over which the governmental body has jurisdiction or
24 exercises responsibility. Dannhausen moved to convene into Closed Session as per statutes
25 named; Starr seconded. Motion carried.

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

27 Starr moved and Dannhausen seconded to approve the Resolution for Wisconsin Public
28 Employers' Group Health Insurance Option Selection. Motion carried.

29 Larson moved to adjourn; Le Clair seconded. Motion carried.

30 **Committee Members Present by Roll Call:** Bryan Nelson, Mike Johnson, Ryan Heise, Jeff
31 Larson, Myles Dannhausen, Keith Krist, Nancy Robillard, Elizabeth Le Clair, Hugh Mulliken,
32 Chuck Tice, Bob Starr, Josh Van Lieshout and Linda Elmore.

33 **Excused:** Mary Boston, Fred Anderson, Bill Weddig, Dick Skare, Cathy Ward, Richard Young,
34 and Linda Wait.

35 **Absent:** Andy Stimers, Nate Bell and Deb Jeanquart.

36 **Also in Attendance:** Kim Roberts/**Administrator**, Jack Moneypenny/**DCVB**, Jon Jarosh/**DCVB**, and
37 Michelle Rasmussen/**DCVB**.

38 **Call to Order**

39 Chair Van Lieshout called the meeting to order at 9:15 AM.

40 **Approval of the Agenda**

41 Heise moved and Starr seconded to approve the agenda. Motion carried.

42 **Approval of the Minutes of February 15th 2018 Executive Committee meeting as presented.**

1 **Le Clair moved and Starr seconded to approve the minutes of February 15th, 2018 Executive**
2 **Committee meeting as presented.** Motion carried.

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

4 Money Penny said he would turn it over to staff to update on the day to day. He noted that
5 they had recently returned from the Tourism Conference in Appleton. There were some
6 good speakers and education involved, he said. He added that the Door County
7 contingent in attendance for the conference continues to grow each year.

8 Jarosh began with an update on the winter press trip. He noted that conditions were decent
9 for the trip which happened in January. He went on to say that they were hosting
10 The Midwest Travel Journalists Association (MTJA) this spring in Milwaukee as a co-sponsor. He added
11 that there is a trip to Door County post conference with seven (7) journalists. He went on to say that
12 they are also gearing up for their next press trip in May with Geiger & Associates; he hoped that the
13 blossoms would time out perfectly for the press trip.

14 The Brand USA, the marketing arm for the US, who markets the USA to the world, has been working
15 with the Department of Tourism on videos of the fifty (50) states. The Department of Tourism just
16 premiered their video at the Governors Conference on Tourism at the group lunch on Monday,
17 Jarosh was happy to say that Door County is one of three destinations that are highlighted in that
18 particular piece; Milwaukee, Madison and Door County were featured. They will be using the videos
19 to market the country to the rest of the world.

20 Jarosh noted that yesterday was pie day and they took the opportunity to bake off the pies
21 and deliver them to the three (3) network TV stations in Milwaukee. Special thanks to
22 Scaturro for providing the cherry pies. Two (2) were also delivered to ON Milwaukee, a
23 popular site, as well. The pies were used to set the table for the spring press tour.

24 Jarosh reviewed recent media highlights: Emerald Coast Magazine, Travel Industry Today,
25 Bass Angler Magazine, and Great Lakes Scuttlebutt. He went on to say that they will be
26 doing FB live this week, which will be ramping up as the weather warms up.

27 Rasmussen discussed their mixed reality booth at the Travel and Adventure show in Chicago.
28 She added that they had a 10 X 20 booth that offered a mixed reality experience with
29 Virtual Reality Goggles that placed people on top of the Potawatomi State Park lookout
30 tower; they could put their hands on the wooden handrails and feel the "breeze" from fans
31 blowing in their direction. The booth also had iPads that allowed people to sign up and win
32 a Door County getaway which also signed them up for the newsletter. A follow up email
33 was sent to people who signed up which introduced them to the site and information on
34 Door County.

35 Rasmussen reviewed Doorcounty.com performance. She noted that web numbers were
36 down a bit, but engagement was up in regards to content – people were staying on the site
37 longer and viewing more content. She added the traffic levels were largely due to a steep
38 decline in Email traffic (due to the Visitor Guide going out last month), and also fewer visits
39 from Facebook due to a 2017 Valentine's Day promo giveaway.

40 Social media, she said, shows that Twitter is slowly lagging and will probably die off.
41 Rasmussen discussed that cruise ships are not coming into take over Door County; she noted
42 that ships with about one hundred and twenty (120) people will be coming into Sturgeon
43 Bay a few times this year.

44 Money Penny added that lobby visitors were half of last year's traffic in February due to a
45 door counter being out of order since February 19th. The electrician was there today
46 replacing the counter, but he stressed that the numbers would be off about six weeks. He

1 went on to say that there had been some movement on the DCVB board. Ned Nedderson,
2 the current chair, who is in his sixth (6th) year of serving on the board, has stepped away to
3 attend to his growing business. Greg Stillman has stepped in to the Chair position and Steve
4 Leonard into the Vice-Chair position. He stressed that there are no changes to the
5 organization.

