



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

**ACTION ITEMS:**

**Nelson moved and Anderson seconded to approve the agenda.** Motion carried.

**Eliot moved and Anderson seconded to approve the minutes of June 18<sup>th</sup>, 2020 Annual meeting.** Motion carried.

**Nelson moved and Anderson seconded to approve the minutes of June 18<sup>th</sup>, 2020 Full Commission meeting.** Motion carried.

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

**Motion by roll call vote to convene in to 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.**

**Motion by roll call vote to convene in to Closed Session pursuant to Section 19.85(1)(g), Wis. Stats., for the purpose of conferring 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 is likely to become involved; to-wit: Discussion of lodging marketplace reporting.**

**Nelson moved and Le Clair seconded to return to open session.** Motion carried.

**Anderson moved and Eliot seconded to adjourn at 10:15 AM.** Motion carried.

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

**Also in Attendance:** Kim Roberts/**Administrator DCTZC**, Jack Moneypenny/**DDC**, and William Vande Castle/**Vande Castle, S.C.**

**Call to Order**

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

**Approval of the Agenda**

**Nelson moved and Anderson seconded to approve the agenda.** Motion carried.

**Approval of the minutes of the June 18, 2020 Annual Meeting.**

**Eliot moved and Anderson seconded to approve the minutes of June 18<sup>th</sup>, 2020 Annual meeting.** Motion carried.

**Approval of the minutes of the June 18, 2020 Full Commission Meeting.**

**Nelson moved and Anderson seconded to approve the minutes of June 18<sup>th</sup>, 2020 Full Commission meeting.** Motion carried.

**Report from Destination Door County on marketing efforts.**

Moneypenny reported that the website has been extremely busy with an increase in traffic from the 25-34 age group. He went on to say that the Welcome Center traffic is down 1/3<sup>rd</sup> of normal traffic. He added that the younger demographic may be using mobile to access the information they are looking for and avoiding the Welcome Center to make less stops. It is hard to know if this will be a trend that stays, he said.

1 Money Penny discussed the recent promotion to drive jobsindoorcounty.com and reported it had  
2 resulted in good traffic to the website. He added that the Destination Door County Board had requested  
3 that the campaign continue past the original four (4) week media drive. Money Penny stressed that the  
4 lack of J1 students was really hurting employers in the area.

5 Nelson inquired about road traffic data.

6 Money Penny replied that it has been busy on roads and that the data may have been delayed but he  
7 would have Jarosh add the data to the next report.

8 Anderson commented that while many of the usual guests who typically visit multiple times a year are  
9 not here; they have been replaced by a different demographic or rather a different customer that is  
10 younger and is spending money.

11 Money Penny discussed the recently released, "Mask up" video and said that they have received  
12 tremendous feedback. He went on to say there have been a few who have been upset with the video,  
13 but much of the feedback has been supportive. He added that since the County Board did not make  
14 a decision on masks this was a positive way to encourage mask wearing.

15 Van Lieshout asked about the Destination Door County "DDC" survey that went out to the DDC email  
16 list inquiring about expectations on masks, distancing, and sanitation. He went on to say that several  
17 restaurants that he has visited for takeout have not had staff wearing masks. He asked if Money Penny  
18 felt that the expectations from our visitors had changed or are businesses out of tune with customer  
19 expectations, he asked.

20 Money Penny replied that he has heard from a number of visitors who go to a business and see that the  
21 employees are not in masks and just simply leave and don't make a big deal about it. He added that  
22 DDC will re-run the survey in early August to see if visitors' thoughts have changed.

23 **Report from Administrator.**

24 Roberts reviewed the number of properties that remain to report for 2020: January 2020 there is one (1) property  
25 that remains to report, February 2020 there is one (1) property that remains to report and for March 2020 there is  
26 one (1) property that remains to report. For April 2020, she said, there are five (5) properties to report. She added  
27 that for May 2020 there are now one hundred seventeen (117) properties to report with all agent-managed  
28 properties now reported.

29 The total outstanding due in unpaid taxes, fees and penalties is seven thousand two hundred twenty-two dollars  
30 and thirty-nine cents (\$7,222.39) from thirteen (13) permit holders.

31 Roberts reported that she had permitted nine (9) new properties. Four (4) were issued because of compliance  
32 efforts. Twenty-one (21) permits were issued during the same period last year. She added that there are currently  
33 one thousand two hundred seventy-three (1,273) permits.

