



DOOR COUNTY TOURISM ZONE
Full Commission
Minutes of August 17, 2017
Village of Sister Bay Fire Station – Mill Road, Sister Bay

6 **ACTION ITEMS:**

7 **Robillard moved and Tice seconded to approve the agenda.** Motion carried.

8 **Nelson moved and Weddig seconded to approve the July 20th, 2017 Executive Committee minutes as**
9 **corrected.** Motion carried.

10 **Jackson moved and Starr seconded to approve Kerber Rose Reports, Payables, and Receipts to Date.**
11 **Motion carried.**

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

19 **Weddig moved and Nelson seconded to reconvene into Open Session.** Motion carried.

20 **Jackson moved and Starr seconded to adjourn.** Motion carried.

21 **Committee Members Present by Roll Call:** Mary Boston, Bryan Nelson, Andy Stimers, Mike Johnson,
22 Fred Anderson, Keith Krist, Nancy Robillard, Bill Weddig, Elizabeth LeClair, Cathy Ward, Richard Young,
23 Chuck Tice, Linda Wait, Zeke Jackson, Bob Starr, Josh Van Lieshout, and Linda Elmore.

24 **Also in Attendance:** Kim Roberts/**Administrator**, Dianne Lensert/Kerber Rose, Jack Money Penny/**DCVB**,
25 Jon Jarosh/**DCVB**, and Michelle Rasmussen/**DCVB**.

26 **Excused:** Dick Skare

27 **Absent:** Dave Holtz, Ryan Heise, Jeff Larson, Myles Dannhausen, Hugh Mulliken, Nate Bell, and Deb
28 Jeanquart.

29 **Call to Order**

30 Van Lieshout called the meeting to order at 9:04 a.m.

31 **Approval of the Agenda**

32 **Robillard moved and Tice seconded to approve the agenda.** Motion carried.

33 **Approval of the minutes of the July 20th, 2017 Executive Committee Meeting.**

34 **Nelson moved and Weddig seconded to approve the July 20th, 2017 Executive Committee Meeting**
35 **minutes as corrected.** Motion carried.

36 **Report by the Door County Visitor Bureau on Marketing Efforts and Quarterly Report**

37 Money Penny explained that they were working on the budget and marketing plan for 2018. He said
38 that the plan would be presented to the DCVB board in November and then to the Tourism Zone full
39 commission in December.

40 Rasmussen shared that the Marketing and Communications Efforts Executive Summary included new
41 statistics in effort to give an enhanced picture of analytics. Google remains the largest source of traffic for
42 the website followed by direct source traffic. The most viewed pages continue to be where to stay and
43 experiences/events. She went on to say that the geographical sessions were led by Chicago, Madison and
44 Milwaukee. She noted that Minneapolis dropped out of the top five following trend as we move into the
45 shoulder season. She went on to discuss site speed; the site is doing well with the average response time

1 being 880 ms. Also of note, Rasmussen said was for the first time this year, 35-44 was the number one age
2 group driving traffic, narrowly edging out 25-34 and 55-64. The average site visitor has definantely gotten
3 younger as the year has gone on. There was no change in gender demographics – every month this year
4 has shown two-thirds of site visitors are women.

5 Rasmussen discussed Emarketing and said the July newsletter went out to over 200,000 recipients with
6 over 4,000 new subscribers as a result of a new lead generation campaign. Open rates were 21% with a
7 click through rate of 3.2% with over 6,400 total clicks. The dog friendly/pet friendly content was popular
8 as was the content block on cherry picking.

9 Rasmussen continued by discussing the social initiative. She said that they have had great success over
10 the past month garnering nearly 1.3 million impressions. In addition to their edited videos the PR
11 department has been generating great reach with Explore the Door Live. Crowdriff has proven to be a
12 great resource when it comes to user generated photos and those photos are getting the reactions we
13 are hoping for. She went on to say that Facebook has made some significant changes over the past
14 year and are adjusting their strategy as needed. She explained the changes included: Faster webpages
15 get priority in news feeds, over shared sketchy links are demoted and buried in a user's feed, news feed
16 now weighs reactions more than likes so if a post receives a reaction more posts like it will pop in a
17 user's feed, news feed videos now play sound by default, videos are prioritized in news feed based on
18 completion rate, new algorithm prioritizes friends mail in feed and Facebook still prioritizes live video
19 over other types of posts.

20 Jarosh reported that they hosted two journalists working on a story for USA Today on an individual
21 press trip July 1-8. He went on to discuss views of DCVB produced videos from all of their video
22 initiatives across all online platforms totaled 156,202 in July. He went on to say they have already
23 surpassed one million video views for the year noting that last year they didn't have one million views
24 for the whole year. He added that there is more emphasis being put on video which puts them in a
25 good position.

26 Jarosh reviewed media hit highlights and articles that reported on Door County: TOWN Carolina
27 magazine and TOWN Carolina online, Bird Watchers Digest online, and NJ online. The Chicago Tribune
28 ran a story about Washington Island with a front-page travel section story. Milwaukee Magazine
29 featured a great travel article by John McGivern. LA Splash online ran a travel story about Door County
30 to name a few of the articles generated by the media marketing program. The return on investment for
31 our media marketing program, Jarosh said, is 1000%. For every dollar spent, we've gotten back \$10.00 in
32 media coverage measured in terms of ad value equivalency.

33 Van Lieshout asked why Door County was being covered by East Coast journalists.

34 Jarosh replied that it part of the Geiger & Associates Media Marketing Program that targets journalists
35 to visit and experience Door County. It is part of the effort to get the Door County message out
36 nationally therefore people are coming from further away.

