



**DOOR COUNTY TOURISM ZONE**  
COMMISSION and EXECUTIVE COMMITTEE MEETING  
Minutes of May 17, 2018  
Town of Sevastopol – 4528 STH 57

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7 **ACTION ITEMS:**  
8 Heise moved and Ward seconded to approve the agenda. Motion carried.  
9 Weddig moved and Ward seconded to approve the minutes of April 19th, 2018 Executive Committee  
10 meeting as presented. Motion carried.  
11 Dannhausen moved and Robillard seconded to approve the resignation of Robert Starr. Motion  
12 Carried.  
13 Heise moved and Mulliken seconded to approve Kathleen Maci-Schmidt for the vacant At-Large  
14 position. Motion carried.  
15 Nellen moved and Weddig seconded to approve the Resolution of Appreciation No. 6-01182018 – An  
16 expression of Thanks and Appreciation to Chuck Tice. Motion carried.  
17 Dannhausen moved and Weddig seconded to approve the Resolution of Appreciation No. 7-  
18 01182018 – An expression of Thanks and Appreciation to Robert Starr. Motion carried.  
19 Weddig moved and Ward seconded to approve reports and payables plus receipts. Motion carried.  
20 Weddig moved and Ward seconded to close the nominations and present the slate of officers for  
21 vote at the June 21<sup>st</sup>, 2018 Full Commission Meeting. Motion carried.  
22 Consider motion to convene into Closed Session pursuant to Wisconsin State Statutes, Section  
23 19.85(1)(g) to confer with legal counsel for the governmental body who is rendering oral or written  
24 advice concerning strategy to be adopted by the body with respect to litigation in which it is or likely  
25 to become involved; to wit: enforcement actions against lodging providers who have failed to obtain  
26 lodging permits and to timely remit monthly room tax reports and tax payments. The body moved to  
27 convene into Closed Session as per statutes named by roll call vote.  
28 Dannhausen moved to reconvene into Open Session; Heise seconded. Motion carried.  
29 Ward moved to adjourn; Mulliken seconded. Motion carried.  
30 **Committee Members Present by Roll Call:** Mary Boston, Kathleen Maci Schmidt, Ryan Heise, Myles  
31 Dannhausen, Keith Krist, Nancy Robillard, Bill Weddig, Cathy Ward, Hugh Mulliken, Richard Young, Jim  
32 Nellen, Linda Wait, and Josh Van Lieshout.  
33 **Excused:** Bryan Nelson, Dick Skare, Elizabeth Le Clair, and Linda Elmore.  
34 **Absent:** Andy Stimers, Mike Johnson, Fred Anderson, Jeff Larson, and Nate Bell.  
35 **Also in Attendance:** Kim Roberts/**Administrator**, Jack Money Penny/**DCVB**, Jon Jarosh/**DCVB**, Michelle  
36 Rasmussen/**DCVB**, Mary Horton/**KerberRose** and Dianne Lensert/**KerberRose**.  
37 **Call to Order**  
38 Chair Van Lieshout called the meeting to order at 9:09 AM.  
39 **Approval of the Agenda**  
40 Heise moved and Ward seconded to approve the agenda. Motion carried.  
41 **Approval of the Minutes of April 19th, 2018 Executive Committee meeting as presented.**  
42 Weddig moved and Ward seconded to approve the minutes of April 19th, 2018 Executive Committee  
43 meeting as presented. Motion carried.

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1 **Consideration and acceptance of the resignation of Robert Star.**

2 Chair Van Lieshout explained that Robert Starr had submitted his resignation. Van Lieshout asked  
3 that Roberts read the statement that Starr had requested to be read to the commission.

4 Roberts read the statement that Starr provided.

5 **Dannhausen moved and Robillard seconded to approve the resignation of Robert Starr.** Motion  
6 Carried.

7 **Consideration and approval of the nomination Kathleen Maci Schmidt for the At-Large position.**

8 Van Lieshout introduced and provided a brief background of Kathleen Maci Schmidt who he  
9 appointed for the At-Large position. Van Lieshout requested approval from the board.

10 **Heise moved and Mulliken seconded to approve Kathleen Maci-Schmidt for the vacant At-Large**  
11 **position.** Motion carried.

