



DOOR COUNTY TOURISM ZONE

FULL COMMISSION MEETING

Minutes of October 20th, 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 **Wait moved and Ward seconded to approve the minutes of the September 15th, 2022 Executive Committee Meeting and Minutes of the September 23rd Executive Committee Meeting.** Motion carried.

10 **Boston moved and Ward seconded to approve the proposed website and database updates presented by Bay Lakes Information Systems/Zucchetti.** Motion carried.

11 **Zoschke motioned and Ward seconded to approve website design proposal from Town Web/Tweak.**

12 **Zoschke rescinded above motion and motioned to approve website design proposal from Town Web/Tweak up to \$15,800 in costs, Ward seconded.** Motion carried.

13 **Zoeschke motioned and Dannhausen seconded to make the November 17th, 2022 Executive Committee Meeting to a Full Commission Meeting.** Motion carried.

14 **Rogers motioned and Lindsley seconded to approve payables to date.** Motion carried.

15 **Anderson motioned and Nedderson seconded to move into Closed Session.** Motion carried.

16 **Wait motioned and Eliot seconded to move into Open Session.** Motion carried.

17 **Schmelzer motioned and Dannhausen seconded to reconvene to Open Session.** Motion carried.

18 **Lindsley moved and Zoschke seconded to deny request to waive late fees as discussed in closed session.** Motion carried.

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

20 **Committee Members Present by Roll Call:** Dave Eliot, Linda Wait, Bill Weddig, Kate Lindsley, Nedd Nedderson, Jewel Ouradnik, Cathy Ward, Fred Anderson, Julie Schmeltzer, Richard Young, Kay Englebert, Mary Boston, Myles Dannhausen, Travis Thyssen, Rick Rogers Nancy Robillard, Mary Zeller, Rob Zoschke

21 **Also in Attendance:** Juliana Behme/**DCTZC**, Denise Richardson/**DCTZC**, Julie Gilbert/**DDC**, Michelle Rasmussen/**DDC**, Jon Jarosh/**DDC**, Mary Horton/**Kerber Rose**, Justin Borkovetz/**Bay Lakes/Zucchetti**

22 **Absent:** Josh Van Lieshout

23 Call to Order

24
25 Dave Eliot called the meeting to order at 9:00a.m.

26 ACTION ITEMS:

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

28 **Wait moved and Ward seconded to approve the minutes of the September 15th, 2022 Executive Committee Meeting and Minutes of the September 23rd Executive Committee Meeting.** Motion carried.

29 **Proposal from Bay Lakes Information Systems/Zucchetti on website and database updates.**

30 Justin Borkovetz provided an overview of the proposed updates to the DCTZ website as well as proposed database enhancements.

31 Juliana Behme added her thoughts on enhancements to credit card and payment options.

32 Eliot provided insight into the possibility of DCTZ taking more responsibility to help individual municipalities with ordinance and permitting requirements. Behme added that the municipalities are having to add to staff to manage these processes, and that DCTZ taking on these responsibilities may be viewed as cost savings. Eliot suggested adding this topic to a future agenda as it warranted additional discussion.

33 Ward asked about any repercussions with regards to moving to all online payments. Behme explained that she had been informed of some security concerns with regards to banking information being retained on our website. Behme went on to explain that DCTZ will have open lines of communication and will be offering training, putting out videos and working towards educating the permit holders. Justin Borkovetz added that security will definitely be enhanced with the new website.

34 Lindsley asked if it was possible to create an overall ordinance for Door County as opposed to the individual municipalities. The answer was no, however Eliot mentioned that it might be possible to get the municipalities to sign a similar ordinance that would allow for a more unified process and strengthen DCTZ as the main epicenter for permitting and overall compliance.

35 Anderson commented that currently, there is no software that exists for centralized processes – even in larger municipalities. However, he would like to see DCTZ become a leader in this category.

36 Wait asked if the letter about the proposed website enhancements had been sent to permit holders. Behme responded that it had not, but a modified version will be sent in the near future to all permit holders.

37 **Boston moved and Ward seconded to approve the proposed website and database updates presented by Bay Lakes Information Systems/Zucchetti.** Motion carried.

