



DOOR COUNTY TOURISM ZONE

FULL COMMISSION MEETING

Minutes of August 18th, 2022 -9:00 a.m.

Zoom Meeting conducted from Council Chambers

City of Sturgeon Bay – 421 Michigan Street

7 ACTION ITEMS:

8 **Ward moved and Young seconded to approve the agenda.** Motion carried.

9 **Dannhausen moved and Zoschke seconded to approve the minutes of the July 21st, 2022 Executive Committee Meeting.** Motion carried.

10 **Ward moved and Weddig seconded to officially nominate Kate Lindsey to position on the Executive Committee.** Motion carried.

11 **Zoschke moved and Nedderson seconded to approve Destination Door County 2023 Goals and Objectives.** Motion carried.

12 **Zoschke moved and Meacham seconded to accept reports on payables and receipts.** Motion carried.

13 **Dannhausen moved and Rogers seconded to move closed session.** Motion carried.

14 **Dannhausen moved and Weddig seconded to move into Open Session.** Motion carried.

15 **Meacham moved and Ward seconded to deny request to remove late fees as discussed in closed session.** Motion carried.

16 **Dannhausen moved and Lindsley seconded to adjourn.** Motion carried.

19

20 **Committee Members Present by Roll Call:** Dave Eliot, Linda Wait, Bill Weddig, Mary Zeller, Kate Lindsley, Nedd Nedderson, Myles Dannhausen, Richard Young, Travis Thyssen, Mary Boston, Nancy Robillard, Rob Zoschke, Rick Rogers, Jeanne Vogel, Jewel Ouradnik, Kay Englebert, Matt Meacham, Cameryn Ehlers-Kwaterski, and Cathy Ward

21 **Absent:** Josh Van Lieshout, Fred Anderson, Mike Johnson, Megan Sawyer, Julie Schmeltzer, Keli Groenfeldt, Mary Andersen

22 **Also in Attendance:** Juliana Behme/**DCTZC**, Denise Richardson/**DCTZC**, Will Craig/**Visit Fish Creek**, Alyssa Rasmusson/**Visit Fish Creek**, Julie Gilbert/**DDC**, Michelle Rasmussen/**DDC**, Laura Bradley/**DDC**, Ellie/**SBAA**, Cynde Ploor, Louise Howsen, Jessica Hatch

23 Call to Order

24 Comments, correspondence, and concerns from the public

25 Dave Eliot called the meeting to order at 9:08a.m.

26 Eliot invited comments or concerns from the general public.

27 Jessica Hatch provided her thoughts regarding an outreach program and internet broadband survey designed to identify areas in Door County that are currently poorly served for the purpose of compiling data that municipalities can use to apply for grants. The main purpose of the survey is to identify and prioritize speeds and will allow municipalities to apply for and receive funding.

28 Elliot stated that the DCTZC can assist with getting the word out by reaching out to

permit holders and asked Behme for her assistance in sending more information to the commissioners.

29 Ward asked if the individual municipality will be able to break out specific data for their area to be able to add that information to their grant applications. Hatch indicated that work is currently being done to create privacy agreements for this purpose.

30 **ACTION ITEMS:**

31 **Ward moved and Young seconded to approve the agenda.** Motion carried.

32 **Dannhausen moved and Zoschke seconded to approve the minutes of the July 21st, 2022 Executive Committee Meeting.** Motion carried.

33 **Ward moved and Weddig seconded to officially nominate Kate Lindsley to the Executive Committee.** Motion carried.

34 **Discussion on Department of Agriculture, Trade and Consumer Protection license tracking**

35 Behme took over this discussion for Julie Schmeltzer (absent). Schmeltzer suggests that the DCTZC track DATCP licenses during the permitting process for the purpose of ensuring compliance.

36 Wait mentioned that there is concern that many STRs are on private wells and septic systems and that the DATCP license helps to monitor potential health and safety issues. Wait went on to state that Sevastopol has reduced the number of STRs without DACTP permits to just 10% with efforts to enforce the DACTP license for STRs.

37 Ward mentioned that Liberty Grove requires the DATCP license on their STR application.

38 Weddig added that each municipality should be responsible for following up on DATCP licenses and that the DCTZC's job is to collect taxes.

39 Lindsley agreed with Weddig and added that it would be too much work for the DCTZC to verify this information. Behme added that it would also likely delay the permit process by several weeks for DCTZC.

40 Eliot summarized by stating that the DCTZC can certainly encourage STRs to obtain the DATCP license and it might make sense to add the capability of a "universal form" to our website that would allow for new permit applicants to apply with their appropriate municipality at the same time. Behme mentioned that this idea is in discussion with our technical enhancements team. Eliot went on to say that it would be difficult for the DCTZC to enforce and that each municipality has more information and access to the permit holders. There are many nuances to consider.

41 Behme added that creating more of a dashboard experience for the end user is under consideration. This would allow management companies to have their own login to access multiple permits that they manage.

42 Eliot determined that this subject may warrant further discussion at a later date.

43 **Destination Door County – Presentation of 2023 Goals & Objectives**

44 Julie Gilbert provided a broad overview and presentation of Destination Door County's 2023 Goals and Objectives and highlighted the three areas of focus for 2023 which include: Community Outreach and Destination Alignment, Sustainable Development, and Values Based Marketing and provided the goals and objectives in each category.

45 Zoschke asked about the targeted marketing investment funds for communities that already have green initiatives under way (under Sustainable Development). Gilbert mentioned that this will be added

to the strategy and tactics as the program continues to develop.

