



**DOOR COUNTY TOURISM ZONE
EXECUTIVE COMMITTEE MEETING**
Minutes of March 18, 2021- 9:00 a.m.
Zoom Meeting conducted from Council Chambers
City of Sturgeon Bay - 421 Michigan Street

ACTION ITEMS:

Wait moved and Anderson seconded to approve the agenda. Motion carried.

Nelson moved and Le Clair seconded to approve the minutes of February 12th, 2021 Special Executive Committee Meeting. Motion carried.

Van Lieshout moved and Weddig seconded to approve the minutes of the February 18th, 2021 Full Commission meeting. Motion carried.

Nelson moved and Le Clair seconded to approve the reports and payables plus receipts to date. Motion carried.

By roll call vote move into 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.

Le Clair moved and Nelson seconded to adjourn in Closed Session. Motion carried.

Committee Members Present by Roll Call: Josh Van Lieshout, Bryan Nelson, Elizabeth Le Clair, Bill Weddig, Dave Eliot, Linda Wait and Fred Anderson.

Also in Attendance: Kim Roberts/**Administrator DCTZC**, Jack Moneypenny/**Destination Door County**, Will Craig, Tom Strong, Cathy Ward, Lane Menther, Mary Zeller, and Jewel Ouradnik.

Call to Order

Chair Van Lieshout called the meeting to order at 9:01 AM from the public location of the City Council Chambers at the City of Sturgeon Bay via Zoom.

Approval of the Agenda

Wait moved and Anderson seconded to approve the agenda. Motion carried.

Van Lieshout noted that item #9 on the agenda would be re-ordered to follow item #12.

Approval of the minutes of February 12th, 2021 Special Executive Committee Meeting.

Nelson moved and Le Clair seconded to approve the minutes of February 12th, 2021 Special Executive Committee Meeting. Motion carried.

Van Lieshout noted that the minutes of the February 16th, 2021 Ad Hoc Funding Meeting minutes had been received and recorded.

Approval of the minutes of the February 18th, 2021 Full Commission meeting.

Van Lieshout moved and Weddig seconded to approve the minutes of the February 18th, 2021 Full Commission meeting. Motion carried.

Report from Destination Door County on marketing efforts.

Moneypenny advised the Committee that Door Kewaunee Legislative Days was still looking for participants. He added that the school start date was on the agenda among five (5) other issues.

Moneypenny reviewed Destination Door County monthly statistics, public relations, and press trips.

44 **Report from Administrator**

45 Roberts reviewed the number of properties that remain to report for 2020 and 2021.

46 Roberts provided information on newly permitted properties and the total outstanding due in
47 unpaid taxes, fees, and penalties.

48 Roberts reviewed the Marketplace Provider Audit breakdowns and unpermitted properties by
49 platform.

50 **Discussion of current comparable occupancy numbers.**

51 Roberts reviewed January 2021 room tax reporting noting that January 2021 was up 23.9% over
52 January 2020.

53 **Consideration of approving reports and payables plus receipts to date.**

54 **Nelson moved and Le Clair seconded to approve reports and payables plus receipts to date.** Motion
55 carried.

56 **Report from the Ad Hoc Room Tax Rate/Innkeepers Committee**

57 Nelson gave an overview of the work completed by the Committee.

58 **Discussion and consideration of Legislative Days 2021 Room Tax issues Position Statement SB198.**

59 Van Lieshout discussed the position statement that was prepared for Legislative Days in support of
60 SB198. He asked the Executive Committee for support to go forward.

61 Anderson responded by saying with all the frustration, the letter needs to be stronger and tougher.
62 He stressed that the letter did not send the message we need it to. He asked for the letter to be
63 more direct and franker.

64 Wait agreed and said that it needs to be more forceful.

65 Eliot also agreed with Anderson. He added that while we appreciate the efforts the bill does not
66 start to grapple with the problems created by 2019 WI ACT 10. There is a gravity to the situation; it
67 will continue to mess with municipalities and livelihoods, it is a big deal, he stressed.

68 Eliot added we need to rally some support; we need to reach out to our group because there is an
69 impact to hosts. It is going to take our group supporting that the changes created by 2019 ACT 10
70 have created turmoil and chaos in our communities. We need the permit holders to say this needs
71 to change. Eliot added that we should support the bill but communicate that it is not enough.

72 **Update, discussion and consideration of proposal brought forth by Town of Baileys Harbor to**
73 **increase the room tax rate, update the room tax ordinances and change the funding mechanism**
74 **of the DCTZC.**

75 Eliot provided an update: Eight (8) municipalities had either passed a resolution in support of the
76 room tax increase or provided a letter of intent.

