



**DOOR COUNTY TOURISM ZONE
FULL COMMISSION MEETING
Minutes of November 18, 2021 - 9:00 a.m.
Zoom Meeting conducted from Council Chambers
City of Sturgeon Bay - 421 Michigan Street**

ACTION ITEMS:

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

Anderson moved and Zoschke seconded to approve the minutes from the October 14th, 2021, Memorandum of Understanding Committee Meeting, October 21st, 2021 Full Commission Meeting, and November 4th, 2021 Memorandum of Understanding Committee Meeting. Motion carried.

Resolution of Appreciation for Linda Elmore.

Dannhausen moved and Ward seconded to approve the resolution of appreciation. Motion carried.

Presentation of the Destination Door County 2022 Strategic Plan.

Report by Destination Door County.

Report from Bay Lakes Information Systems.

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

Discussion on Current Comparable Occupancy numbers.

Consideration of approving reports and payables plus receipts.

Eliot moved and Ward seconded to approve reports and payables plus receipts. Motion carried.

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.

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

Consider a motion to reconvene into Open Session.

Wait moved and Nelson seconded to move into open session. Motion carried.

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.

Adjournment

Seiler moved to adjourn; Ward seconded. Motion carried.

Committee Members Present by Roll Call: Fred Anderson, Dave Eliot, Bryan Nelson, Mary Zeller, Megan Sawyer, Myles Dannhausen, Nedd Neddersen, Matt Meacham, Nancy Robillard, Bill Weddig, Travis Thyssen, Cathy Ward, Jewel Ouradnik, Linda Wait, Rob Zoschke, Pam Seiler, Rick Rogers, Josh Van Lieshout, and Keli Groenfeldt.

41 **Absent:** Mary Boston, Mike Johnson, Matt Meacham, Kay Englebert, Jeanne Vogel, and Beau Bernhofft.

42 **Excused:** Richard Young.

43 **Also in Attendance:** Juliana Behme/**DCTZC**, Mary Horton/**Kerber Rose**, Justin Borkovetz/**Baylakes**
44 **Information Systems**, Julie Gilbert/**DDC**, Jon Jarosh/**DDC**, Michelle Rasmusson/**DDC**, Yvonne Torres/**DDC**,
45 Laura Bradley/**DDC**, Phil Berndt/**DDC**, Pat Nash/**DDC**, Louise Howsen/**DDC**, Debi Anderson, Alyssa
46 Rasmusson, Baileys Harbor Community Association, Visit Fish Creek, Lane Methner, Will Craig, Cameryn
47 Ehlers, and Andrea Collak.

48 **Call to Order**

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

50 **Ward moved and Nelson seconded to approve the agenda.** Motion carried.

51 **Anderson moved and Zoschke seconded to approve the minutes from the October 14th, 2021,**
52 **Memorandum of Understanding Committee Meeting, October 21st, 2021 Full Commission Meeting, and**
53 **November 4th, 2021 Memorandum of Understanding Committee Meeting.** Motion carried.

54 **Resolution of Appreciation for Linda Elmore.**

55 Wait noted that Elmore had provided significant insight and perspective to the Commission as an active
56 member.

57 **Dannhausen moved and Ward seconded to approve the resolution of appreciation.** Motion carried.

58 **Presentation of the Destination Door County 2022 Strategic Plan.**

59 Gilbert introduced herself as the new CEO at Destination Door County.

60 Jarosh reviewed the Destination Door County (DDC) Strategic Plan for 2022. Jarosh noted that COVID-19
61 changed the operation of DDC as they have moved into more management activities such as the Leave
62 No Trace campaign. In year two of the three-year plan, \$372,584 was distributed to CBA partners through
63 SCP. Core performance indicators will continue to be monitored and real-time data development will be
64 pursued.

65 Gilbert said that travel is expected to continue to rebound in 2022 and trips will be longer. DDC is seeing
66 an increase in sustainable travel and work-from-home stays. Tourism sentiment is also improving.

67 Rasmusson reviewed the survey sent out by DDC and noted that 76% of respondents were full-time
68 residents, 42% of which were business owners. Eighty percent of the respondents agreed that DDC should
69 market to specific types of travelers and 70% requested infrastructure support.

70 Gilbert said investing in first-party data will help to bring in new travelers and encourage existing visitors to
71 visit during another time of year.

