



**DOOR COUNTY TOURISM ZONE
EXECUTIVE COMMITTEE MEETING**
Minutes of March 17, 2022-9:00 a.m.
Zoom Meeting conducted from Council Chambers
City of Sturgeon Bay - 421 Michigan Street

ACTION ITEMS:

Wait moved and Anderson seconded to approve the agenda. Motion carried.

Wait moved and Anderson seconded to approve the minutes from the February 17, 2022, Full Commission Meeting, February 22, 2022, Special Executive Committee Meeting, March 3, 2022 Joint Executive Committee Meeting. Motion Carried.

Anderson moved and Van Lieshout seconded to table discussion on nominations for open position on the Executive Committee Board (vacated by Bryan Nelson) to the next Full Commission Meeting. Motion carried.

Anderson moved and Nedderson seconded to approve the Entity Agreement between the Door County Visitors Bureau (DDC) and the Door County Tourism Zone Commission with consideration for date change from June 1st to September 1st as found in section 4.2 and pending approval at the April 21st Full Commission meeting. Motion carried.

Wait moved and Nedderson seconded to approve the current comparable occupancy numbers. Motion Carried.

VanLieshout moved and Anderson seconded to move into closed session. Motion Carried.

Anderson moved and Nedderson seconded to approve the resolution to recognize Bryan Nelson. Motion carried.

Anderson moved to adjourn; Nedderson seconded. Motion carried.

Committee Members Present by Roll Call: Fred Anderson, Linda Wait, Nedd Nedderson, and Josh Van Lieshout.

Absent: Bill Weddig.

Excused: Dave Eliot.

Also in Attendance: Juliana Behme/**DCTZC**, Denise Richardson/**DCTZC**, Jewel Ouradnik/**DCTZC**, Cathy Ward/**DCTZC**, Julie Gilbert/**DDC**, Jon Jarosh/**DDC**,

Call to Order

Josh VanLieshout called the meeting to order at 9:02 a.m.

Wait moved and Anderson seconded to approve the agenda. Motion carried.

Wait moved and Anderson seconded to approve the minutes from the February 17, 2022, Full Commission Meeting, February 22, 2022 Special Executive Committee Meeting, March 3, 2022 Joint Executive Committee Meeting. Motion Carried.

Anderson moved and Van Lieshout seconded to table discussion on nominations for open position on the Executive Committee Board (vacated by Bryan Nelson) to the next Full Commission Meeting. Motion carried.

Anderson moved and Nedderson seconded to approve the Entity Agreement between the Door County Visitors Bureau (DDC) and the Door County Tourism Zone Commission with consideration for date change from June 1st to September 1st as found in section 4.2 and pending approval at the April 21st Full Commission meeting. Motion carried.

Report from Destination Door County on marketing efforts:

45 Gilbert said the working on the entity agreement was a positive experience because everyone involved
46 "owns it" and it will allow everyone to work together on future KPI's to ensure what is relevant and important
47 going forward.

48 Nedderson commented that he would like to see more results-driven activities on reporting so that he can
49 better explain to the municipality what the DCC is doing to promote tourism. Gilbert agreed.

50 Gilbert highlighted her attendance at the recent Governor's Conference held in Madison. She noted that
51 the Door County Maritime Museum won the Governor's Award for Arts, Culture, and Heritage.

52 VanLieshout asked Jarosh for his insight as to why January numbers were up over the same time last year
53 and whether or not he thought this was a trend.

54 Jarosh said he thought it was carry-over from the last 2 years. Anderson mentioned that Google trend
55 reports identify the same upward trends.

56 Nedderson noted that the advance booking pace was remarkably ahead and that it seemed to be
57 continuing.

58 Jarosh highlighted his thoughts on attending the Governor's Conference and mentioned that the gas
59 prices do not seem to be a huge impact for Door County travelers; however, the gas prices may affect
60 travelers' spending while they are visiting.

61 VanLieshout asked if the crisis in Eastern Europe affects Door County employers' ability to get J1 help.

62 Jarosh and Gilbert agreed that no issues have been reported since last fall and Door County typically does
63 not see a lot of workers coming from the Ukraine or Russia, so it is not anticipated to be an issue going
64 forward.

65 **Report from Administrator.**

66 Behme reviewed the administrators report for February 2022.

67 Anderson asked if the Tourism Zone should or can mandate that the permit number be on marketplace
68 listings and make it a requirement that the permit is displayed in the rental unit to help with overall
69 compliance efforts.

70 VanLieshout answered that the Zone would look into mandating that the permit number be added to
71 marketplace listings. VanLieshout further mentioned that the responsibility for ensuring that the permits are
72 displayed at the rental unit was under the control of each municipality as a local ordinance and that we
73 could advocate to have this done.

74 Behme mentioned that the Tourism Zone office suggests displaying the permit at the property when new
75 permits are sent.

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

77 Horton reviewed the January 2022 room tax reporting numbers.

78 **Wait moved and Nedderson seconded to approve the current comparable occupancy numbers.** Motion
79 Carried.

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

85 **VanLieshout moved and Anderson seconded to move into closed session.** Motion Carried.

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

87 **Anderson moved and Nedderson seconded to approve the resolution to recognize Bryan Nelson.** Motion
88 carried.

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

90 There were none.



Anderson moved and Neddersen seconded to approve the resolution to recognize Bryan Nelson. Motion carried.

Adjournment

100 **Anderson moved to adjourn; Neddersen seconded.** Motion carried.

101 Meeting adjourned at 10:02 a.m.

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103 Respectfully submitted,

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A handwritten signature in cursive script that reads "Juliana Behme".

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106 Juliana Behme

107 Administrator

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DOOR COUNTY TOURISM ZONE

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EXECUTIVE COMMITTEE MEETING

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Minutes of March 17, 2022-9:00 a.m.

144 **Zoom Meeting conducted from Council Chambers**
145 **City of Sturgeon Bay - 421 Michigan Street**

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

148 **Committee Members Present by Roll Call:** Fred Anderson, Linda Wait, Nedd Neddersen, and Josh Van
149 Lieshout.

150 **Absent:** Bill Weddig.

151 **Excused:** Dave Eliot.

152 **Also in Attendance:** Mary Horton/**KerberRose**, Juliana Behme/**DCTZC**, Denise Richardson/**DCTZC**,
153 Cathy Ward/**DCTZC**, Travis Thyssen/**DCTZC**.

154 **Consideration of adjournment in to Closed Session pursuant to Wisconsin State Statutes, Section 19.85(1)(g)**
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 **CLOSED SESSION**

161 Discussion took place regarding compliance and enforcement issues.

162 **Wait moved and Anderson seconded to return to open session.** Motion carried.

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164 Respectfully submitted,
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167 Juliana Behme
168 Administrator
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