12 **Consideration and discussion of Resolution No. 7-05182018, an expression of thanks and appreciation**  
13 **to Chuck Tice for his service to the Door County Tourism Zone Commission.**

14 **Nellen moved and Weddig seconded to approve the Resolution of Appreciation No. 7-01182018 –**  
15 **Resolution No. 7-05182018, An expression of thanks and appreciation to Chuck Tice for his service to**  
16 **the Door County Tourism Zone Commission..** Motion carried.

17 **Consideration and discussion of Resolution No. 8-05182018, an expression of thanks and appreciation**  
18 **to Robert Starr for his service to the Door County Tourism Zone Commission. Dannhausen moved and**  
19 **Weddig seconded to approve the Resolution of Appreciation No. 8-01182018 – An expression of**  
20 **thanks and appreciation to Robert Starr for his service to the Door County Tourism Zone Commission.**  
21 Motion carried.

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

23 Moneypenny reported that the DCVB board is thinking of building an additional welcome center; he  
24 said it is the worst kept secret. He went on to say they were in the early stages of gathering a building  
25 committee which will have stop gaps implemented so that the project has a decision tree. He said  
26 the process is only in the beginning stages but the premise is to remove barriers from staff and visitors  
27 to allow for more of a free range situation. The hope he said is that it allows them to be more in  
28 touch and examine how to stay in touch in the next ten years.

29 Moneypenny spoke about the insert for National Tourism Week that went to all addresses in Door  
30 County and to permit holders out of the county, they were mailed directly to the permit holder. He  
31 hoped that it would keep people well informed and have a better understanding of tourism in Door  
32 County. He went on to say this year there was a partnership with fourteen (14) other communities  
33 and the State of Wisconsin to co-op the inside four (4) pages of the publication. The State printed  
34 7,500 copies of the publication free of charge. He added that the Department of Tourism was  
35 ecstatic with the partnership that creates a great opportunity to hear about the positive impact of  
36 tourism on the state.

37 Moneypenny went on to speak about attending the IPW International Travel Show. He spoke about  
38 the partnership with Green Bay and the Oneida nation and that they already have thirty plus (30+)  
39 appointments on the books for the event. He noted it was the first year that Door County made the  
40 US Travel Guide with side trip as part of a tour. He stressed it puts us out there and was grateful for the  
41 great regional collaboration.

42 Wait asked why there was State information in a locally distributed publication.

43 Moneypenny responded that the publication was a collaboration to provide a well rounded  
44 informational piece on tourism. He added that there was also a financial benefit.

45 Rasmussen reported that numbers look good. Web statistics are good; she noted that Minneapolis  
46 was back in the top in the top cities driving traffic to the website. She noted that the April 2018 e-  
47 newsletter had some of their best numbers to date. It went out to 219,000 recipients (a new high)  
48 and had over 39,000 opens, the most they have tracked going back to the start of 2017. She went

1 on to discuss the recent changes to Facebook and despite the changes, engagement was up 130%  
2 and Instagram was up 247%. Outdoor recruitment billboards began to run in Des Moines, Green Bay,  
3 Appleton and Wausau coupled with social and banner ads in our target area as well as high  
4 seasonal employment areas like Vail and Fort Lauderdale.

5 Rasmussen talked about way finding signs and the discussions that are being held in an attempt to  
6 unify the signs throughout the county.

7 Jarosh reported that six (6) press trips remain for the year; the spring press trip begins today with  
8 twelve (12) journalists visiting the area. He went on to say that they will also be working with  
9 international journalists with media outlets from both France and England. He went on to say that the  
10 Spring PR Campaign is wrapping up with the network TV interviews and social media influencer visits.

11 Moneypenny reviewed the progress of room tax collections and associated metrics since 2009.  
12 Room tax collections have increased \$1.6 million since 2009. The 30% to communities has increased  
13 \$482,000 since 2009. Occupied rooms have increased 118 room nights since 2009. Room rates have  
14 increased from \$124 in 2009 to \$153 in 2017. State tourism spending ranks Door County in the 7<sup>th</sup> spot  
15 in the state, ahead of Appleton which is a year round destination with a convention center.

