



**DOOR COUNTY TOURISM ZONE
EXECUTIVE COMMITTEE MEETING
Minutes of May 19, 2022-9:00 a.m.
Zoom Meeting conducted from Council Chambers
City of Sturgeon Bay – 421 Michigan Street**

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7 **ACTION ITEMS:**

8 **Wait moved and Weddig seconded to approve the agenda.** Motion carried.

9 **Van Lieshout moved and Wait seconded to accept the 2021 Financial Statement.** Motion carried.

10 **Eliot moved and Anderson seconded to approve online reporting roll-out & timelines to implement.**
11 Motion carried.

12 **Anderson motioned to move to digitize filing at a cost not to exceeding \$4k. Weddig moved and Wait**
13 **seconded.** Motion carried.

14 **Eliot moved and Van Lieshout seconded to accept reports on payables and receipts.** Motion carried.

15 **Van Lieshout motioned to move to closed session.** Motion carried.

16 **Van Lie Shout motioned to return to open session.** Motion carried.

17 **Wait moved to have Airbnb settlement to remain confidential and Eliot seconded.** Motion carried.

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

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20 **Committee Members Present by Roll Call:** Josh Van Lieshout, Linda Wait, Bill Weddig, Fred Anderson,
21 Matt Meacham, Cathy Ward, Dave Eliot, Kay Englebert.

22 **Absent:** Nedd Nedderson

23 **Also in Attendance:** Bill VandeCastle/**VandeCastle,SC**, Juliana Behme/**DCTZC**, Denise
24 Richardson/**DCTZC**, Matt Meacham/**DCTZC**, Cathy Ward/**DCTZC**, Kay Englebert/**DCTZC**, Jon
25 Trautman/**Clifton, Larsen Allen**, Jon Jarosh/**DDC**, Mary Horton/**Kerber Rose**.

26 **Call to Order**

27 Josh Van Lieshout called the meeting to order at 9:01 AM.

28 **ACTION ITEMS:**

29 **Wait moved and Weddig seconded to approve the agenda.** Motion carried.

30 Jon Troutman provided a high-level summary of the 2021 financial statement and audit process.

31 **Van Lieshout moved and Wait seconded to accept the 2021 Financial Statement.** Motion carried.

32 Agenda Item #5 - Door County Houseboats scheduled presentation did not occur as Randy Nesbit was
33 not present. Bill Vande Castle will move forward with filing a judgement for late fees, attorney's fees and
34 administrative costs with the judge on 6/3/2022.

35 Juliana Behme presented a business case for transitioning to all-digital reporting to save on costs. Plan
36 would include continual communication via letter and email, and education options (training video) Van
37 Lieshout asked for feedback from the committee members:

38 Weddig is in favor of going digital but would like to know why permit holders might prefer paper.

39 Ward is also in favor and feels that most permit holders are capable of filing reports online.
40 Anderson suggested that a possible threshold be established to allow for some permit holders to file
41 quarterly instead of monthly.

42 Meachem is in favor of digital reporting.

43 Wait is in favor and suggested giving permit holders until January 1, 2023 (7 months) to prepare. Wait
44 questioned Behme as to whether or not quarterly filing was working out with Airbnb and VRBO. Behme
45 mentioned that the quarterly filing was doing well for marketplace providers.

46 Eliot wanted clarification on January 1st start date and when the first online report would go into effect.
47 Van Lieshout clarified the December report (due in January) would mark the start. Eliot also expressed
48 concern with considering quarterly reporting with a sales threshold as he feels it lacks consistency and
49 people tend to forget.

50 Weddig added that he would still like a handle on why permit holders still prefer paper as opposed to
51 simply filing online. Behme offered to send out a survey.

52 **Eliot moved and Anderson seconded to approve online reporting roll-out & timelines to implement.**

53 Motion carried.

54 Julianna Behme presented a business case for scanning of approximately 2,270 paper permits that would
55 save time, storage space, and help to prevent loss or damage. New requirements from individual
56 municipalities now require permit holders to update or provide copies of old permits. Behme found a
57 vendor that would pick up, scan (remove any staples), & return the documents for \$3,609.

58 **Anderson motioned to move to digitize filing at a cost not to exceeding \$4k. Weddig moved and Wait
59 seconded.** Motion carried.

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

61 Jon Jarosh provided an overview of marketing efforts that included celebrating the signing of agreement,
62 tourism week efforts and highlights, upcoming Strategic Planning Committee Meeting on June 1st in Egg
63 Harbor, Upcoming Grant Fund Meeting in Egg Harbor on June 15th, Efforts by the Strategic Community
64 Partnership Program to allow municipalities to allocate the direction of funds, lodging survey being sent out
65 to gain seasonal trending info, American Travel Census survey results, and the launching of a new research
66 platform for tracking and managing tourism data.

67 Eliot asked a question as to whether or not the municipalities might be able to direct funds to a non-for-
68 profit or "new" entity that they establish on their own (EX: an "Information Center" specifically for that
69 municipality). Jarosh stated that Egg Harbor currently splits any funding 50/50 with Carlsville and that is the
70 only example that currently might fall into that category.

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72 **Report from Administrator.**

73 Behme went over highlights of administrators report for April 2022.
74 Anderson commented that he felt it was time to discuss raising the late fee penalties to further discourage
75 any late filings going forward. Bill Vande Castle had no objection but reminded the Commission that we
76 would need to amend the ordinance by amending the paragraph that addresses late fee penalties and
77 that all 19 municipalities would ultimately have to agree to do so. Eliot asked if it was worth the effort and
78 Van Lieshout suggested that this topic be moved to a future agenda.
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80 **Discussion on the current comparable occupancy numbers.**

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82 **Consideration of reports and payables plus receipts to date.**

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84 **Eliot moved and Van Lieshout seconded to accept reports on payables and receipts.** Motion carried.

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

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92 **Consider a motion to reconvene into Open Session.**

93 **Eliot moved and Weddig seconded to return to open session.** Motion carried.

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95 **Consideration of action from Closed Session, if required.**

96 **Wait moved to have details of Airbnb settlement to remain confidential and Eliot seconded.** Motion carried.

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98 **Matters to be placed on a future agenda or referred to a committee, official or employee.**

99 Ward: Further discussion of increasing late fees/penalties.

100 **Adjournment**

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

102 Respectfully submitted,

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104 Denise Richardson

105 Assistant Administrator

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

139 **Committee Members Present by Roll Call:** Josh Van Lieshout, Linda Wait, Bill Weddig, Fred Anderson,
140 Matt Meacham, Cathy Ward, Dave Eliot, Kay Englebert.

141 **Absent:** Dave Eliot.

142 **Excused:** Nedd Neddersen.

143 **Also in Attendance:** Bill VandeCastle/**VandeCastle,SC**, Juliana Behme/**DCTZC**, Denise
144 Richardson/**DCTZC**, Matt Meacham/**DCTZC**, Cathy Ward/**DCTZC**, Kay Englebert/**DCTZC**, Mary
145 Horton/**Kerber Rose**.

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

151 **Roll call**

152 **Wait moved and Weddig seconded to return to open session.** Motion carried.

153 **CLOSED SESSION**

154 Discussion took place regarding compliance and enforcement issues.

155 Respectfully submitted,

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157 Denise Richardson

158 Assistant Administrator

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