46 Ward wants to make sure that business association goals are integrated into the plan.

47 Dannhausen expressed concerns about resources with increased demand in Door County and asked how we can continue to support increased traffic and rapid growth. Gilbert said that they will continue efforts to monitor traffic and other pertinent data to ensure that we are balancing sustainability.

48 Dannhausen asked if there is data being collected on a national level that would provide more insight into consumer recreations patterns. Gilbert said that they are pulling in national research results for further consideration.

49 Laura Bradley added that they are keeping an eye on the big picture and how it may affect Door County's marketing efforts.

50 Matt Meacham wants to make sure that Door County continues to work to maintain the authentic character of each village. Gilbert assured everyone that DDC is updating content regularly and continues "telling stories" that make each community unique. Michelle Rasmussen concurred and added that it is important to protect the cultural benefits of each community,.

51 Zoschke commented that day trippers are down compared to previous years and provided an example from EMS call reports noting that vehicle incidents for June/July 2022 were the same as in 2019 which may indicate a return to "normal." Rasmussen commented that day trippers are down and that people are traveler from a lot further to visit Door County.

52 Ward emphasized that it is important to be aware of neighboring communities as people cross from one community to the next and to pull in historical societies with information on culture to help maintain the uniqueness of each village. Ward said that engaging savvy business association leaders will be key.

53 **Zoschke moved and Nedderson seconded to approve Destination Door County 2023 Goals and Objectives.** Motion carried.

54 **Report by Destination Door County on marketing efforts**

55 Gilbert referred to the reports included in the meeting packet and provided a high-level overview of marketing efforts. Gilbert went on to talk about setting aside a budget line item for grant funding for tourism (Community Foundation formed to establish criteria and guidelines and facilitate the program which is targeted to launch in January of 2023.

56 **Report from Administrator**

57 Behme provided highlights from this month's Administrator Report. DCTZC is looking into an overhaul of our website and data management that will expand data that everyone has access to. Presentations will take place this October and will include potential costs.

58 Wait asked about fees charged for no report's delinquent. Behme confirmed that a \$25 fee is imposed when up to 30 days late.

59 Danhausen asked if we have the capacity to maintain a graph that shows the number of units/occupancy so that the safety and integrity of STRs in each municipality can be monitored and maintained accordingly. Eliot mentioned that this is currently being checked on with the technology team. Jon Jarosh added that the DDC is currently working on this.

60 Eliot suggested that suggestions for website enhancements or improvements be sent to Behme to add to the "wish list."

61 **Discussion on the current comparable occupancy numbers**

62 Behme provided a brief overview of the current comparable occupancy numbers.

63 **Consideration of reports and payables plus receipts to date**

64 Behme went over payables and receipts to date.

65 **Zoschke moved and Meacham seconded to accept reports on payables and receipts.** Motion carried.

66 **Dannhausen moved and Rogers seconded to move closed session.** Motion carried.

67 **Consideration of adjournment into Closed Session pursuant to Wisconsin State Statutes, Section 19.85(1)(g)**
68 **to confer with legal counsel for the governmental body who is rendering oral or written advice concerning**
69 **strategy to be adopted by the body with respect to litigation in which it is or likely to become involved; to**
70 **wit: enforcement actions against lodging providers who have failed to obtain lodging permits and to timely**
remit monthly room tax report and tax payments.

71 **Dannhausen moved and Weddig seconded to move into Open Session.** Motion carried.

72 **Meacham moved and Ward seconded to deny request to remove late fees as discussed in closed**
session. Motion carried.

73 **Dannhausen moved and Lindsley seconded to adjourn.** Motion carried.



**DOOR COUNTY TOURISM ZONE
FULL COMMISSION MEETING
Minutes of August 18th, 2022-9:00 a.m.
Zoom Meeting conducted from Council Chambers
City of Sturgeon Bay - 421 Michigan Street**

- 102 The closed session of the Tourism Zone Full Commission was convened by Dave Eliot.
- 103 **Committee Members Present by Roll Call:** Dave Eliot, Linda Wait, Bill Weddig, Mary Zeller, Kate Lindsley, Nedd Neddersen, Myles Dannhausen, Richard Young, Travis Thyssen, Mary Boston, Nancy Robillard, Rob Zoschke, Rick Rogers, Jeanne Vogel, Jewel Ouradnik, Kay Englebert, Matt Meacham, Cameryn Ehlers-Kwaterski, and Cathy Ward
- 104 **Absent:** Josh Van Lieshout, Fred Anderson, Mike Johnson, Megan Sawyer, Julie Schmeltzer, Keli Groenfeldt, Mary Andersen
- 105 **Also in Attendance:** Juliana Behme/**DCTZC**, Denise Richardson/**DCTZC**
- 106 **Consideration of adjournment in to Closed Session pursuant to Wisconsin State Statutes, Section 19.85(1)(g)**
107 **to confer with legal counsel for the governmental body who is rendering oral or written advice concerning**
108 **strategy to be adopted by the body with respect to litigation in which it is or likely to become involved; to**
109 **wit: enforcement actions against lodging providers who have failed to obtain lodging permits and to timely**
110 **remit monthly room tax report and tax payments.**
- 111 **CLOSED SESSION**
- 112 Discussion took place regarding compliance and enforcement issues.
- 113 **Dannhausen moved and Weddig seconded to move into Open Session.** Motion carried.
- 114 **Meacham moved and Ward seconded to deny request to remove late fees as discussed in closed**
115 **session.** Motion carried.
- 115 **Dannhausen moved and Lindsley seconded to adjourn.** Motion carried.
- 116
- 117 Respectfully submitted,
118
119 Denise Richardson
120 Assistant Administrator