72 Torres reviewed the grants and funds being used to preserve Door County, such as the Carole Counard
73 Scholarship Fund and the SCP funds. Nineteen percent of DDC's room tax collections will be sent to SCP
74 funds in 2022.

75 Zoshke said the greatest challenge moving forward is developing a synchronicity within the County and its
76 organizations. He asked about how the over tourism sentiments will be handled.

77 Gilbert said DDC will be working closely with the CBAs and in regard to some of the issues municipalities
78 are facing such as transportation, she has experience with handling traffic and transportation concerns.
79 She said the new data collection methods will help to identify who is attending different events and how
80 much of the traffic is from visitors compared to locals.

81 Jarosh said the process for collecting data and surveying the community may become a two-year
82 process.

83 Van Lieshout asked who will conduct the plan for data-driven decision-making. Due to the fact that most
84 of the County has some interaction or dependence on tourism, he would like to explore where the rhetoric
85 of over tourism is coming from.

86 Jarosh said the master planning process is still in the early stages and ideas are welcomed. A capacity
87 study has already been discussed and may be part of the master planning process.

88 Eliot said the goal of making money is for improving lives and increasing the room tax revenue creates an
89 opportunity for investment, not just spending.

90 Nelson expressed concern about an increase in the amount of money brought in and expressed wanting
91 to speak to everyone in the community to determine where money can best be invested to benefit the
92 whole County.

93 Ward expressed concern over the employee shortage across Door County, especially without the J-1 visas.
94 In addition to money coming in, additional staff is needed.

95 Seiler said the issues with broadband and infrastructure need to be considered in addition to staffing. The
96 increase in dollars creates an opportunity to think about pressing community issues that had not been
97 addressed previously.

98 Jarosh said issues such as workforce housing will need to involve other Door County entities such as the
99 Door County Economic Development Corporation. The municipal reimbursement program will also give
100 municipalities the opportunity to address some of these issues.

101 Eliot said the municipal reimbursement is not additional revenue because it is already being spent on the
102 Door County Tourism Zone. Increasing that fund would provide opportunities to municipalities for spending
103 on housing without needing to specifically follow the state statute.

104 Nelson said this is an opportunity for significant change and the DDC should be communicating with CBAs
105 and giving expertise on how those funds can be best spent.

106 Dannhausen said there is a lack of tourism management with the 19 separate municipalities and there
107 needs to be a collective effort to meet these challenges. If there is a management plan for tourism, some
108 of the money should be directly designated for tourism management.

109 Eliot said the increased funds to CBAs was intended to create a better partnership between DDC and the
110 CBAs. He said DDC should be looking for opportunities to save and invest in bigger issues being handled
111 by other community organizations like transportation and affordable housing.

112 Van Lieshout asked to move to specific line-item questions in the proposed budget from DDC.

113 Anderson asked how transferring from a dues-paying organization to a non-dues-paying organization
114 would be handled for those who had already paid for 2022.

115 Jarosh said there would not be any more membership renewal notices or invoices sent out. Starting in 2022
116 the opportunity will be opened to everyone, and membership will cease to exist.

117 Anderson said he would like to see the current 2021 budget actuals compared to the proposed 2022
118 budget. He asked whether DDC is currently operating within its budget for 2021.

119 Jarosh confirmed it was.

120 Anderson asked why the proposed administrative staff budget had increased 210% and salaries were up
121 by 40%.

122 Jarosh said it was the product of two budgets being merged into one budget.

123 Anderson said there were other kinds of revenue that showed up and requested clarification over those
124 sources. He asked whether BBF was rollover money.

125 Torres said she would investigate the revenue sources.

126 Anderson asked whether the account management line was payment for a retainer.

127 Rasmusson said these sources were for bigger issues beyond their expertise such as handling the COVID-
128 19 pandemic.

129 Anderson said \$176,000 were placed under "creative" at various points in the budget and asked for a
130 clarification on what they were for.

131 Rasmusson said it depends on the media buy and it could be used for digital ad creation or newspaper
132 ad creation etc. She said the dollars would be given to a third-party vendor.

133 Anderson asked how old the current website is and why the Kentico website update was needed.

134 Rasmusson said the current platform is six years old. An audit of the site showed that there were increased
135 outages on the site due to the amount of urls it contains. She said these updates are necessary to create
136 space.

