



**DOOR COUNTY TOURISM ZONE
EXECUTIVE COMMITTEE MEETING
Minutes of April 16, 2020- 9:00 a.m.
Teleconference Meeting conducted from Council Chambers
5 City of Sturgeon Bay - 421 Michigan Street**

6 ACTION ITEMS:

7 Le Clair moved and Nelson seconded to approve the agenda. Motion carried.

8 Nelson moved and Anderson seconded to approve the minutes of April 9, 2020 Executive Committee meeting.
9 Motion carried.

10 Nelson moved and Le Clair seconded to approve the reports and payables. Motion carried.

**11 Anderson moved and Le Clair seconded to approve the Online Travel Agency Cost Study conducted by the
12 University of Wisconsin Fiscal and Economic Research Center not to exceed \$3,500 for Phase One and not to
13 exceed \$2,000 to Baylakes Information Systems for data work with UWW.** Motion carried.

**14 Nelson moved and Weddig seconded to approve Resolution No. 10-004162020 - An Expression of Thanks and
15 Appreciation for Jim Nellen.** Motion carried.

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

21 Weddig moved and Eliot seconded to move into open session. Motion carried.

22 Anderson moved and Nelson seconded to take action as directed in Closed Session. Motion Carried.

23 Eliot moved to adjourn; Weddig seconded. Motion carried.

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

27 Also in Attendance: Kim Roberts/**Administrator DCTZC**, Jack Money Penny/**DDC**, Linda Wait, Pam
28 Busch/**DoorTran**, and Mary Horton/**KerberRose**

29 Call to Order

30 Chair Van Lieshout called meeting to order at 9:04 AM from the public location of the City Council Chambers at
31 the City of Sturgeon Bay.

32 Chairmen Van Lieshout asked if there were any comments, correspondence or concerns from the public.

33 There were none.

34 Approval of the Agenda

35 Le Clair moved and Nelson seconded to approve the agenda. Motion carried.

36 Approval of the minutes of the April 9, 2020 Executive Committee meeting.

37 Nelson moved and Anderson seconded to approve the minutes of April 9, 2020 Executive Committee meeting.
38 Motion carried.

39 Report from Destination Door County "DDC" on marketing efforts.

40 Money Penny noted that they are in a holding pattern. He reviewed what each department was doing to deal
41 with the challenges presented by COVID19. He added that a letter went out to the community that had a very
42 successful open rate of 60%. He addressed that there were things that needed to be said with the focus on
43 "postpone don't cancel" and an emphasis on "travel when safe" rather than "don't come".

44 Money Penny reviewed financials with the Executive Committee.

45 Nelson thanked Money Penny for the report and said it was good peace of mind to know that DDC is solvent.

46 Le Clair also thanked Money Penny and added that she was glad DDC was solvent. She added that personally
47 she was hopeful and still had reservations coming in.

1 Wedding said he didn't have anything to add but was hopeful for mid-June.
2 Eliot thanked Money Penny. He added that the Pulse would be featuring the communication from DDC and he
3 would welcome more communication from DDC.

4 Money Penny thanked Eliot and said he would keep that in mind. He went on to say that the Board wants to be
5 involved and provide input on communications. He added that there is concern that visitors are hearing Door
6 County doesn't want visitors. The message from locals and how it is being delivered in many formats may leave
7 a bad taste with visitors. He stressed that there is a different way to talk to people who come and spend money
8 in Door County.

9 Eliot agreed and said locals need to stop being so mean to those who support our local economy; let's not shoot
10 the golden goose.

11 Money Penny replied that we all understand that everyone is scared, but we need to learn to talk nicer and ask
12 those who want to visit to travel when it is safe.

13 Eliot added that locals fear the limited resources, but we have to remember that many of our resources such as
14 our hospital are available to our community because of the donations from our seasonal residents.

15 Anderson thanked Money Penny for the report. He added that Public Health closed campgrounds. He agreed
16 that the talk has been very negative. He went on to say that he received a communication from Tourism
17 Secretary Meaney in which she explains that GEM grant restrictions have been relaxed. On a positive note, he
18 said, the Duetto Pulse Report shows the bookings indicate August, September and October reservations are on
19 pace year over year.

20 **Report from the Administrator.**

21 Roberts reviewed no reports, unpaid taxes/fees/penalties and properties permitted. She also reviewed the
22 Lodging Marketplace audits, By Property Report and deactivated properties.