38 **Discussion on Town Web/Tweak website design proposal.**

39 Behme provided an overview of the proposal and recommended moving forward with it as it was a good value and kept the business locally. Eliot added that Town Web/Tweak was the most affordable of the proposals received plus they offer 24-hour support. Wait added that she has had positive experiences with Town Web/Tweak and can highly recommend them as they are “user friendly” and provide support.

40 Waite questioned the pricing noted on the Town Web/Tweak proposal and the difference between “Basic” and “Elite” services. Eliot clarified the pricing noting that the Elite program was an additional cost and that consideration might be given to approving the entire \$15,800 cost for budgeting purposes. Anderson suggested starting with the Basic program and then doing ala carte selections from the Elite package to save money.

41 **Zoschke motioned and Ward seconded to approve website design proposal from Town Web/Tweak**

42 **Zoschke rescinded above motion and motioned to approve website design proposal from Town Web/Tweak up to \$15,800 in costs, Ward seconded.** Motion carried.

43 **Update on Tourism Development and Investment Fund grant program.**

44 Eliot mentioned that meetings continue on this subject and there are no specifics to report as of yet.

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

46 Julie Gilbert referred to the information provided in the meeting packet and asked if there were any questions. Ward asked about the visitor to resident ration and how they determined the numbers as well as for better clarification of what was included in “Northern Door.” Michelle Rasmussen clarified that it

was done by municipality (not zip code). Rasmussen further clarified that "Northern Door" meant North of Sister Bay. Wait mentioned that she sees tour buses and asked if DDC is aware of the large groups that visit Door County. Rasmussen said that many of the tour buses do stop by the Visitor's Center, but hotels advise when they have large groups. Jon Jarosh added that DDC tracks as many large groups as possible.

47 **Report from Administrator.**

48 Behme provided an overview of last month's activities and suggested considering utilizing Facebook to stay in touch with permit holders. Eliot added that comments would have to be monitored if Facebook is utilized. Some discussion was focused on private property owners that allow camping and how DCTZ monitors this. Wait added that per County Zoning, camping on private property is limited to a maximum of 30 days. Ward mentioned that she received a letter from a property owner being solicited to allow camping on their property.

49 Behme suggested that the November 17th, 2022, Executive Meeting be changed to a Full Commission Meeting for the purpose of reviewing the budget.

50 **Zoeschke motioned and Dannhausen seconded to make the November 17th, 2022, Executive Committee Meeting to a Full Commission Meeting.** Motion carried.

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

53 Mary Horton from Kerber Rose provided an overview of the comparable occupancy numbers, reports and payables (receipts) for August 2022 mentioning that the payment for DDC from last month had to be reissued by paper check.

54 **Rogers motioned and Lindsley seconded to approve payables to date.** Motion carried.

55 **Anderson motioned and Nedderson seconded to move into Closed Session.** Motion carried

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

60 **Wait motioned and Eliot seconded to move into Open Session.** Motion carried.

61 **Lindsley moved and Zoschke seconded to deny request to waive late fees as discussed in closed**
62 **session.** Motion carried.

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

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FULL COMMISSION MEETING
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City of Sturgeon Bay - 421 Michigan Street**

103 The closed session of the Tourism Zone Executive Committee Meeting was convened by Dave Eliot

104 **Committee Members Present by Roll Call:** Dave Eliot, Kate Lindsley, Bill Weddig, Cathy Ward, Linda
Wait, Jewel Ouradnik, Fred Anderson, Nedd Neddersen, Myles Dannhausen, Mary Boston, Nancy
Robillard, Travis Thyssen, Richard Young, Kay Englebert, Julie Schmelzer, Rick Rogers, Rob Zoschke,
Mary Zeller

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.**

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113 **CLOSED SESSION**

114 Discussion took place regarding compliance and enforcement issues.

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116 **Eliot moved and Anderson seconded to deny request to waive late fees as discussed in closed session.**
Motion carried.

117 **Wait motioned and Eliot seconded to move into Open Session.** Motion carried.

118 **Lindsley moved and Zoschke seconded to deny request to waive late fees as discussed in closed**
session. Motion carried.

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

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121 **Meeting adjourned**

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123 Respectfully submitted,

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125 Denise Richardson

126 Assistant Administrator