37 Rasmussen agreed and said that in comparing heat maps from the zip code data they can see new
38 bubbles of visitors in areas such as Minnesota, St. Louis, Des Moines, Florida and California.

39 Jackson arrived at 9:15

40 Van Lieshout felt that was great marketing reach to the coast.

41 Jarosh noted that people coming from further away aren't just coming for the weekend.

42 Money Penny updated the Tourism Zone board on the growth of membership since the Silver
43 Membership had been added. He said that there had been 23 unique new members. He added that he
44 felt that it was a solution to the VRBO crisis.

45 Ward discussed that Door County North is considering a reduced membership rate for permit holders.

1 Jackson added that the Village of Sister Bay is working with a potential development that will manage
2 transient rentals remotely; he said there were two business models being proposed which are
3 effectively managed by a third party.

4 Jarosh went on to say that Door County was part of the ten (10) best Wisconsin Attractions which has a
5 link where readers can vote for their favorite attractions.

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

8 Roberts reported that she sent out seventy eight (78) no report letter for the month of May on July 12th.
9 Currently, she said for May 2017 there were twelve (12) properties that remained to report. She went on
10 to say that she ran reporting for June 2017 and there are fifty two (52) properties that still need to
11 report June.

12 Roberts said that the total outstanding due as of August 16th, 2017 was one thousand six hundred thirty
13 nine dollars and ninety seven cents (\$1,639.97) from six (6) permit holders.

14 Roberts reported that she had permitted twelve (12) properties since July reporting; five (5) of which
15 were permitted through compliance channels. She went on to say that she is currently working on
16 nineteen (19) unpermitted properties.

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

19 Roberts reviewed the status of the programming error that Airbnb experienced. She went on to update
20 the Commission on the confusion of how Airbnb is listing sales tax as occupancy tax. She added that
21 she had heard from the contact at Airbnb that all reported issues had been resolved.

22 She went on to update the Commission on the 2017 survey; she noted that some of the questions had
23 been updated to improve upon some confusion from last year.

24 **Discussion of Current Comparable Occupancy Numbers**

25 Lensert reminded the Commission that the reports had been re-run through May 2017. She went on to
26 say that June was up 7.4% and year to date was up 5.8%. Lensert added that available, filled and
27 occupancy were all up for June 2017.

28 Nelson commented that the last part of August was falling off for reservations. He noted that those he
29 had talked to that had previously visited during the same time in previous years had said that they were
30 going to see the eclipse. He felt that August reporting will be interesting and possibly down from last
31 year.

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

33 **Jackson moved and Starr seconded to approve Kerber Rose Reports, Payables, and Receipts to Date.**
34 Motion carried.

35 **Report from Commissioners on Feedback from Local Boards on Recent Issues**

36 Van Lieshout discussed that the City of Sturgeon Bay is still working through issues and headed towards
37 the declaratory hearing. He felt that the declaratory ruling would bind the position, however it could be
38 opposed. He went on to say that there is renewed discussions on seasonal workforce housing.

39 Jackson noted that there was some progress on developing housing on the rock quarry site. He added
40 that everyone knows we need workforce housing but when developers run the numbers they just don't
41 work. He went on to say that we will have to look to municipalities to conduct a comprehensive study
42 that will be an effective tool for developers. He said that they are also looking for ways to take the
43 developers out of the loop. He used the example of the City of Howard who built the housing and could
44 sell it off as an asset down the road.

45 Jackson asked what the projected excess for the Tourism Zone Commission was for yearend 2017.

1 Van Lieshout said midyear projections show excess in the amount of \$28,000, but Van Lieshout stressed
2 a lot can happen and these are only projections.

3 Jackson requested an upcoming agenda item to discuss a grant program to do something with the
4 excess funds.

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

12 **Weddig moved and Nelson seconded to reconvene into Open Session. Motion carried.**

13 **A future agenda item was established for budgeted excess funds to create a grant program for**
14 **community organizations.**

15 **Jackson moved and Starr seconded to adjourn. Motion carried.**

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17 Respectfully submitted,



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19 Kim Roberts
20 Administrative Assistant

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39 **DOOR COUNTY TOURISM ZONE**
40 **EXECUTIVE COMMITTEE**
41 **CLOSED SESSION**
42 **Minutes of August 17th, 2017**
43 **Village of Sister Bay Fire Station – Mill Road, Sister Bay**

44 The closed session of the Tourism Zone Executive Committee was convened by Chairperson
45 Van Lieshout at the Village of Sister Bay.

1 **Committee Members Present by Roll Call:** Mary Boston, Bryan Nelson, Andy Stimers, Mike Johnson,
2 Fred Anderson, Keith Krist, Nancy Robillard, Bill Weddig, Elizabeth LeClair, Cathy Ward, Richard Young,
3 Chuck Tice, Linda Wait, Zeke Jackson, Bob Starr, Josh Van Lieshout, and Linda Elmore.

4 **Also in Attendance:** Kim Roberts/**Administrator** and Dianne Lensert/**Kerber Rose**

5 **Excused:** Dick Skare

6 **Absent:** Dave Holtz, Ryan Heise, Jeff Larson, Myles Dannhausen, Hugh Mulliken, Nate Bell, and Deb
7 Jeanquart.

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

15 **Weddig moved and Nelson seconded to reconvene into Open Session. Motion carried.**

16 **CLOSED SESSION**

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

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

19 **Weddig moved and Nelson seconded to reconvene into Open Session. Motion carried.**

20 The meeting reconvened in open session.

21 Respectfully submitted,



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23 Kim Roberts

24 Administrator

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