



**DOOR COUNTY TOURISM ZONE
EXECUTIVE COMMITTEE MEETING
Minutes of September 16th, 2021 - 9:00 a.m. Zoom Meeting**

ACTION ITEMS:

Wait moved and Anderson seconded to approve the agenda. Motion Carried.
Wait moved and Weddig seconded to approve the minutes from August 19th, 2021 Full Commission Meeting. Motion Carried.
Report by Destination Door County on marketing efforts.
Report from Administrator.
Discussion on the current comparable occupancy numbers.
Nelson moved and Eliot seconded to approve reports and payables to date. Motion carried.
Consideration of adjournment in to 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 concerning enforcement actions against lodging providers who have failed to obtain lodging permits or to timely remit monthly room tax report and tax payments.

And
Chapter 19.85(1)(c), Wis. Stats., considering employment, promotion, compensation, or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility.
Returned to open session.
Took action from Closed Session.
Report from Commissioners on feedback from local boards on recent issues.
Discussion regarding matters to be placed on a future agenda or referred to a committee, official or employee.
Anderson moved to adjourn; Weddig seconded. Motion carried.

Committee Members Present by Roll Call: Josh Van Lieshout, Bryan Nelson, Nedd Neddersen, Bill Weddig, Dave Eliot, Linda Wait, and Fred Anderson.

Absent: None.

Excused: None.

Also in Attendance: Juliana Behme/**DCTZC**, Mary Horton/**KerberRose**, Jon Jarosh/**DDC**, Mary Zeller, Kay Englebert, Will Craig, Matt Meacham, and Megan Sawyer.

Call to Order

Chair Van Lieshout called the meeting to order at 9:00 AM.

Wait moved and Anderson seconded to approve the agenda. Motion Carried.

42 **Wait moved and Weddig seconded to approve the minutes from August 19th, 2021 Full Commission**
43 **Meeting.** Motion Carried.

44 Eliot noted that he was not included in the minutes for the previous meeting and asked to be recorded
45 as absent.

46 **Report by Destination Door County on marketing efforts.**

47 Jarosh reviewed the marketing and sales numbers for Door County in the month of August including arrival
48 and booking data. Press and PR updates were reviewed as well.

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50 Jarosh noted that the Destination Door County Board was interested in moving away from a membership
51 model and allowing all tourism-facing businesses in municipalities included in the Tourism Zone would be
52 allowed to have a listing on Doorcounty.com at no cost. Guides, social media, and co-op advertising will
53 still include a cost for inclusion.

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55 Neddersen asked whether Destination Door County would be shifting to becoming a single-budget
56 organization.

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58 Jarosh said that it is dependent on whether membership revenue is budgeted for 2022 or 2023. Details
59 remain to be worked out before it is presented to the public.

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61 Neddersen noted that significant numbers of bookings continue to come in for both 2021 and 2022. The
62 customer base for Door County has expanded but it is difficult to predict whether this pattern will continue
63 when international travel opens again.

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65 Anderson said that unless something drastically changes, it will be difficult to maintain the level of
66 occupancy experienced in the year of 2021.

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68 Eliot asked whether Destination Door County could fund the first six months of individual community
69 associations with the extra revenue received this year due to the gap in funding created this year.

70 **Report from Administrator.**

71 Behme reviewed "No Reports": For May, June, and July of 2021.

72 Behme went on to review the total owed in unpaid taxes, fees, and penalties. She said as of September
73 eighth (8th), ten-thousand seven hundred and fifty-one dollars and thirty-one cents (\$10,751.31) was
74 outstanding.

75 She then went on to review the marketplace audits for each platform and the total unpermitted listings
76 for each platform.

77 **Discussion on the current comparable occupancy numbers.**

78 Horton reviewed the collections for the month of July. The total amount came to one million four
79 hundred forty-four thousand thirty-two dollars (\$1,444,032). Horton noted that July collections were
80 twenty-five-point three percent (25.3%) higher than July of 2020 and twenty-two-point three percent
81 (22.3%) higher than collections for 2019.

82 She noted that the Spectrum bill was first recorded as sixty-five dollars and three cents (\$65.03) but
83 the actual bill was seventy seven dollars and ninety two cents (\$77.92). This change was because the
84 Spectrum bill had not been received that the time the reports were created.

85 **Consideration of approving reports and payables plus receipts to date.**

86 **Nelson moved and Eliot seconded to approve reports and payables to date.** Motion carried.

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

92
93 **And**

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95 **Chapter 19.85(1)(c), Wis. Stats., considering employment, promotion, compensation, or performance**
96 **evaluation data of any public employee over which the governmental body has jurisdiction or exercises**
97 **responsibility.**

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99 **Return to open session.**

100 **Take action, if necessary, from Closed Session.**

101 **Nelson moved and Eliot seconded to promote Behme to the position of Administrator for the Tourism Zone**
102 **with a retroactive start date of July 2021 and yearly salary of \$45,500. Motion Carried.**

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

104 Eliot noted that previously municipalities were encouraged to invest in marketing agencies and now
105 annually invest four hundred and fifty thousand dollars (\$450,000) back into marketing. The 30% being
106 distributed to municipalities is therefore not wholly being invested into infrastructure.

107 Van Lieshout stated that sixteen (16) out of the nineteen (19) municipalities have ratified the Lodging
108 Tax Ordinance amendment and adopted the Intergovernmental Agreement.

109 **Discussion regarding matters to be placed on a future agenda or referred to a committee, official or**
110 **employee.**

111 No matters were brought up.

112 **Adjournment**

113 **Anderson moved to adjourn; Weddig seconded. Motion carried.**

114 Respectfully submitted,



115 Juliana Behme
116 Administrator
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**DOOR COUNTY TOURISM ZONE
EXECUTIVE COMMITTEE MEETING
Minutes of September 16th, 2021 - 9:00 a.m. Zoom Meeting**

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

140 **Committee Members Present by Roll Call:** Josh Van Lieshout, Bryan Nelson, Nedd Neddersen, Bill
141 Weddig, Dave Eliot, Linda Wait, and Fred Anderson.

142 **Absent:** None.

143 **Also in Attendance:** Mary Horton/ **KerberRose, S.C.** and Juliana Behme/**Administrator DCTZC,**

144 **The Commission moved into Closed Session pursuant to Wisconsin State Statutes, Section 19.85(1) (g) to**
145 **confer with legal counsel for the governmental body who is rendering oral or written advice concerning**
146 **strategy to be adopted by the body with respect to litigation in which it is or likely to become involved**
147 **concerning enforcement actions against lodging providers who have failed to obtain lodging permits or**
148 **to timely remit monthly room tax report and tax payments.**

149
150 **And**

151
152 **Chapter 19.85(1)(c), Wis. Stats., considering employment, promotion, compensation, or performance**
153 **evaluation data of any public employee over which the governmental body has jurisdiction or exercises**
154 **responsibility.**

155 **Roll call**

156 **CLOSED SESSION**

157 Discussion took place regarding compliance and enforcement issues and employee promotion.

158 Respectfully submitted,

Juliana Behme

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160 Juliana Behme
161 Administrator
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