



DOOR COUNTY TOURISM ZONE

FULL COMMISSION MEETING

Minutes of December 15th, 2022 -9:00 a.m.

Zoom Meeting conducted from Council Chambers

City of Sturgeon Bay – 421 Michigan Street

7 **ACTION ITEMS:**

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

9 **Neddersen moved and Ward seconded to approve the minutes of the November 17th, 2022 Full Commission Meeting and December 1st, 2022 Full Commission meeting.** Motion carried.

10 **Dannhausen moved and Boston seconded to approve the reports, payables, and receipts to date.** Motion carried.

11 **Dannhausen moved and Boston seconded to move into closed session.** 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; to wit: enforcement actions against lodging providers who have failed to obtain lodging permits and to timely remit monthly room tax report and tax payments.

16 **Ward moved and Dannhausen seconded to adjourn in closed session.** Motion carried.

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20 **Committee Members Present by Roll Call:** Josh Van Lieshout, Dave Eliot, Linda Wait, Fred Anderson, Nedd Neddersen, Rick Rogers, Matt Meacham, Cathy Ward, Julie Schmeltzer, Mary Boston, Nancy Robillard, Richard Young, Cameryn Ehlers-Kwaterski, Myles Dannhausen, Rob Zoschke, Kay Englebert, and Jewel Ouradnik.

21 **Also in Attendance:** Juliana Behme/**DCTZC**, Julie Gilbert/**DDC**, Michelle Rassmussen/**DDC**, Jon Jarosh/**DDC**, Yvonne Torres/**DDC**, Laura Bradley/**DDC**, Mary Horton/**Kerber Rose**, and **Brent Bristol**

22 **Call to Order**

23

24 Josh Van Lieshout called the meeting to order at 9:02a.m.

25 **ACTION ITEMS:**

26 **Boston moved and Wait seconded to approve the agenda.** Motion carried.

27 **Neddersen moved and Ward seconded to approve the minutes of the November 17th, 2022 Full Commission Meeting and December 1st, 2022 Full Commission meeting.** Motion carried.

28 **Door County Tourism Zone website updates**

29 Behme reviewed the progress made on the Door County Tourism Zone website and displayed the new home page designed by Tweak.

30 Ward asked whether lodging industry users would need to sign in.

31 Behme confirmed that they would in order to file reports but public data would be accessible by

anyone who went onto the Tourism Zone site.

32 Report by Destination Door County on marketing efforts.

33 Wait asked whether gift certificates expire and requested clarification on the "lookalike" statement in the report.

34 Gilbert said certificates do not expire.

35 Bradley stated that "lookalikes" refers to Destination Door County's target audience.

36 Gilbert noted that municipal reimbursement funds will now be distributed immediately following municipal payment for the Tourism Zone's operations to make the process simpler.

37 Gilbert noted that Destination Door County would be attending municipal meetings in January and February to discuss the Community Investment Fund and changes to the municipal reimbursement program.

38 Meacham asked whether grant monies would follow the same path of spending to the state statute.

39 Van Lieshout confirmed that these monies would come from the 70% designated to Destination Door County.

40 Report from Administrator

41 Behme provided an overview of last month's activities as well as the biannual reports in the packet.

42 Meacham asked whether an issue involving Eagle Harbor Cottage and Lofts had been resolved.

43 Behme clarified that it had and the issue had arose due to an issue with the way agent numbers were coded in the Tourism Zone website.

44 Meacham asked whether the Tourism Zone office was aware of additional units being added at a Door County campground.

45 Behme clarified that the office was aware of the situation and that there were other factors she was also aware of which would need to be addressed in closed session.

46 Ward mentioned a study being done by Dr. Russell Kashian for the City of Sturgeon Bay, which measured the amount of money being lost through the county through out-of-town managers and asked whether the study had been completed.

47 Van Lieshout said he would review and send the information to Commissioners.

48 Discussion on the current comparable occupancy numbers.

49 Mary Horton from Kerber Rose reviewed the current comparable occupancy numbers and noted that Destination Door County's requested budget had been reached.

50 Anderson commented that Nasewaupée has reached \$300,000 in room tax, which means Nasewaupée will now have two appointees. Anderson asked whether formal action will need to be taken.

51 Van Lieshout confirmed that the Tourism Zone would reach out to Nasewaupée and ask for a second designee.

52 Dannhausen moved and Boston seconded to approve the reports, payables, and receipts to date.

Motion carried.

53 **Dannhausen moved and Boston seconded to move into closed session.** Motion carried.

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

58 **Ward moved and Dannhausen seconded to adjourn in closed session.** Motion carried.



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98 The closed session of the Tourism Zone Executive Committee Meeting was convened by Josh Van Lieshout.

99 **Committee Members Present by Roll Call:** Josh Van Lieshout, Dave Eliot, Linda Wait, Fred Anderson, Nedd Neddersen, Rick Rogers, Matt Meacham, Cathy Ward, Julie Schmeltzer, Mary Boston, Nancy Robillard, Richard Young, Cameryn Ehlers-Kwaterski, Myles Dannhausen, Rob Zoschke, Kay Englebert, and Jewel Ouradnik.

100 **Also in Attendance:** Juliana Behme/DCTZC, Mary Horton/KerberRose

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105 **remit monthly room tax report and tax payments.**
106

107
108 **CLOSED SESSION**

109 Discussion took place regarding compliance and enforcement issues.

110 **Ward moved and Dannhausen seconded to adjourn in closed session.** Motion carried.

111
112 Respectfully submitted,

113
114 Juliana Behme
115 Administrator