



**DOOR COUNTY TOURISM ZONE**  
**STRATEGIC PLAN COMMITTEE MEETING**  
**Minutes of June 1, 2022-9:00 a.m.**  
**Newport Resort – 7888 Church St, Egg Harbor**

19 **ACTION ITEMS:**

20 **Discussion of strategies and measurables related to tourism.**

21 **Van Lieshout motioned to adjourn.** Motion carried.

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23 **Committee Members Present by Roll Call:** Dave Eliot, Nedd Neddersen, Pam Seiler, Kate Lindsley,  
Todd Trimberger/DDC, Mona Christensen/DDC, Meredith Coulson-Kanter/DDC, Jeff Lutsey/DDC.

24 **Absent:**

25 **Also in Attendance:** Juliana Behme/**DCTZC**, Julie Gilbert/**DDC**, Jon Jarosh/**DDC**, Laura Bradley/**DDC**,  
Michelle Rassmussen/**DDC**

26 **Call to Order**

27 The meeting was called to order at 9:03 am.

28 **ACTION ITEMS:**

29 Gilbert began the meeting by reviewing the three pillars of the strategic plan: community  
outreach and destination alignment, sustainable development, and values-based marketing.  
In order to determine key performance indicators (KPIs) for Destination Door County and the  
Tourism Zone, input was collected by SWOT analysis. Committee members were asked to list  
the current strengths, weaknesses, opportunities, and threats to Door County. These will be  
compiled and distributed by Destination Door County at a later date.

30 Committee members reviewed their answers and expanded on answers.

31 The meeting was adjourned at 12:00PM