23 Anderson asked about the negative on the Financial Statement with regards to Marketplace Collections.

24 Horton replied that the negative is from Marketplace Funds received. Permit holders report how much was paid
25 on their behalf and then a receivable is booked for the marketplace. We then receive money from the
26 marketplace.

27 **Discussion on the current comparable occupancy numbers.**

28 Horton noted that there is still quite a bit of reporting for January and February. She said that year to date
29 collections are down -7.2% and February is down -10.9%. She went on to say that she didn't feel that we were
30 seeing COVID impacts just yet.

31 Roberts added that the deadline for filing for February which was March 31 could have been impacted by
32 COVID19. She felt that it was reasonable to think that the pandemic was on peoples' minds as opposed to the
33 filing deadline.

34 Horton noted that there will be no difference with reporting. She went on to say that there will be a new line item
35 on the Financial Statement for Lodging Marketplace payments.

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

37 **Nelson moved and Le Clair seconded to approve the reports and payables.** Motion carried.

38 **Discussion and consideration of status and/or impact updates related, but not limited to: Lodging, tourism,
39 municipal budgets, marketing budgets, and TZC operating budget with regards to COVID19.**

40 Van Lieshout said that he had nothing to add from the City of Sturgeon Bay. The City is concerned about tourism
41 and events. He added that he has no wisdom or solutions to share.

42 Nelson, Le Clair, Weddig, Eliot, and Anderson had nothing to report.

43 **Discussion and consideration of Online Travel Agency Cost Study conducted by the University of Wisconsin**

44 Van Lieshout asked Roberts for an update.

45 Roberts updated the Committee that the agreement had been updated as well as an attachment created that
46 offered background, scope and questions we hope that the study will answer. She added that there was also a
47 memorandum of understanding from Baylakes Information Systems "BLIS" for work associated to pulling data for
48 UWW.

49 Anderson said he had no questions.

1 Eliot said he had no questions.
2 Wedding asked how many properties BLIS would have access to for data.
3 Roberts said she was unsure, but her understanding was it would be similar to the zip code data project for the
4 DCVB.
5 Little Bit asked about the cancellation timeline.
6 Roberts said that she had discussed the concerns regarding the cancellation timeline and Van Lieshout had said
7 it was standard language.

8 Nelson said he was good with the agreements and felt comfortable with the not to exceed amounts.

9 **Anderson moved and Le Clair seconded to approve the Online Travel Agency Cost Study conducted by the**
10 **University of Wisconsin Fiscal and Economic Research Center not to exceed \$3,500 for Phase One and not to**
11 **exceed \$2,000 to Baylakes Information Systems for data work with UWW.** Motion carried.

12 **Discussion and consideration of Resolution No. 10-004162020 - An Expression of Thanks and Appreciation for Jim**
13 **Nellen.**

14 **Nelson moved and Weddig seconded to approve Resolution No. 10-004162020 - An Expression of Thanks and**
15 **Appreciation for Jim Nellen.** Motion carried.

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

21 **CLOSED SESSION**

22 **Weddig moved and Eliot seconded to move into open session.** Motion carried.

23 **Anderson moved and Nelson seconded to take action as directed in Closed Session.** Motion Carried.

24 **Discussion regarding matters to be placed on a future agenda or referred to a committee, official or employee.**

25 Roberts asked if the weekly meeting would continue.

26 Nelson said yes, lets meet next week and take it from there.

27 Le Clair agreed with Nelson.

28 Weddig agreed.

29 Eliot agreed and asked for a specific agenda item to discuss.

30 Anderson agreed.

31 Van Lieshout said the consensus is we will meet again next Thursday, April 23rd, 2020 at 9 AM.

32 **Adjournment**

33 **Eliot moved to adjourn; Weddig seconded.** Motion carried.

34 Respectfully submitted,

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36 Kim Roberts
37 Administrator

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**DOOR COUNTY TOURISM ZONE
EXECUTIVE COMMITTEE MEETING
Minutes of April 16, 2020- 9:00 a.m.
Teleconference Meeting conducted from Council Chambers
5 City of Sturgeon Bay - 421 Michigan Street**

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

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

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

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

16 **Consider a motion to reconvene into Open Session.**
17 **Weddig moved and Eliot seconded to move 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 **Weddig moved and Eliot seconded to move into open session.** Motion carried.

22 The meeting reconvened in open session.

23 **Anderson moved and Nelson seconded to take action as directed in Closed Session.** Motion Carried.

24 Respectfully submitted,

25 *Kim Roberts*

26 Kim Roberts
27 Administrator
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