



**DOOR COUNTY TOURISM ZONE
FULL COMMISSION MEETING
Minutes of October 21, 2021- 9:00 a.m.
Zoom Meeting conducted from Council Chambers
City of Sturgeon Bay - 421 Michigan Street**

ACTION ITEMS:

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

Anderson moved and Zoschke seconded to approve the minutes from the September 16th, 2021, Executive Committee Meeting, the September 23rd, 2021, MOU Committee Meeting, and the October 7th, 2021, MOU Committee Meeting. Motion carried.

Update on entity agreement status.

Consideration of approving entity agreement draft to be presented to Destination Door County.

Ward moved and Boston seconded to approve the entity agreement draft for presentation to Destination Door County. Motion carried.

Consideration of approving room tax to be increased to 8.0% for all stays occurring in 2022 and beyond.

Dannhausen moved Thyssen seconded a motion to approve the implementation of the room at increase on January 1, 2022. Motion carried.

Resolution of Appreciation for Jeff Larson.

Van Lieshout moved and Dannhausen seconded to approve the resolution of appreciation for Jeff Larson. Motion carried.

Report by Destination Door County on marketing efforts.

Report from Administrator.

Discussion on the current comparable occupancy numbers.

Consideration of approving reports and payables plus receipts to date.

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.

Consider a motion to reconvene into Open Session.

Discussion and consideration of action from Closed Session, if required.

Report from Commissioners on feedback from local boards on recent issues.

Discussion regarding matters to be placed on a future agenda or referred to a committee, official or employee.

Zoschke moved to adjourn; Nedderson seconded. Motion carried.

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37 **Committee Members Present by Roll Call:** Mary Boston, Fred Anderson, Dave Eliot, Mary Zeller, Megan
38 Sawyer, Myles Dannhausen, Nedd Neddersen, Matt Meacham, Nancy Robillard, Bill Weddig, Travis
39 Thyssen, Kay Englebert, Cathy Ward, Jewel Ouradnik, Richard Young, Jeanne Vogel, Linda Wait, Rob
40 Zoschke, Pam Seiler, Josh Van Lieshout, and Keli Groenfeldt.

41 **Absent:** Bryan Nelson, Mike Johnson, Beau Bernhoff, and Linda Elmore.

42 **Excused:** None.

43 **Also in Attendance:** Juliana Behme/**DCTZC**, William Vande Castle/**DCTZC Attorney**, Mary Horton/**Kerber**
44 **Rose**, Carly Sarkis, Will Craig, Brent Bristol, Louise Hausen/**DDC**, Vicki Wilson/**DDC**, Michelle
45 Rasmusson/**DDC**, Jon Jarosh/**DDC**, Mona Christensen/**DDC**, Karlie Schultz, Lane Methner, Kelly Murre,
46 and Alyssa Rasmusson.

47 **Call to Order**

48 Chair Van Lieshout called the meeting to order at 9:00 AM.

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

50 **Anderson moved and Zoschke seconded to approve the minutes from the September 16th, 2021, Executive**
51 **Committee Meeting, the September 23rd, 2021, MOU Committee Meeting, and the October 7th, 2021, MOU**
52 **Committee Meeting.** Motion carried.

53 **Update on entity agreement status.**

54 Van Lieshout said the MOU Committee has met to detail the goals and objectives of the Entity
55 Agreement and Attorney Vande Castle has created and made changes to the drafted Agreement.
56 The MOU Committee will be meeting on November 4, 2021 to finalize the document before meeting
57 with Destination Door County (DDC) to discuss it.

58 Wait said the name Destination Door County should be included in the Entity Agreement.

59 Vande Castle said Destination Door County is not the name recognized by the state.

60 Vande Castle continued, saying the Entity Agreement draft was created from Wisconsin municipality
61 suggestions as well as Tourism Zone commissioners. He explained the changes from the previous 2012
62 agreement and additions made in previous MOU meetings.

63 Weddig asked whether Destination Door County removing their membership program and
64 becoming more reliant on tax dollars would change the property and ownership of Destination Door
65 County's assets or future investments.

66 Van Lieshout said the Tourism Zone would take a more active role in the programming and
67 community engagement of DDC but there would not be any changes in ownership or property.