77 Van Lieshout added that it was time to commence work on updating the Ordinances, Entity
78 Agreement, and Intergovernmental Agreement.

79 All agreed that work should commence with legal counsel to update documents necessary for the
80 increase in room tax.

81 **Consideration of adjournment into Closed Session pursuant to Wisconsin State Statutes, Section**
82 **19.85(1) (g) to confer with legal counsel for the governmental body who is rendering oral or written**
83 **advice concerning strategy to be adopted by the body with respect to litigation in which it is or**
84 **likely to become involved; to wit: enforcement actions against lodging providers who have failed**
85 **to obtain lodging permits and to timely remit monthly room tax report and tax payments by roll call**
86 **vote.**

87 **Roll Call**

88 **Closed Session**

89 **Roll Call**

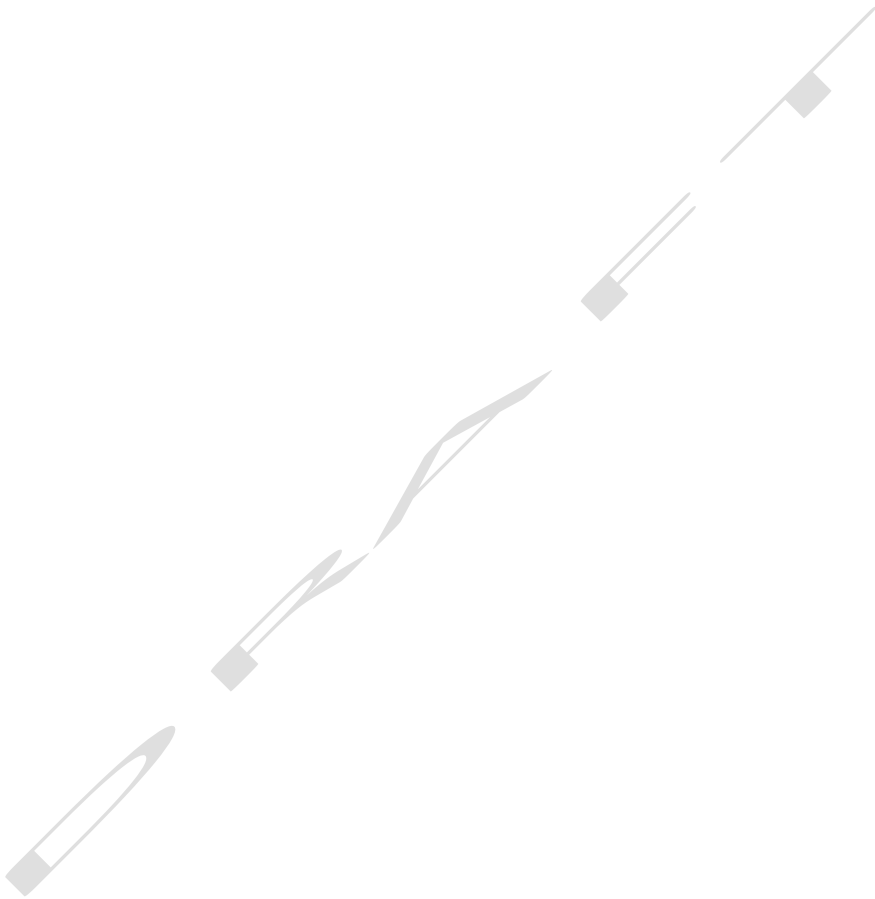
90 **Adjournment**

91 **LeClair moved and Nelson seconded to adjourn in Closed Session.** Motion carried.

92 Respectfully submitted,



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94 Kim Roberts, Administrator



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**DOOR COUNTY TOURISM ZONE
COMMISSION and EXECUTIVE COMMITTEE MEETING**

Minutes of March 18, 2021 - 9:00 a.m.

**Meeting via Zoom held in public meeting chamber at the City of Sturgeon Bay – 421
Michigan Street, Sturgeon Bay, WI.**

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

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Committee Members Present by Roll Call: Josh Van Lieshout, Bryan Nelson, Elizabeth Le Clair, Bill Weddig, Dave Eliot, Linda Wait and Fred Anderson.

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Also in Attendance: Kim Roberts/**Administrator DCTZC**, Mary Zeller/ **Full Commission Member and Cathy Ward/Full Commission Member.**

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Consideration of adjournment into 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 by roll call vote.

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Roll call

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Closed Session

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Roll Call

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Discussion took place regarding compliance and enforcement issues.

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Adjournment

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LeClair moved and Nelson seconded to adjourn in Closed Session. Motion carried.

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Respectfully submitted,

A handwritten signature in cursive script that reads "Kim Roberts".

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Kim Roberts
Administrator

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