



**DOOR COUNTY TOURISM ZONE  
COMMISSION and EXECUTIVE COMMITTEE MEETING**

**Minutes of August 20, 2020- 9:00 a.m.**

**Teleconference Meeting via Zoom held in public meeting chamber at the City of Sturgeon Bay –  
421 Michigan Street, Sturgeon Bay, WI.**

**ACTION ITEMS:**

**Wait moved and Le Clair seconded to approve the agenda.** Motion carried.

**Anderson moved and Le Clair seconded to approve the minutes of July 16th, 2020 as presented.** Motion carried.

**Ward moved and Nelson seconded to table the video series proposal for thirty (30) days dependent on future stability of Marketplace Providers platforms.** Motion carried.

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

**Anderson moved and Boston seconded to move into 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.**

**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 Dannhausen seconded to reconvene into open session.** Motion carried.

**Dannhausen moved and Nelson seconded to use resolution template to authorize Marketplace Provider audits, as necessary.** Motion carried.

**Ward moved to adjourn; Nienow seconded. Motion carried.**

---

**Committee Members Present by Roll Call:** Mary Boston, Fred Anderson, Bryan Nelson, Myles Dannhausen, Nancy Robillard, Bill Weddig, Elizabeth LeClair, Cathy Ward, Jeanne Vogel, Linda Wait, Vivian Nienow, Pam Seiler, Josh Van Lieshout.

**Excused:** Keith Krist and Dave Eliot.

**Absent:** Beau Bernhoff, Ryan Heise, Jeff Larson, Sara Rae Lancaster, Richard Young, Sandra Rice and Linda Elmore.

**Also in Attendance:** Mary Horton/ **KerberRose, S.C.**, Kim Roberts/**Administrator DCTZC**, Jack Money Penny/**DDC**, Jon Jarosh/**DDC**, William Vande Castle/ **Vande Castle, S.C.**, Pam Bush, Andrew Phillips, Chris Warecki, Mickie Rasch and Louise Howson.

**Call to Order**

Chair Van Lieshout called the meeting to order at 9:00 AM. The meeting commenced as an Executive Committee meeting due to a lack of quorum of the Full Commission.

**Approval of the Agenda**

**Wait moved and Le Clair seconded to approve the agenda.** Motion carried.

**Approval of the minutes of the July 16th, 2020 Executive Committee Meeting.**

**Anderson moved and Le Clair seconded to approve the minutes of July 16th, 2020 as presented.** Motion carried.

**Report by Destination Door County**

Money Penny reported that the lobby is running at about fifty percent (50%) traffic in comparison year to date. He added that there will be no new Welcome enter anytime soon. Money Penny reviewed financials and savings due to employee remote work.

Money Penny noted that this year Door County was seeing a different demographic; the older demographic may not yet feel comfortable with travel. We are seeing a younger demographic visiting the area, he said.

1 Jarosh covered web traffic and a visitor information study. The visitor information survey garnered 7,500 responses  
2 in 48 hours and is open for a couple more days, Jarosh said. Of the responses registered, 49% said they would  
3 visit Door County this fall, 11% in August. 60% who completed the survey said they plan to visit through October.  
4 96% said they are willing to wear a mask while visiting Door County.

5 Jarosh reviewed the media marketing program, visiting journalist, press trips and the Door County long range task  
6 force.

7 A quorum of the full commission was established.

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

10 Roberts reviewed the number of properties that remain to report for 2020: January 2020 there is one (1) property  
11 that remains to report, February 2020 there is one (1) property that remains to report and for March 2020 there is  
12 one (1) property to report. For April 2020, she said, the number to report is down to three (3) and for May the  
13 number to report is down to twenty-six (26). June 2020 has eighty-seven (87) to report down from one hundred  
14 twenty-four (124) on August 9, 2020.

15 The total outstanding due in unpaid taxes, fees and penalties is five thousand three hundred fifteen dollars and  
16 thirty-eight cents (\$5,315.38) from six (6) permit holders.

17 Roberts reported that she had permitted seventeen (17) new properties. Eight (8) were issued because of  
18 compliance efforts. Eight (8) permits were issued during the same period last year. She added that there are  
19 currently one thousand two hundred seventy-six (1,276) permits.

20 Roberts reviewed current listings on lodging platforms.

21 Roberts reviewed the June 2020 "By Property Report".

22 Roberts reviewed the updated Interim Guide for Marketplace Sellers and updated FAQ'S. The consensus was  
23 Roberts could begin distribution of the Marketplace Guide.

24 Roberts reviewed the number of properties on hold for the 2020 season.

25 Roberts gave an overview of the KerberRose proposal for an educational series of videos to assist permit holders  
26 with marketplace providers and room tax reporting.

