



**DOOR COUNTY TOURISM ZONE  
FULL COMMISSION MEETING  
Minutes of February 17, 2022-9:00 a.m.  
Meeting conducted via Zoom**

**ACTION ITEMS:**

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

**Anderson moved and Rogers seconded to approve the minutes from the January 20, 2022, Joint Executive Committee Meeting.** Motion Carried.

**Zoschke moved and Ward seconded to approve resolution for Bryan Nelson appreciation.** Motion carried awaiting further accolades from Josh Van Lieshout.

**Zoschke moved and Wait seconded to approve the current comparable occupancy numbers.** Motion carried.

**Anderson moved and Wait seconded to move into closed session.** Motion carried.

**Wait moved and Ward seconded to engage Hawkins Ash in an audit.** Motion carried.

**Dannhausen moved and Rogers seconded to have staff move forward as instructed in closed session.** Motion carried.

**Dannhausen moved to adjourn; Robillard seconded.** Motion carried.

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**Committee Members Present by Roll Call:** Fred Anderson, Linda Wait, Bill Weddig, Myles Dannhausen, Rick Rogers, Jewel Ouradnik, Rob Zoschke, Nedd Neddersen, Megan Sawyer, Cathy Ward, Richard Young, Nancy Robillard, Kate Lindsley, and Dave Eliot.

**Absent:** Josh VanLieshout.

**Excused:** Mary Boston.

**Also in Attendance:** Bill VandeCastle/**VandeCastle,SC**, Juliana Behme/**DCTZC**, Denise Richardson/**DCTZC**, Cathy Ward/**DCTZC** Julie Gilbert/**DDC**, Jon Jarosh/**DDC**, Michelle Rasmusson/**DDC**, Yvonne Torres/ **DDC**, Laura Bradley, and info@bayviewresortandharbor.com.

**Call to Order**

Dave Eliot called the meeting to order at 9:08 AM.

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

**Anderson moved and Rogers seconded to approve the minutes from the January 20, 2022, Joint Executive Committee Meeting.** Motion Carried.

**Zosche moved and Ward seconded to approve resolution for Bryan Nelson appreciation.** Motion carried awaiting further accolades from Josh Van Lieshout.

**Report from Destination Door County on marketing efforts.**

Gilbert provided an overview on Destination Door County's work efforts to assist in crisis operational fund and reallocation of dollars over budget from Nov/Dec 2021. Gilbert provided highlights from recent meeting with Fox Cities regarding a structured municipal grant/investment program intended to fund future capital projects. Additionally, Gilbert discussed plans to provide full communication and total transparency to residents and other municipality stakeholders for the purpose of having a community shared organization. Gilbert advised of upcoming National Travel & Tourism week & breakfast scheduled for May 3, 2022. Gilbert expressed that she welcomes 1/1 meetings in order to gain more knowledge and insight needed to promote Door County as a destination.

44 Rasmusson provided highlights on January 2022 web traffic being up compared to January 2021.  
45 Increases were noted on direct bookings YOY and ADR was up \$20 over STLY with average length of stay  
46 averaging 4 nights. Upcoming projects include agency RFP's which will be out by the end of Q1 and  
47 attendance at Wisconsin Governor's conference on sustainability efforts.

48 Anderson asked about the new website's ability to offer some kind of gift certification for booking direct as  
49 an incentive. Rasmusson said that the system was not capable of flagging these as the bookings are  
50 actually captured on the property site as opposed to DDC. Gilbert suggested possibly messaging on the  
51 DDC landing page might be created for this purpose.

52 Jarosh provided updates on marketing efforts for the month of January which included a exposure on  
53 mmilwaukee.com as well as a feature on Door County in Forbes Magazine and a one-page piece in AAA  
54 Living on Newport State Park's Night Sky. Interviews were conducted with many local business owners and  
55 are being featured via national public radio (npr.org). Jarosh noted that change from membership to  
56 partnership model has allowed for showcasing more of the county as well as different parts of the county  
57 that were not previously marketed. Jarosh noted 7 scheduled trips for 2022 including ice fishing – Southern  
58 Door, dinners throughout the county, winter fat tire event and more intended to feature every season.  
59 Finally, Jarosh talked about gathering materials for National Tourism week. Actual impact numbers will be  
60 delayed by one month and are expected by early June.

61 Q&A for DCC: Zoschke had a follow up question regarding generating some kind of gift certificate when  
62 booking direct. How will these be handled on the back end to avoid guest abusing & getting multiple  
63 certificates and/or cancelling just to get the certificate? This process would have to be worked through to  
64 avoid this type of activity.

#### 65 **Report from Administrator.**

66 Behme reviewed the administrators report for January 2022 & said the yearly audit will take place on  
67 February 22, 2022.

68 Robillard offered her assistance with regards to a specific Airbnb property in Gardner & asked Behme for  
69 more details. Robillard and Behme to discuss further offline.

70 Gilbert raised a question with regards to the gift certificate idea for booking direct as it pertains to Airbnb  
71 & VRBO bookings and when each marketplace provider pays commission. Behme explained that Airbnb  
72 gets 3% at time of booking whereas VRBO has several different types of plans from such as per booking,  
73 booking thresholds, or membership.

74 Ward asked about properties that are tardy with paying taxes and if Behme could provide a percentage  
75 estimate as to how many late taxes are due from agents vs owners. Behme stated that owners are more  
76 likely to be late than properties managed by agents.

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

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79 **Zoschke moved and Wait seconded to approve the current comparable occupancy numbers.** Motion  
80 carried.

#### 81 **Consideration of reports and payables plus receipts to date.**

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

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91 **Anderson moved and Wait seconded to move into closed session.** Motion carried.

#### 92 **Consideration of action from Closed Session, if required.**

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95 **Wait motioned and Ward seconded to engage Hawkins Ash for audit.** Motion carried.  
96 **Dannhausen motioned and Rogers seconded to have staff move forward as instructed during closed**  
97 **session.** Motion carried.

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

99 Eliot noted that Bryan Nelson would receive a formal acknowledgement at the next meeting.

100 Weddig expressed thanks to Van Lieshout for attending Gibraltar town meeting & providing input.

101 **Adjournment**

102 **Dannhausen moved to adjourn; Robillard seconded.** Motion carried.

103 Respectfully submitted,

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106 Denise Richardson

107 Administrative Assistant

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147 The closed session of the Tourism Zone Full Commission was convened by Vice Chairperson Eliot.

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149 Rick Rogers, Jewel Ouradnik, Rob Zoschke, Nedd Neddersen, Megan Sawyer, Cathy Ward, Richard  
150 Young, Nancy Robillard, Kate Lindsley, and Dave Eliot.

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155 **to confer with legal counsel for the governmental body who is rendering oral or written advice concerning**  
156 **strategy to be adopted by the body with respect to litigation in which it is or likely to become involved; to**  
157 **wit: enforcement actions against lodging providers who have failed to obtain lodging permits and to timely**  
158 **remit monthly room tax report and tax payments.**

159 **Roll call**

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

161 **CLOSED SESSION**

162 Discussion took place regarding compliance and enforcement issues.

163 Respectfully submitted,

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165 Denise Richardson

166 Administrative Assistant

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