68 Ward clarified that the funds mentioned in Section 5.4 c. only pertain to reimbursed funds, not the
69 primary 30% going directly to municipalities. Only the 70% outside of direct municipal payments will
70 include a spending effectiveness evaluation.

71 Eliot said the goal was to evaluate the community and be able to work with DDC to find joint
72 expectations.

73 Dannhausen said it may be helpful to explain how money is being divided in the agreement.

74 Van Lieshout said the agreement was made to be vague to adjust as needed in future years without
75 needing an addendum.

76 Seiler suggested adding an addendum.

77 Eliot said modifying the policies and procedures of the Tourism Zone will adequately address this issue.

78 Nedderson said he had several small edits he would send to Behme for modifying the document.

79 **Ward moved and Boston seconded to approve the entity agreement draft for presentation to Destination
80 Door County.** Motion carried.

81 **Consideration of approving room tax to be increased to 8.0% for all stays occurring in 2022 and beyond.**

82 Van Lieshout said according to the state statute, the room tax will be changed on January 1, 2022 and all
83 bookings taking place in 2022 would be at the 8.0% tax rate.

84 Anderson agreed and said that it is up to owners to decide whether to go back to guests and ask for the
85 difference in tax or absorb the cost.

86 Zeller asked whether it was the owner's responsibility or the booking platform's responsibility to collect extra
87 tax

88 Behme said she has been in contact with marketplace providers and has received confirmation from
89 VRBO that the tax would be changed, and they may pay for the tax difference on bookings already made
90 for 2022. There has been no response from Airbnb.

91 Groenfeldt asked that the following be included in the minutes on the subject concerning the 8.0%
92 change. Groenfeldt said according to the agenda the approval for the 8% room tax is item #7 for
93 the upcoming meeting of the 21st of Oct. The Peninsula Pulse previously reported on when and how
94 this will be collected on October 15th after the MOU Committee meeting determining how the
95 change would be structured. Groenfeldt expressed frustration regarding when minutes were sent out
96 following the meeting and requested that minutes be sent directly to all Commissioners following
97 Committee meetings in addition to receiving agendas beforehand instead of being sent out in the
98 next month's packet.

99 **Dannhausen moved Thyssen seconded a motion to approve the implementation of the room at increase
100 on January 1, 2022.** Motion carried.

101 **Resolution of Appreciation for Jeff Larson.**

102 Van Lieshout expressed his appreciation for Larson's valuable contributions to the Tourism Zone and the
103 work he has put in to improve Door County.

104 **Van Lieshout moved and Dannhausen seconded to approve the resolution of appreciation for Jeff Larson.**
105 Motion carried.

106 **Report by Destination Door County**

107 Jarosh notified the Commission that Julie Gilbert has been selected as the new CEO of Destination
108 Door County and will be starting in November.

109 Jarosh continued on to review the marketing reports for Destination Door County.

110 Eliot asked Jarosh to clarify what Destination Door County would be contributing to community business
111 associations. Municipalities building budgets have expressed that they are unsure

112 Jarosh said the budget is still being discussed and will be communicated once the budget is approved.

113 **Report from Administrator on current activities, projects and issues associated with permitting new**
114 **members.**

115 Behme reviewed the Admin Report.

116 Weddig asked how bookings spanning December to January would be handled.

117 Behme said the bookings would be divided based on the month they occurred in. December days
118 would be logged at the 5.5% rate and January days would be logged at the 8.0% tax rate.

119 **Discussion on Current Comparable Occupancy numbers.**

120 Horton reviewed the monthly reporting. The revenue collected to date is \$4.8 million, which exceeds
121 the budget for the year.

122 **Consideration of approving reports and payables plus receipts.**

123 **Ward moved and Dannhausen seconded to approve reports and payables plus receipts.** Motion
124 carried.

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

130 **Weddig moved and Dannhausen seconded to move into closed session.** Motion carried.

131 **Consider a motion to reconvene into Open Session.**

132 **Discussion and consideration of action from Closed Session, if required.**

133 **Ward moved and Robillard seconded to deny the late fee removal discussed in closed session.**

134 **Report from Commissioners on feedback from local boards on recent issues.**

135 Van Lieshout addressed Robillard's question about municipal contributions to the Door County
136 Tourism Zone. He explained that the percentage of the total of lodging tax revenue would be
137 proportional to the percentage of the Tourism Zone's budget being provided to the Commission.