27 **Discussion and consideration of KerberRose Marketing Proposal for an educational video series to assist permit**  
28 **holders with navigating the changes relating to Marketplace Providers.**

29 **Ward moved and Nelson seconded to table the video series proposal for thirty (30) days dependent on future**  
30 **stability of Marketplace Providers platforms.** Motion carried.

31 **Discussion on Current Comparable Occupancy numbers**

32 Horton reviewed the monthly reporting. She reminded everyone that the re-run that occurs every six (6) months  
33 had been completed.

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

35 **Nelson moved and Ward seconded to approve reports and payables plus receipts.** Motion carried.

36 **Discussion and consideration of status, updates and/or impact of the COVID-19 pandemic to the tourism and**  
37 **lodging industry of Door County.**

38 There was nothing to report or discuss.

39 **Anderson moved and Boston seconded to move into Closed Session pursuant to Wisconsin State Statutes, Section**  
40 **19.85(1) (g) to confer with legal counsel for the governmental body who is rendering oral or written advice**  
41 **concerning strategy to be adopted by the body with respect to litigation in which it is or likely to become**  
42 **involved; to wit: enforcement actions against lodging providers who have failed to obtain lodging permits and to**  
43 **timely remit monthly room tax report and tax payments.**

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

48 **Nelson moved and Dannhausen seconded to reconvene into open session.** Motion carried.

1 **Dannhausen moved and Nelson seconded the resolution template for authorization for Marketplace Provider**  
2 **audits, as necessary.** Motion carried.

3 **Report from Commissioners on feedback from local Boards on recent issues.**  
4 Van Lieshout said that the City of Sturgeon Bay had a bond rating call. He said that their bond rating was  
5 unaffected, but it goes to demonstrate that the impact of COVID is felt beyond municipal budgets.

6 Ward said that the Town of Liberty Grove has been dealing with complaints of noise and fireworks from rentals.  
7 Anderson said that Airbnb had changed its policy to discourage parties and is limiting rentals to a maximum of  
8 sixteen (16) guests.

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

11 **Adjournment**

12 **Ward moved to adjourn; Neinow seconded. Motion carried.**

13 Respectfully submitted,

14   
15 Kim Roberts  
16 Administrator

17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54



**DOOR COUNTY TOURISM ZONE  
EXECUTIVE COMMITTEE MEETING  
Minutes of August 20th, 2020- 9:00 a.m.  
Teleconference Meeting conducted from Council Chambers  
City of Sturgeon Bay - 421 Michigan Street**

5

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

8 **Committee Members Present by Roll Call:** Mary Boston, Fred Anderson, Bryan Nelson, Myles Dannhausen, Nancy  
9 Robillard, Bill Weddig, Elizabeth LeClair, Cathy Ward, Jeanne Vogel, Linda Wait, Vivian Nienow, Pam Seiler, Josh  
10 Van Lieshout.

11 **Excused:** Keith Krist and Dave Eliot.

12 **Absent:** Beau Bernhoff, Ryan Heise, Jeff Larson, Sara Rae Lancaster, Richard Young, Sandra Rice and Linda  
13 Elmore.

14 **Also in Attendance:** Kim Roberts/**Administrator DCTZC, Mary Horton/KerberRose, S.C.** and William  
15 Vande Castle/**Vande Castle, S.C.**

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

---

22 **CLOSED SESSION**

23 Discussion took place regarding non-compliant properties.

24 Respectfully submitted,

25 *Kim Roberts*

26 Kim Roberts  
27 Administrator

28

29

30

31

32

33

34

35

36

37

38



**DOOR COUNTY TOURISM ZONE  
EXECUTIVE COMMITTEE MEETING  
Minutes of August 20th, 2020- 9:00 a.m.  
Teleconference Meeting conducted from Council Chambers  
City of Sturgeon Bay - 421 Michigan Street**

5

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

8 **Committee Members Present by Roll Call:** Mary Boston, Fred Anderson, Bryan Nelson, Myles Dannhausen, Nancy  
9 Robillard, Bill Weddig, Elizabeth LeClair, Cathy Ward, Jeanne Vogel, Linda Wait, Vivian Nienow, Pam Seiler, Josh  
10 Van Lieshout.

11 **Excused:** Keith Krist and Dave Eliot.

12 **Absent:** Beau Bernhoff, Ryan Heise, Jeff Larson, Sara Rae Lancaster, Richard Young, Sandra Rice and Linda  
13 Elmore.

14 **Also in Attendance:** Kim Roberts/**Administrator DCTZC, Mary Horton/KerberRose, S.C.** and William  
15 Vande Castle/**Vande Castle, S.C.**

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

---

20 **CLOSED SESSION**

21 Discussion took place regarding online lodging marketplace reporting.

22 Respectfully submitted,

23 *Kim Roberts*

24 Kim Roberts  
25 Administrator

26

27

28

29

30

31