



**DOOR COUNTY TOURISM ZONE
EXECUTIVE COMMITTEE
Minutes of September 21, 2017
City of Sturgeon Bay Library – 107 South 4th Ave, Sturgeon Bay WI**

3 **ACTION ITEMS:**

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

5 **Holtz moved and Weddig seconded to approve the August 17th, 2017 Full Commission meeting minutes**
6 **as presented.** Motion carried.

7 **Starr moved and Holtz seconded to approve Kerber Rose Reports, Payables, and Receipts to Date.**
8 Motion carried.

9 **Holtz moved and Starr seconded to adjourn.** Motion carried.

10 **Committee Members Present by Roll Call:** Josh Van Lieshout, Elizabeth Le Clair, Bill Weddig, Dave Holtz
11 and Bob Starr.

12 **Also in Attendance:** Jack Money Penny/DCVB, Jackson Parr/Peninsula Pulse and Kim
13 Roberts/Administrative Assistant.

14 **Excused:** Dick Skare and Bryan Nelson

15 **Call to Order**

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

17 **Approval of the Agenda**

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

19 **Approval of the minutes of August 17th, 2017 Full Commission Meeting**

20 **Holtz moved and Weddig seconded to approve the August 17th, 2017 Full Commission meeting minutes**
21 **as presented.** Motion carried.

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

23 Money Penny discussed the changes to Google searches and how lodging appears in search results. He
24 added that it was having an impact on the “stay” search on the DCVB website. Travelers are now
25 booking their rooms directly from the Google search. He went on to say with the low participation in
26 the Book-it-Now program they are discussing when it is prudent to stop funding the program.

27 Weddig felt that he would rather pay the DCVB for Book-it-Now rather than an OTA to help get it going.

28 Money Penny said that he had hoped for a hundred (100) innkeepers so that at least eight thousand
29 dollars (\$8,000) would go towards the twenty thousand dollar (\$20,000) cost to run the program. He
30 went on to say that we just can’t compete with Google Ad Words.

31 Starr stressed that we can’t compete with the big sites, we have to buy in so that we aren’t trying to
32 compete; we just can’t fight them. He added that we are going to have to evolve like all other
33 businesses.

34 Van Lieshout asked what we could do differently.

35 Money Penny said that we have to find a place in the order. Door County needs to be represented to the
36 traveling public to get people here. He went on to say how lodging decisions are made has evolved;
37 people are making them as it comes.

38 Money Penny went on to discuss twenty four (24) items that were identified as goals during a recent
39 retreat. They then went on to prioritize short term versus long term goals. He went on to say that they
40 are continuing to work on their Strategic Plan and Budget. He added the identified high priority items
41 were being worked into the Strategic Plan. He went on to say that there are some great things on the
42 horizon that will address some of the angst. He discussed working with communities and assisting with

1 the management of tourism within the communities. The plan, he said, would be presented at the
2 December Full Commission meeting.

3 Money Penny discussed a recent story in the Chicago Tribune and then discussed the increase in motor
4 coach business. He stressed that a lot of energy, time and money were spent to develop that market
5 segment. He added that the increase in motor coaches raises the need for more bathrooms at the
6 DCVB.

7 Money Penny went on to say that the 2018 Visitor Guide was in full production.

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

10 Roberts reported that she sent out sixty one (61) no report letter for the month of July on September
11 15th 2017. She went on to say that there were still eleven (11) properties to report for June and three
12 (3) properties to report for May. All properties had reported for January – April 2017.

13 Roberts said that the total outstanding due as of September 15th, 2017 was one thousand six hundred
14 eighty three dollars and twenty four cents (\$1,683.24) from four (4) permit holders.

15 Roberts reported that she had permitted ten (10) properties since August reporting; eight (8) of which
16 were permitted through compliance channels. She went on to say that she is currently working on
17 fifteen (15) unpermitted properties.

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

20 Roberts updated the Commission on the Door County Board of Realtors email and the 2017 survey.

21 **Discussion of Current Comparable Occupancy Numbers**

22 Van Lieshout reviewed reporting with the Executive Committee. All were pleased with the July 3%
23 increase over last year. Year to date collections are up 4.8%.

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

25 **Starr moved and Holtz seconded to approve Kerber Rose Reports, Payables, and Receipts to Date.**
26 Motion carried.

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

28 There was no feedback from Local Boards.

29 **Consideration of recently introduced legislation affecting the collection of lodging tax**

30 Van Lieshout updated the Executive Committee with the recent motion that had been introduced as
31 part of the Wisconsin State Budget for 2017-19. He went on to say that depending on how information
32 is reported it could result in some serious issues for room tax collection and distribution. He went on to
33 say that the legislation has passed by a big push by the Wisconsin Hotel and Lodging Association.

34 Money Penny added that it looks like municipalities will have to sign agreements with the lodging
35 marketplaces in order for the marketplaces to collect room tax. He stressed that when the
36 marketplaces come to the municipalities it will be up to the town boards to negotiate full transparency
37 in reporting.

38 Starr asked if the Tourism Zone Commission had just been legislated out of a job.

39 Money Penny responded that other places don't have the structure in place that Door County does to
40 collect room tax. He again stressed that town boards should not sign agreements unless Door County
41 gets what it needs to accurately distribute room tax funds back to the municipalities. Zip codes will
42 have to go away and new technology brought in to deal with the correct distribution by lodging
43 marketplaces.

44 Money Penny asked that a letter be sent out to municipalities with an explanation of what is in.

1 Roberts said that she had sent an email out to all town clerks and town board chairs/presidents to
2 advise them that the motion was being considered as part of the Wisconsin State Budget.
3 Van Lieshout said that there was no case law and we would have to try and educate the municipalities.
4 He went on to say we will still be the permitting authority and we have to work on getting a seat at the
5 role making table with the Wisconsin Department of Revenue. He went on to say that Kitchens had
6 acknowledged the issue with the motion but there was a sense of urgency to get something done as a
7 lot of communities are missing out on a lot of money. He added we just don't know how this is going to
8 impact how we operate.
9 Starr noted that this was an inside out screw up.
10 Money Penny said the only option was to adapt and move forward. We haven't seen a legal opinion, he
11 said. He added that it is up to us to do our due diligence with the municipalities so everyone is on the
12 same page. Money Penny recommended that we look hard and at how to best approach the issue.
13 Van Lieshout asked that this item be put on the next agenda.
14 **Holtz moved and Starr seconded to adjourn.** Motion carried.

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16 Respectfully submitted,



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19 Kim Roberts
20 Administrator
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