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

8 Roberts reported that for June one (1) property remains to report. For July 2017 one (1)
9 property remains to report. For August two (2) properties remain to report. For September
10 two (2) remain to report and for October two (2) remain, for November one (1) remains to
11 report and for December five (5) remain to report as of March 6th, 2018.

12 The total outstanding due in unpaid taxes, fees and penalties is one thousand five hundred
13 forty two dollars and two cents (\$1,542.02) from two (2) permit holders as of March 6th, 2018.

14 Roberts said that she had permitted fifteen (15) new properties since the meeting in
15 December; eleven (11) of which were a result of compliance efforts. She added that she
16 was working on fifteen (15) unpermitted properties that are advertising online and an
17 additional nine (9) that have contacted the office regarding permitting.

18 Roberts reviewed the online rental sites and the status of permitted listings versus unpermitted
19 listings.

20 Roberts reviewed representation numbers for municipalities; no changes with the final 2017
21 numbers for the number of representatives from each municipality. She reviewed the
22 process for the WI DOR Room Tax Reporting (SL-304) and said that she would be getting the
23 information out to the municipalities and would be available to assist with filings, just as she
24 had last year.

25 Roberts reviewed the updated Historical Date Project which now had 2017 year end
26 numbers entered into the database. She notes that 2017 versus 2009 highlights included
27 resorts (property type 51) has gained 30,975 available nights and 65,322 rented nights. She
28 added that cottages, cabins and homes (property type 55/56) had gained 45,008 available
29 nights and gained 24,531 rented nights. She went on to say that she had included a Press
30 Release in the packet for the board's approval to send out. There were no corrections to
31 the Press Release and Roberts was directed to send it out.

32 **Discussion on Current Comparable Occupancy numbers**

33 Van Lieshout said that January grew by 5.4%. He added that he felt that fishing and work in
34 the boatyards had impacted the numbers

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

36 **Starr moved and Mulliken seconded to approve reports and payables plus receipts.** Motion
37 carried.

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

39 There were no reports from local boards.

40 **Consider motion to convene into Closed Session pursuant to Wisconsin State Statutes, Section**
41 **19.85(1)(g) to confer with legal counsel for the governmental body who is rendering oral or**
42 **written advice concerning strategy to be adopted by the body with respect to litigation in**
43 **which it is or likely to become involved; to wit: enforcement actions against lodging**
44 **providers who have failed to obtain lodging permits and to timely remit monthly room tax**

1 reports and tax payments. The body moved to convene into Closed Session as per statutes
2 named.

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

4 Consider a motion to convene into closed Session pursuant Wisconsin State Statutes, Section
5 19.85(1) (c) to consider employment, promotion, compensation or performance evaluation
6 data of any public employee over which the governmental body has jurisdiction or
7 exercises responsibility. Dannhausen moved to convene into Closed Session as per statutes
8 named; Starr seconded. Motion carried.

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

10 Starr moved and Dannhausen seconded to approve the Resolution for Wisconsin Public
11 Employers' Group Health Insurance Option Selection. Motion carried.

12 **Adjournment**

13 Larson moved to adjourn; Le Clair seconded. Motion carried.

14 Respectfully submitted,



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16 Kim Roberts
17 Administrator

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DOOR COUNTY TOURISM ZONE
COMMISSION and EXECUTIVE COMMITTEE MEETING
Minutes of March 15, 2018
Town of Nasewaupée – 3388 County Road PD

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

8 **Committee Members Present by Roll Call:** Bryan Nelson, Mike Johnson, Ryan Heise, Jeff Larson, Myles
9 Dannhausen, Keith Krist, Nancy Robillard, Elizabeth Le Clair, Hugh Mulliken, Chuck Tice, Bob Starr, Josh Van
10 Lieshout and Linda Elmore.

11 **Excused:** Mary Boston, Fred Anderson, Bill Weddig, Dick Skare, Cathy Ward, Richard Young, and Linda Wait.

12 **Absent:** Andy Stimers, Nate Bell and Deb Jeanquart.

13 **Also present:** Kim Roberts/**Administrator**

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

20 **Starr moved to reconvene into Open Session; Dannhausen seconded. Motion carried.**

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

25 **Starr moved to reconvene into Open Session; Dannhausen seconded. Motion carried.**

26 **Starr moved and Dannhausen seconded to approve the Resolution for Wisconsin Public Employers' Group**
27 **Health Insurance Option Selection. Motion carried.**

28 **CLOSED SESSION**

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

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

31 Starr moved and Dannhausen seconded to reconvene in Open Session.

32 The meeting reconvened in open session.

33 **Closed Session #2**

34 Discussion took place regarding a resolution for Wisconsin Public Employer's Group Health Insurance Option
35 Selection.

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

37 Starr moved and Dannhausen seconded to reconvene in Open Session.

38 The meeting reconvened in open session.

39 Respectfully submitted,

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41 Kim Roberts
42 Administrator