



**DOOR COUNTY TOURISM ZONE
FULL COMMISSION MEETING
Minutes of April 21, 2022-9:00 a.m.
Zoom Meeting conducted from Council Chambers
City of Sturgeon Bay - 421 Michigan Street**

ACTION ITEMS:

Ward moved and Boston seconded to approve the agenda. Motion carried.

Zoschke moved and Anderson seconded to approve the minutes from the March 17, 2022 Executive Committee Meeting. Motion Carried.

Wait moved and Ward seconded to bring the entity agreement to the floor and approve it as written. Motion Carried.

Anderson moved and Meacham seconded to approve the slate as mentioned. Motion carried.

Zoschke moved and Ward seconded to approve the slate of officers for 2022 to 2023. Motion Carried.

Zoschke moved and Ward seconded to approve the current comparable occupancy numbers. Motion Carried.

Ward moved and Eliot seconded to move into closed session. Motion Carried.

Weddig moved to adjourn; Ward seconded. Motion carried.

Committee Members Present by Roll Call: Mary Boston, Fred Anderson, Dave Eliot, Kate Lindsley, Megan Sawyer, Rick Rogers, Nedd Neddersen, Matt Meacham, Bill Weddig, Cathy Ward, Jewel Ouradnik, Richard Young, Jeanne Vogel, Linda Wait, Rob Zoschke Pam Seiler, Josh Van Lieshout, Keli Groenfeldt, and Mary Andersen.

Absent: Mike Johnson, Mary Zeller, Myles Dannhausen, Nancy Robillard, Travis Thyssen, Kay Englebert, and Beau Bernhoff

Excused: Dave Eliot.

Also in Attendance: Juliana Behme/**DCTZC**, Bill Vande Castle/**DCTZC**, Julie Gilbert/**DDC**, Jon Jarosh/**DDC**, Jen Rogers/**DDC**, Mona Christensen/**DDC**, Bryan Nelson/**DDC**, Michelle Rasmusson/**DDC**, Kelsey Stone, Lane Methner, Visit Fish Creek, Angie, Alyssa Rasmusson, and Will Craig.

Call to Order

Josh VanLieshout called the meeting to order at 9:00 a.m.

Ward moved and Boston seconded to approve the agenda. Motion carried.

Zoschke moved and Anderson seconded to approve the minutes from the March 17, 2022 Executive Committee Meeting. Motion Carried.

Approval of Entity Agreement between the Door County Visitors Bureau (DDC) and the Door County Tourism Zone Commission.

Van Lieshout reviewed the work done by the Commission and DDC to complete the agreement.

Anderson asked how procedure questions going forward would be addressed

Van Lieshout said they would be addressed by a memorandum of understanding (MOU) or amendment to the agreement if needed.

41 **Wait moved and Ward seconded to bring the entity agreement to the floor and approve it as**
42 **written.** Motion Carried unanimously.

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44 **Nominations for Strategic Planning Committee.**

45 Van Lieshout requested nominations for the Strategic Planning Committee.

46 Eliot offered to serve on the committee.

47 Neddersen offered to serve on the committee.

48 Van Lieshout asked whether Seiler would be willing to serve on the committee.

49 Seiler accepted.

50 Zoschke offered to serve.

51 Lindsley offered to serve.

52 Zoschke rescinded his offer to serve on the committee.

53 **Anderson moved and Meacham seconded to approve the slate as mentioned.** Motion carried.

54 **Nominations for Tourism Zone Executive Committee.**

55 Van Lieshout asked whether there were any other Commissioners who would like to serve on the
56 executive committee or current members who would not like to continue.

57 **Zoschke moved and Ward seconded to approve the slate of officers for 2022 to 2023.** Motion
58 Carried.

59 **Report by Destination Door County on marketing efforts.**

60 Gilbert began by thanking the Commission for their collaboration and work in creating the Entity
61 Agreement. On the DDC portion on the Strategic Planning Committee will be Todd Trimberger,
62 Mona Christensen, Jeff Luhtze, and Meredith Coulton.

63 Gilbert continued by reminding the Commissioners of the upcoming Tourism Week breakfast
64 occurring on May 3rd and invited Commissioners to attend.

65 Wait asked what average unique nights means on arrival data.

66 Rasmusson said unique nights mean the visitor has not traveled to Door County within the last 30
67 days. For overnights versus day trips, there is significant fluctuation depending on the time of
68 year.

