



**DOOR COUNTY TOURISM ZONE  
EXECUTIVE COMMITTEE MEETING**  
Minutes of August 19th, 2021- 9:00 a.m.  
Zoom Meeting conducted from Council Chambers  
City of Sturgeon Bay - 421 Michigan Street

**ACTION ITEMS:**

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

**Weddig moved and Anderson seconded to approve the minutes of the July 8<sup>th</sup>, 2021 Special Executive Committee Meeting, the July 15<sup>th</sup>, 2021 Annual Meeting, and the July 15<sup>th</sup>, 2021 Full Commission Meeting.** Motion carried.

**Discussion and consideration of the Door County Tourism Zone Commission 2020 Audit.** Anderson moved and Weddig seconded to accept the 2020 Door County Tourism Zone Commission Audit as presented. Motion carried.

**Presentation of UW Whitewater OTA study by Russell Kashian, Balaji Sankaranarayanan, and Choton Basu.**

**Report from Destination Door County on marketing efforts.**

**Report from Administrator.**

**Discussion of current comparable occupancy numbers.**

**Zoschke moved and Ward seconded to approve the reports and payables plus receipts to date.** Motion carried.

**Discussion and formation of a memorandum of understanding (MOU) committee for Destination Door County.** Dannhausen nominated Anderson, Van Lieshout, Seiler, Nedderson, and Zoschke to serve on the committee. Vote Passed unanimously.

**Tourism Zone Services To Municipalities - Myles Dannhausen**

**Considered a motion to convene into Closed Session pursuant Wisconsin State Statutes, Section 19.85(1) (c) to consider employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility.**

**By roll call vote moved into 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.**

**By roll call Closed Session was adjourned.** Motion carried.

**Dannhausen moved and Larson seconded to adjourn.** Motion carried.

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**Committee Members Present by Roll Call:** Josh Van Lieshout, Mary Boston, Fred Anderson, Mary Zeller, Megan Sawyer, Jeff Larson, Myles Dannhausen, Nedd Nedderson, Bill Weddig, Travis Thyssen, Cathy Ward, Jewel Ouradnik, Richard Young, Jeanne Vogel, Linda Wait, Beau Bernhoff, Rob Zoschke, and Pam Seiler

**Excused:** Bryan Nelson, Nedd Nedderson, Dave Eliot, and Keli Groenfeldt

**Absent:** Mike Johnson, Matt Meacham, Nancy Robillard, and Linda Elmore

44 **Also in Attendance:** Juliana Behme/ **DCTZC Interim Administrator**, Jon Jarosh/**Destination Door**  
45 **County**, Will Craig, Choton Basu, Russell Kashian, Justin Borkovetz

46 **Call to Order**

47 Chair Van Lieshout called the meeting to order at 9:00 AM from the public location of the City  
48 Council Chambers at the City of Sturgeon Bay via Zoom.

49 **Approval of the Agenda**

50 **Wait moved and Weddig seconded to approve the agenda.** Motion carried.

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52 **Weddig moved and Anderson seconded to approve the minutes of July 8<sup>th</sup>, 2021 Special**  
53 **Executive Committee Meeting, the July 15<sup>th</sup>, 2021 Annual Meeting, and the July 15<sup>th</sup>, 2021 Full**  
54 **Commission Meeting.** Motion carried.

55 **Discussion and consideration of the Door County Tourism Zone Commission 2020 Audit.**

56 Trautman stated that the Tourism Zone received a clean audit and there were no changes made  
57 to the submitted financial statements. He reviewed the changes in audits between 2019 and 2020  
58 due to GASB-84.

59 **Anderson moved and Weddig seconded to accept the 2020 Door County Tourism Zone**  
60 **Commission Audit as presented.** Motion carried.

61 **Presentation of UW Whitewater OTA study by Russell Kashian and Choton Basu.**

62 Basu discussed the methodology and data collection methods in the OTA study.

63 Kashian continued with the results of the study and the increase in individuals using homes  
64 recreationally. He said that supply is not keeping up with the demand for these properties and is  
65 projected to continue over the next 10 years.

66 **Report from Destination Door County on marketing efforts.**

67 Jarosh reviewed the executive summary in the packet and gave an overview of the arrival and  
68 book direct data as well as the ADRs and stay lengths for the month.

69 Jarosh provided an update on the interview process for finding the new CEO and noted that seven  
70 candidates have planned interviews. Destination Door County is moving from a membership  
71 structure to a partnership structure in the near future.

72 A community input marketing meeting has been planned and information will be sent to  
73 municipalities once the details are finalized.

74 **Report from Administrator.**

75 Behme reviewed the number of properties that remain to report for 2021.

76 Behme provided information on newly permitted properties and the total outstanding due in unpaid  
77 taxes, fees, and penalties.

78 Behme reviewed the Marketplace Provider Audit breakdowns and unpermitted properties by  
79 platform.

80 **Discussion of current comparable occupancy numbers.**

81 There was no discussion necessary.

82 **Consideration of approving reports and payables plus receipts to date.**

83 **Zoschke moved and Ward seconded to approve reports and payables plus receipts to date.** Motion  
84 carried.

85 **Discussion and formation of a memorandum of understanding (MOU) committee for Destination Door**  
86 **County.**

87 Van Lieshout requested that five Commissioners volunteer for the memorandum of understanding  
88 committee.

89 **Dannhausen nominated Anderson, Van Lieshout, Seiler, Neddersen, and Zoschke to serve on the**  
90 **committee.** Vote Passed unanimously.

91 **Tourism Zone Services To Municipalities - Myles Dannhausen**

92 Dannhausen suggested that the Commission provide data to municipal ordinances related to lodging  
93 marketplaces. He stated that the Commission's data can be used to identify key issues in tourism and  
94 should be shared freely with municipalities.

95 Van Lieshout noted that all information at the Commission is public record, and the Commission does  
96 not have the capability to expand its data collection capabilities at this point in time.

97 **Consideration of a motion to convene into closed Session pursuant Wisconsin State Statutes, Section**  
98 **19.85(1) (c) to consider employment, promotion, compensation, or performance evaluation data**  
99 **of any public employee over which the governmental body has jurisdiction or exercises**  
100 **responsibility.**

101  
102 **By roll call vote moved into Closed Session pursuant to Wisconsin State Statutes, Section 19.85(1)**  
103 **(g) to confer with legal counsel for the governmental body who is rendering oral or written advice**  
104 **concerning strategy to be adopted by the body with respect to litigation in which it is or likely to**  
105 **become involved; to wit: enforcement actions against lodging providers who have failed to obtain**  
106 **lodging permits and to timely remit monthly room tax report and tax payments.**

107 **Closed Session**

108 **By roll call Closed Session was adjourned.** Motion carried.

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

110 Wait said that Sevastopol had adopted the Ordinance and Intergovernmental agreement.

111 Van Lieshout requested that municipalities who have passed the ordinance send a copy of the  
112 signed documents to Ms. Behme. Moving forward once thirteen (13) municipalities had passed the  
113 Ordinance, municipalities will need to pass the Ordinance to remain a part of the Zone.

114 Behme said that ten municipalities had passed the Ordinance to date.

115 Ward noted that the health emergency resolution had been extended to the end of the year, which  
116 includes masking indoors regardless of vaccination status.

117 **Adjournment**

118 **Dannhausen moved and Larson seconded to adjourn.** Motion carried.

119 Respectfully submitted,

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121 Juliana Behme, Interim Administrator  
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