138 Robillard said she felt that the Commission is moving too quickly without having a baseline of
139 numbers that will be used.

140 Eliot said Baileys Harbor is basing their room tax revenue on the 5.5% room tax as a conservative way
141 to budget. He asked whether Destination Door County would be able to span the gap in
142 contributions.

143 Van Lieshout said there would be enough funds to cover that, and the reimbursements will be
144 processed.

145 Eliot said Destination Door County's commitment was presented to municipalities previously and
146 municipal budgets are being built based on the information provided to them.

147 Van Lieshout said the Commission and Destination Door County need to decide how to fairly
148 contribute to community business associations.

149 Seiler asked whether Destination Door County is budgeting for 11% SCP or 19% SCP and municipalities
150 are not sure what to put in their budgets, all of which are approved of within the last two months of
151 the year.

152 Meacham said Ephraim is not putting any money into their community business association based on
153 Destination Door County's commitment previously.

154 Jarosh said Destination Door County intends to fulfill its obligations to the community business
155 associations and the Board is looking at 19% but he expects municipalities to also contribute as well.

156 Van Lieshout asked for the 19% to be quantified and to determine how its distribution would be
157 equitable.

158 Seiler asked whether SCP numbers would be created using the same methods that had been used
159 previously.

160 Jarosh said the 2020 numbers would be used because it was the last full year on record. He said in
161 terms of equity, it is the fairest way to fund the program.

162 Seiler noted that the year 2020 included a large dip in revenue.

163 Van Lieshout planned a discussion with Seiler and Eliot do discuss how funds would be distributed to
164 community business associations.

165 **Discussion regarding matters to be placed on a future agenda or referred to a committee, official or**
166 **employee.**

167 Zoschke said the Village of Sister Bay is working to replace their administrator.

168 Van Lieshout asked for the community marketing dollar distribution to be discussed at the next monthly
169 meeting.

170 Seiler asked whether the November meeting would be a Full Commission meeting to review Destination
171 Door County's annual budget.

172 Van Lieshout said it would.

173 **Adjournment**

174 **Ward moved to adjourn; Meacham seconded.** Motion carried.

175 Respectfully submitted,
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178 Juliana Behme
179 Administrator
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DOOR COUNTY TOURISM ZONE

FULL COMMISSION MEETING

Minutes of October 21, 2021 - 9:00 a.m.

Zoom Meeting conducted from Council Chambers

City of Sturgeon Bay - 421 Michigan Street

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

206 **Committee Members Present by Roll Call:** Mary Boston, Fred Anderson, Dave Eliot, Mary Zeller, Megan
207 Sawyer, Myles Dannhausen, Nedd Neddersen, Matt Meacham, Nancy Robillard, Bill Weddig, Travis
208 Thyssen, Kay Englebert, Cathy Ward, Jewel Ouradnik, Richard Young, Jeanne Vogel, Linda Wait, Rob
209 Zoschke, Pam Seiler, Josh Van Lieshout, and Keli Groenfeldt.

210 **Absent:** Bryan Nelson, Mike Johnson, Beau Bernhoff, and Linda Elmore.

211 **Excused:** None.

212 **Also in Attendance:** Juliana Behme/**DCTZC**, William Vande Castle/**DCTZC Attorney** and Mary
213 Horton/**Kerber Rose**.

214 **Weddig moved and Dannhausen seconded to move into Closed Session pursuant to Wisconsin State**
215 **Statutes, Section 19.85(1) (g) to confer with legal counsel for the governmental body who is rendering**
216 **oral or written advice concerning strategy to be adopted by the body with respect to litigation in which**
217 **it is or likely to become involved; to wit: enforcement actions against lodging providers who have failed**
218 **to obtain lodging permits and to timely remit monthly room tax report and tax payments.**

219 **Roll call**

220 **Weddig moved and Dannhausen seconded to reconvene into open session.** Motion carried.

221 **CLOSED SESSION**

222 Discussion took place regarding compliance and enforcement issues.

223 Respectfully submitted,

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

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226 Juliana Behme

227 Administrator
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