69 Van Lieshout asked for a breakdown of the data and what we should be paying attention to as
70 lodging providers.

71 Rasmusson said the marketing is tracking who is seeing campaigns and how many of those who
72 saw the campaigns visited.

73 Gilbert noted that Zartico would help track certain consumers and find origin markets.

74 **Municipal Reimbursement Program.**

75 Behme reviewed the information included in the Tourism Zone and Destination Door County memo
76 regarding the municipal reimbursement program and Tourism Zone billing. Behme noted that the program
77 would be simple and 2022's schedule would be different from 2023 and beyond. For 2022, municipalities
78 would be billed for their portion of the Tourism Zone budget in proportion to their share of room tax revenue
79 brought in during June. Additionally, the municipal reimbursement program would begin in June. In 2023
80 and beyond, municipal reimbursement funds will be available starting January 1 and invoices for the
81 Tourism Zone budget would be sent in February.

82 Weddig asked whether there would be a review process on the types of projects reimbursement funds
83 would be provided for.

84 Van Lieshout said municipalities would be given parameters but there would not be policing of the
85 reimbursement funds usage.

86 Jarosh noted that this would be a simple online form wherein the municipality will write what they intend to
87 use funds for. The guidelines are not strict but must be consistent with state statute.

88 Ward asked whether the schedule for 2022 vs. 2023 would be clarified in the information sent out to
89 municipalities.

90 Behme confirmed it would be.

91 Eliot expressed concern that municipalities may not understand the program and asked Commissioners to
92 work with their municipalities to make recommendations and review their budgets.

93 Van Lieshout asked Behme to share the drafted memo for municipal reimbursement.

94 Behme reviewed the memo.

95 Eliot noted that he would like to ensure the Commission works closely with municipalities and understands
96 the benefit of Destination Door County and the Tourism Zone. Commissioners could reach out to clerks to
97 offer their services and information through the process.

98 Van Lieshout asked Behme to connect municipal clerks with Commissioners when sending out the memo.
99 Seiler said Commissioners should be charged with presenting the program to boards and working to get
100 ahead of the new system.

101 Groenfeldt asked to receive all information prior to when the information is sent to clerks.

102 **Report from Administrator.**

103 Behme reviewed the administrators report for February 2022.

104 Behme noted that the Tourism Zone Commission is projected to spend \$45,000 per year processing paper
105 room tax forms and asked the Commission to consider moving to online forms only. The Commission would
106 put together a list of resources for permit holders who struggle with online filing.

107 Van Lieshout noted that this was a significant amount of work produced by using paper forms and
108 recommended taking the final step to online reporting.

109 Ward said roughly 10% of permit holders file by paper currently.

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

111 Van Lieshout noted that a representative from KerberRose was not present and asked whether there were
112 any questions from what was seen in the packet.

113 **Zoschke moved and Ward seconded to approve the current comparable occupancy numbers.** Motion
114 Carried.

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

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121 **Ward moved and Eliot seconded to move into closed session.** Motion Carried.

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

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125 **Adjournment**

126 **Weddig moved to adjourn; Ward seconded.** Motion carried.

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128 Respectfully submitted,

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130 Juliana Behme
131 Administrator
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142 The closed session of the Tourism Zone Full Commission was convened by Chairperson Van Lieshout
143 at the City of Sturgeon Bay.

144 **Committee Members Present by Roll Call:** Mary Boston, Fred Anderson, Dave Eliot, Kate Lindsley,
145 Megan Sawyer, Rick Rogers, Nedd Neddersen, Matt Meacham, Bill Weddig, Cathy Ward, Jewel
146 Ouradnik, Richard Young, Jeanne Vogel, Linda Wait, Rob Zoschke Pam Seiler, Josh Van Lieshout, Keli
147 Groenfeldt, and Mary Andersen.

148 **Absent:** Mike Johnson, Mary Zeller, Myles Dannhausen, Nancy Robillard, Travis Thyssen, Kay Englebert,
149 and Beau Bernhoff

150 **Excused:** Dave Eliot.

151 **Also in Attendance:** Juliana Behme/**DCTZC** and Bill Vande Castle/**DCTZC**.

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

157 **Roll call**

158 **CLOSED SESSION**

159 Discussion took place regarding compliance and enforcement issues.

160 **Zoschke moved and Van Lieshout seconded to return to open session.** Motion carried.

161 Respectfully submitted,

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164 Juliana Behme
165 Administrator
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