34 Roberts reviewed current listings on lodging platforms.

35 Roberts reviewed the May 2020 "By Property Report".

36 Roberts reviewed a petition circulating on Change.org created by short term rentals hosts with the request, "Don't  
37 discriminate against short term rentals in Door County." Roberts added that she felt that the petition was in part  
38 due to the recent discussion in Baileys Harbor as the latest community to consider regulations and requirements at  
39 the municipal level for short term rentals.

40 Roberts reviewed updated permit holders reference materials. She asked that the Interim Guidance for  
41 Marketplace Sellers using Marketplace Platforms be sent to a small focus group. She added that she wanted to  
42 make sure that it is helpful and understandable from the permit holder perspective.

43 The consensus was that Roberts should send the Interim Guidance for Marketplace Sellers using Marketplace  
44 Platforms to a small focus group of permit holders for feedback, input, and suggestions.

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

46 Horton reviewed May 2020 collections and noted that May 2020 was down -71.5% to May 2019. Year to  
47 date, collections are down -48.1% she said.

1 Horton added that on the Financial Statement the Marketplace Collections continues to grow. She went  
2 on to say that we had a conversation with the auditor, and he is looking into suggestions to create a  
3 policy.

4 Van Lieshout added that Clifton Larson Allen was also going to consult with other communities internally  
5 and follow up next week.

6 **Consideration of approving reports and payables plus receipts to date**  
7 **Le Clair moved and Eliot seconded to approve the reports and payables plus receipts to date.** Motion  
8 carried.

9 Money Penny advised the Executive Committee that they have identified budget savings to balance  
10 budget deficits. He added that DDC is fine right now, but it is unknown how the budget will turn out as  
11 time progresses. He stressed that he wanted the Committee to understand where DDC is financially.

12 Van Lieshout replied that he appreciated the information and there is uncertainty because there is no  
13 forward-looking data with what to expect.

14 Anderson added that in his conversations with other innkeepers all indications are that things are looking  
15 better than back when all of this started, and the best hope was revenues would be 45% of last year.  
16 He went on to say that right now it looks like 75% of last year, which is much better picture today than it  
17 was sixty (60) days ago. He stressed that things could change.

18 **Discussion and consideration of status, updates and/or impact of the COVID-19 pandemic to the Tourism**  
19 **and Lodging Industry of Door County.**

20 Van Lieshout said that we have covered a lot of the COVID impact throughout the meeting. He said  
21 he was curious of what the impression was up North.

22 Eliot responded that locals are scared, and businesses are busy. There is a level of fear, but we will make  
23 it through. In general, he said, he hears that businesses are doing well.

24 Le Clair agreed and said Jacksonport is busy. She reminded everyone to review the total active cases  
25 versus the total case count but said there are a lot of tests pending.

26 Eliot added that a lot of people are doing outside activities. Peninsula State Park had to close to parking  
27 due to the number of cars.

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

33 **Motion by roll call vote to convene in to Closed Session pursuant to Section 19.85(1)(g), Wis. Stats., for the**  
34 **purpose of conferring with legal counsel for the governmental body who is rendering oral or written advice**  
35 **concerning strategy to be adopted by the body with respect to litigation in which it is or is likely to become**  
36 **involved; to-wit: Discussion of lodging marketplace reporting.**

37 **Nelson moved and Le Clair seconded to return to open session.** Motion carried.

38 **Discussion regarding matters to be placed on a future agenda or referred to a committee, official or**  
39 **employee.**  
40 There was none.

41 **Adjournment**

42 **Anderson moved and Eliot seconded to adjourn at 10:15 AM.** Motion carried.

43 Respectfully submitted,  
44 Kim Roberts  
45 Administrator

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

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

**Also in Attendance:** Kim Roberts/**Administrator DCTZC** and William Vande Castle/**Vande Castle, S.C.**

**Consider motion to convene in to Closed Session pursuant to Wisconsin State Statutes, Section 19.85(1)(a)(f) or (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 reports and tax payments. The commission moved into Closed Session by roll call vote as per statutes named. Motion carried.**

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**CLOSED SESSION**

Discussion took place regarding non-compliant properties.

Respectfully submitted,

A handwritten signature in blue ink that reads "Kim Roberts".

Kim Roberts  
Administrator



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**Motion by roll call vote to convene in to Closed Session pursuant to Section 19.85(1)(g), Wis. Stats., for the purpose of conferring 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 is likely to become involved; to-wit: Discussion of lodging marketplace reporting.**

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**CLOSED SESSION**

Discussion took place regarding online lodging marketplace reporting.

Respectfully submitted,

A handwritten signature in blue ink that reads "Kim Roberts".

Kim Roberts  
Administrator