



**DOOR COUNTY TOURISM ZONE
MOU COMMITTEE MEETING
Minutes of November 4, 2021- 11:00 a.m.
Zoom Meeting conducted from Council Chambers
City of Sturgeon Bay - 421 Michigan Street**

6 **ACTION ITEMS:**

7 **A quorum was not present.**

8 **Meeting was adjourned.**

9 _____
10 **Committee Members Present by Roll Call:** Josh Van Lieshout, Pam Seiler, and Rob Zoschke.

11 **Absent:** Nedd Nedderson and Matt Meacham.

12 **Excused:** Fred Anderson

13 **Also in Attendance:** Juliana Behme/**DCTZC**, Dave Eliot, Cathy Ward, Jewel Ouradnik, Kay Englebert,
14 Attorney William Vande Castle, Jon Jarosh/**DDC**, Mona Christensen/**DDC**, Lane Methner, Louise
15 Howson, and Alyssa Rasmusson.

16 **Call to Order**

17 Chair Van Lieshout called the meeting to order at 11:02 AM.

18 **A quorum was not present.**

19 **Review of written agreement suggestions by Attorney Vande Castle.**

20 Vande Castle reviewed changes made from previous discussion in the October 14th, 2021 MOU Committee
21 meeting and October 21st, 2021 Full Commission meeting.

22 Van Lieshout said based on contract planning, the Tourism Zone should set a deadline to review the
23 Destination Door County budget in November every year.

24 Eliot said the deadline could be set when the Tourism Zone's Executive Board meets with Destination Door
25 County's Executive Board.

26 Van Lieshout said in Section 5.3 the Board of Directors is referenced and Destination Door County would
27 like to add the opportunity for the Executive Board to meet for the sake of quorum.

28 Vande Castle said the ex officio member should be on the Executive Committee if this is the case.

29 Van Lieshout agreed.

30 Vande Castle continued to review changes made from previous discussion in the October 14th, 2021 MOU
31 Committee meeting and October 21st, 2021 Full Commission meeting.

32 Seiler asked whether in Section 5.6 the annual presentation to municipalities would include direct
33 engagement from Destination Door County.

34 Van Lieshout confirmed it would be.

35 Vande Castle noted Destination Door County follows acceptable accounting standards.

36 Van Lieshout said Destination Door County requested a six-month termination in the contract and asked
37 whether community business associations would be considered a third-party marketing entity.

38 Vande Castle said they would be considered a third-party beneficiary, but the community business
39 associations would be separated from the Entity Agreement. The associations would not have any bearing
40 on negotiations between the Tourism Zone and Destination Door County.

41 Seiler asked whether there could be a guarantee put in place for Destination Door County to continue to
42 contribute to these associations.

43 Van Lieshout said it would be a policy and requirement expected in the budget but not the Entity
44 Agreement.

45 Zoshke said in Section 4.4, the requirement for the Tourism Zone to approve Destination Door County's
46 budget allows the Tourism Zone to ensure that the money is contributed to the community business
47 associations.

48 Jarosh said Destination Door County remains committed to community business associations and will be
49 contributing.

50 Ward asked whether the community coordinator spot was still open at Destination Door County.

51 Jarosh said the position remains open.

52 Ouradnik said the community coordinator position lacked structure but also does not want to limit
53 communities in their ability to use funds and operate.

54 Eliot said Destination Door County also needs room to restructure. He requested putting a joint committee
55 together to discuss structure and implementation in municipalities.

56 **Meeting was adjourned.**

57 Respectfully submitted,



58
59 Juliana Behme

60 Administrator