137 Anderson asked whether DDC would own the platform.

138 Rasmusson said that DDC would still own the website.

139 Anderson said in 6300-37 he hoped there would not be another digital billboard put in place.
140 Rasmusson said the digital billboard would be used to promote DDC's sustainability efforts.
141 Anderson said using an electronic billboard would not fit a sustainability model. He asked what line item
142 6300-37 "In County Sidewalk Campaign Messaging" would be and why there was a \$15,000 budget for it.
143 Rasmusson said this would be temporary signage from setups on the street to chalk.
144 Berndt said there is a huge deficit in workforce entry and DDC is working to connect with legislators for J-1
145 visas and colleges to get the younger generation into tourism work, drawing them back to the community.
146 Seiler said SCP payments need to align with monthly payments being made to DDC. She continued by
147 asking whether Gilbert should be given the opportunity to review the budget with DDC and come back
148 with changes to the budget in December.

149 Van Lieshout said he would like to give Commissioners the opportunity to submit their comments and for
150 DDC to respond to them.

151 Zoschke asked whether, as worker shortage continues, something can be done to retain the potential
152 workforce that can be lost. Young people leave Door County and take with it the life force of tourism. DDC
153 could sponsor events to increase the appeal for staying or returning to Door County after college.

154 Van Lieshout asked Commissioners to submit their comments on the budget and specific line items to Ms.
155 Behme. These comments will be assembled into a single document and submitted to DDC.

156 Eliot asked whether the planned contingency fund could be planned over time instead of being collected
157 in a single lump sum.

158 **Report by Destination Door County.**

159 Jarosh reviewed the submitted Executive Report and Monthly Marketing Report briefly.

160 **Report from Bay Lakes Information Systems.**

161 Behme reviewed the changes made to the room tax report form and Lodgical in advance of the 8.0% tax
162 change.

163 Borkovetz said the filing form changes are almost complete but the stays spanning December and January
164 presented an issue. For those bookings, the filings will become confusing and to simplify it, all bookings
165 spanning those months will be split into two different months. All December nights will be reported in
166 December and all January reports will be reported in January.

167 Seiler asked whether the tax change could start on January 3rd because of the holiday.

168 Borkovetz said due to weeklong stays into January, there would not be a good estimate for when it should
169 be changed over.

170 Borkovetz continued to explain the auto-calculations used in the room tax form and the need to simplify
171 the form by keeping each form at a single tax rate to not confuse permit-holders.

172 **Report from Administrator on current activities, projects and issues associated with permitting new 173 members.**

174 Behme reviewed the Admin Report.

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

176 Horton reviewed the monthly reporting. The revenue collected to date is \$5.9 million, which exceeds
177 the budget for the year.

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

179 **Eliot moved and Ward seconded to approve reports and payables plus receipts.** Motion carried.

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

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

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Consider a motion to reconvene into Open Session.

Wait moved and Nelson seconded to move into open session. Motion carried.

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.

Adjournment

Seiler moved to adjourn; Ward seconded. Motion carried.

Respectfully submitted,



Juliana Behme
Administrator



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236

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

239 **Committee Members Present by Roll Call:** Fred Anderson, Dave Eliot, Bryan Nelson, Mary Zeller, Megan
240 Sawyer, Myles Dannhausen, Nedd Neddersen, Matt Meacham, Nancy Robillard, Bill Weddig, Travis
241 Thyssen, Cathy Ward, Jewel Ouradnik, Linda Wait, Rob Zoschke, Pam Seiler, Rick Rogers, Josh Van
242 Lieshout, and Keli Groenfeldt.

243 **Absent:** Mary Boston, Mike Johnson, Matt Meacham, Kay Englebert, Jeanne Vogel, and Beau Bernhofft.

244 **Excused:** Richard Young.

245 **Also in Attendance:** Juliana Behme/DCTZC and Mary Horton/Kerber Rose.

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

251 **Roll call**

252 **Wait moved and Nelson seconded to move into open session.** Motion carried.

253 **CLOSED SESSION**

254 Discussion took place regarding compliance and enforcement issues.

255 Respectfully submitted,

256

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

257

258 Juliana Behme

259 Administrator

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