



**DOOR COUNTY TOURISM ZONE
EXECUTIVE COMMITTEE
Minutes of July 19, 2018
City of Sturgeon Bay- Community Room**

3 ACTION ITEMS:

4 Weddig moved and Skare seconded to approve the agenda. Motion carried.

**5 Skare moved and Le Clair seconded to approve the June 21st, 2018 Annual Meeting minutes. Motion
6 carried.**

**7 Le Clair moved and Skare seconded to approve the June 21st, 2018 Full Commission meeting
8 minutes. Motion carried.**

**9 Le Clair moved and Weddig seconded to approve Kerber Rose Reports, Payables, and Receipts to
10 Date. Motion carried.**

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

16 Le Clair moved and Skare seconded to reconvene to open session. Motion carried.

17 Skare moved and Weddig seconded to adjourn. Motion carried.

18 Committee Members Present by Roll Call: Josh Van Lieshout, Elizabeth Le Clair, Bill Weddig, Kathleen
19 Maci-Schmidt and Dick Skare.

20 Excused: Bryan Nelson

21 Also in Attendance: Kim Roberts/Administrator

22 Call to Order

23 Van Lieshout called the meeting to order at 9:10 a.m.

24 Approval of the Agenda

25 Weddig moved and Skare seconded to approve the agenda. Motion carried.

26 Approval of the June 21st, 2018 Annual Meeting Minutes

**27 Skare moved and Le Clair seconded to approve the June 21st, 2018 Annual Meeting minutes. Motion
28 carried.**

29 Approval of the June 21st, 2018 Full Commission Meeting Minutes

**30 Le Clair moved and Skare seconded to approve the June 21st, 2018 Full Commission meeting
31 minutes. Motion carried.**

32 Report by the Door County Visitor Bureau on Marketing Efforts

**33 Van Lieshout noted that Jack Money Penny of the DCVB was in Bayfield attending meetings. He
34 asked if anyone had any questions that should be communicated to Money Penny. There were
35 none.**

36 Le Clair commented that there had been some nice articles as of late.

**37 Report from the Administrative Assistant on current activities and issues associated with permitting
38 new members.**

**39 Roberts reviewed the number of permit holders for each month who were late to report. She said
40 that for January, February and March 2018 all properties have reported. There are still four (4) to
41 report for April, she said. She discussed May 2018 and said that there are seventy three (73) still to
42 report as of the first run.**

1 Roberts said that the total outstanding due as of July 18th, 2018 was two thousand eleven dollars and
2 sixty three cents (\$2,011.63) from six (6) permit holders.

3 Roberts reported that she had permitted twenty two (22) properties since June reporting; fourteen
4 (14) of which were permitted through compliance channels. She went on to say that she is currently
5 working on fifteen (15) unpermitted properties.

6 Roberts reviewed online rental by owner platforms and the corresponding number of listings and
7 number of un-permitted listings.

8 Roberts updated the Executive Committee on the recent Supreme Court decision South Dakota v.
9 Wayfair and the possible implications it could have on room tax collection in the future.

10 Van Lieshout explained that there is a movement for room tax to become a state tax (note: Some
11 states have adopted model policy that makes room tax a state tax as opposed to a local tax). He
12 stressed that the whole point of room tax is to support local tourism to enable promotion.

13 All agreed to continue efforts and be proactive so that Door County is not in the back seat.

14 Van Lieshout asked for volunteers to advocate for Door County room tax. Skare, Schmidt, Van
15 Lieshout and Roberts were asked to work together on advocacy.

16 Roberts reviewed the taxable services opinion from Attorney Vande Castle.

17 **Discussion of Current Comparable Occupancy Numbers**

18 Roberts noted that there were still seventy three (73) to report and eleven thousand seven hundred
19 (11,700) available room nights less than last year and down four thousand (4,000) room nights as of
20 the first run for May. She added that occupancy only dipped slightly and ADR was up \$10. Roberts
21 went on to say that she felt that May should rebound as reports come in.

22 **Consideration of approving reporting and payables plus receipts to date.**

23 **Le Clair moved and Weddig seconded to approve KerberRose Reports, Payables, and Receipts to**
24 **Date.** Motion carried.

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

26 Van Lieshout noted that there was concern about the City of Sturgeon Bay's lack luster performance
27 and being down ten percent (10%) for the year. He went on to say that they were having a hard
28 time believing that the negative press was having that much influence in the overnight stays. He
29 asked if flat room rates, more units available, weather, SEO, or OTA's were part of the issue.

30 Le Clair said she felt that there were three prices out there: Too cheap, too expensive and those
31 middle ground rates that are hard to find. People are looking for the best value; she stressed the
32 price value perception. Le Clair stressed that you also have to remember how long it took to recover
33 from the April snow storm; it was a slow start.

34 Skare noted that it depends on the type of rentals. He felt that people are looking for single family
35 homes.

36 **Consider motion to convene into Closed Session pursuant to Wisconsin State Statutes, Section**
37 **19.85(1)(g) to confer with legal counsel for the governmental body who is rendering oral or written**
38 **advice concerning strategy to be adopted by the body with respect to litigation in which it is or likely**
39 **to become involved; to wit: enforcement actions against lodging providers who have failed to obtain**
40 **lodging permits and to timely remit monthly room tax reports and tax payments by roll call.**

41 **Le Clair moved and Skare seconded to reconvene in open session.** Motion carried.

42 **Skare moved and Weddig seconded to adjourn.** Motion carried.

43 Respectfully submitted,
44 Kim Roberts

1 Administrator
2 **DOOR COUNTY TOURISM ZONE**
3 **FULL COMMISSION**
4 **CLOSED SESSION**
5 **Minutes of April 19, 2018**
6 **City of Sturgeon Bay**

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

9 **Committee Members Present by Roll Call:** Josh Van Lieshout, Bryan Nelson, Elizabeth Le Clair, Bill
10 Weddig, and Dick Skare.

11 **Also in Attendance:** Kim Roberts/**Administrator**.

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

17 **CLOSED SESSION**

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

19 **Le Clair moved and Skare seconded to reconvene in open session.** Motion carried.

20 The meeting reconvened in open session.

21 Respectfully submitted,



22
23 Kim Roberts
24 Administrator

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