16 Van Lieshout noted that room tax has a lot to do with our ability to market the county.

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

19 Roberts reported that for 2017 there is one (1) property that is currently with legal counsel and a  
20 judgment is in place for the months of May-November for this property. She went on to say that for  
21 January 2018 two (2) properties remain to report. For February 2018, four (4) properties remain to  
22 report.

23 The total outstanding due in unpaid taxes, fees and penalties is one thousand six hundred seventy  
24 nine dollars and five cents (\$1,679.05) from seven (7) permit holders as of May16th, 2018. She noted  
25 without the amounts due from one (1) property that is with legal counsel, the amount due is one  
26 hundred and seventeen dollars and thirty two cents (\$117.32).

27 Roberts reported that she had permitted twenty five (25) new properties since the meeting in April;  
28 seven (7) of which were a result of compliance efforts. She remarked that during the same period in  
29 2017 she only had permitted nine (9) properties. She added that she was working on twelve (12)  
30 unpermitted properties that are advertising online and an additional nine (9) that have contacted  
31 the office regarding permitting.

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

33 Roberts updated the Commission with her work on the Door County housing study and reports  
34 created for the project.

35 **Discussion on Current Comparable Occupancy numbers**

36 Lensert introduced Mary Horton who will be taking over responsibilities for KerberRose with regards to  
37 the Tourism Zone Commission. She noted that Horton has been doing the reports for some time.

38 Lensert noted that a lot of lates came in for February which brought year to date up to 5.9%.

39 Van Lieshout mentioned as a reminder that it is licensing time with alcohol and that any permit  
40 holders that are delinquent should be reported to clerks so licenses can be withheld.

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

42 **Weddig moved and Ward seconded to approve reports and payables plus receipts.** Motion carried.

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

44 There were no reports from local boards.

45 **Discussion and nomination of officers for 2018-19.**

1 Weddig nominated Van Lieshout as Chair, Skare as Vice-Chair, Nelson as Treasurer, and Le Clair as  
2 Secretary.

3 **Weddig moved and Ward seconded to close the nominations and present the slate of officers for**  
4 **vote at the June 21<sup>st</sup>, 2018 Full Commission Meeting.** Motion carried.

5 Consider motion to convene into Closed Session pursuant to Wisconsin State Statutes, Section  
6 19.85(1)(g) to confer with legal counsel for the governmental body who is rendering oral or written  
7 advice concerning strategy to be adopted by the body with respect to litigation in which it is or likely  
8 to become involved; to wit: enforcement actions against lodging providers who have failed to obtain  
9 lodging permits and to timely remit monthly room tax reports and tax payments. The body moved to  
10 convene into Closed Session as per statutes named by roll call.

11 Dannhausen moved to reconvene into Open Session; Heise seconded. Motion carried.

12 **Adjournment**

13 **Ward moved to adjourn; Mulliken seconded. Motion carried.**

14 Respectfully submitted,



15 Kim Roberts  
16 Administrator  
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COMMISSION and EXECUTIVE COMMITTEE MEETING  
Minutes of May 17<sup>th</sup>, 2018  
6 Town of Sevastopol – 4528 STH 57

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8 The closed session of the Tourism Zone Full Commission was convened by Chairperson Van Lieshout  
9 at the Town of Sevastopol.

10 **Committee Members Present by Roll Call:** Mary Boston, Kathleen Maci Schmidt, Ryan Heise, Myles  
11 Dannhausen, Keith Krist, Nancy Robillard, Bill Weddig, Cathy Ward, Hugh Mulliken, Richard Young, Jim  
12 Nellen, Linda Wait, and Josh Van Lieshout.

13 **Excused:** Bryan Nelson, Dick Skare, Elizabeth Le Clair, and Linda Elmore.

14 **Absent:** Andy Stimers, Mike Johnson, Fred Anderson, Jeff Larson, and Nate Bell.

15 **Also present:** Kim Roberts/**Administrator**, Mary Horton/**KerberRose** and Dianne Lensert/**KerberRose**

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

22 **CLOSED SESSION**

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

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

25 Dannhausen moved and Heise seconded to reconvene in Open Session.

26 The meeting reconvened in open session.

27 Respectfully submitted,

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

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29 Kim Roberts  
30 Administrator

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