



DOOR COUNTY TOURISM ZONE

EXECUTIVE COMMITTEE MEETING

Minutes of July 21, 2022-9:00 a.m.

Zoom Meeting conducted from Council Chambers

City of Sturgeon Bay – 421 Michigan Street

7 **ACTION ITEMS:**

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

9 **Anderson moved and Wait seconded to approve the minutes of the June 1st, 2022 Strategic Planning Committee Meeting, the June 16th, 2022 Full Commission Meeting, the June 16th, 2022 Annual Meeting, and the June 22nd, 2022 Strategic Planning Committee Meeting.** Motion carried.

10 **Eliot moved and Weddig seconded to accept reports on payables and receipts.** Motion carried.

11 **Weddig moved and Wait seconded to move closed session.** Motion carried.

12 **Van Lieshout motioned to adjourn.** Motion carried.

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20 **Committee Members Present by Roll Call:** Josh Van Lieshout, Linda Wait, Bill Weddig, Fred Anderson,
21 Dave Eliot,

22 **Absent:** Nedd Neddersen

23 **Also in Attendance:** Juliana Behme/**DCTZC**, Denise Richardson/**DCTZC**, Matt Meacham/**DCTZC**, Cathy Ward/**DCTZC**, Julie Schmeltzer/**DCTZC**, Kate Lindsey/**DCTZC**, Mary Zeller/**DCTZC**, Julie Gilbert/**DDC**, Michelle Rassmussen/**DDC**, Will Craig, Ellie/**SBAA**, Susannah Marks

24 **Call to Order**

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

26 Susannah Marks (guest) expressed a question about 2023 forecasting. Van Lieshout explained that comments and questions are typically reserved for committee members but allowed Julie Gilbert & Michelle Rassmussen from Destination Door County to explain how trending and analytic data is collected and used to determine future forecasting. Gilbert added that she will keep everyone apprised as we continue through 2022 as she feels it is still early to predict what may occur in 2023. Van Lieshout added that the Tourism Zone houses annual data that can be accessed via the website.

27 **ACTION ITEMS:**

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

29 **Anderson moved and Wait seconded to approve the minutes of the June 1st, 2022 Strategic Planning Committee Meeting, the June 16th, 2022 Full Commission Meeting, the June 16th, 2022 Annual Meeting, and the June 22nd, 2022 Strategic Planning Committee Meeting.** Motion carried.

30 **Report on Survey Results regarding paper report usage.**

31 Behme provided an overview of the recent survey questions and results regarding the use of paper reporting versus filing online. Response rate was only 13%, however reasons for continuing to use paper included, poor internet connection, no access to a computer, needing a hard copy and/or training, security concerns. Many responses indicated that the user had already switched to filing electronically. Behme further explained that it is necessary to work with our website provider to improve functionality to

accommodate filing via smart phones and adding the capability of doing amended returns online.

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33 **Report by Destination Door County on marketing efforts**

34 Julie Gilbert talked briefly about efforts underway by the Strategic Planning Committee to meet the entity agreement deadlines. Updates were provided on the Tourism Investment Fund Grant efforts.

35 Rassmussen provided several highlights from the Marketing Report and mentioned that trending seems stable for now.

36 Van Lieshout asked about booking trends noted on page 5 of the report as to how Rassmussen interpreted the trend of booking 53 days out – average stay of 4 nights with an ADR of \$207. Rassmussen indicated that summer bookings are more “spur of the moment” compared to winter bookings which seem to be booked further ahead.

37 Andersen asked about book direct and if the room availability is in real time. Rassmussen said that 118 of the systems offer real time availability while the 2 that are used most frequently, do not.

38 Wait asked about the 2.4 visitors per resident and the 5% decrease in spending as noted on page 4 of the report. Does this mean that residents are spending more than visitors? Rassmussen indicated that it depends on the municipality.

39 Eliot made a statement that Northern Door now has a larger population, and that seasonal people are now staying longer.

40 Susannah Marks (guest) asked if Destination Door County utilizes a different marketing strategy offline. Rassmussen responded “yes, in order to balance things out.”

41 **Report from Administrator**

42 Behme provided this month's Administrator Report.

43 **Discussion on the current comparable occupancy numbers**

44 Behme provided a brief overview of the current comparable occupancy numbers.

45 **Eliot moved and Weddig seconded to accept reports on payables and receipts.** Motion carried.

46 **Weddig moved and Wait seconded to move closed session.** Motion carried.

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

52 **Van Lieshout motioned to adjourn.** Motion carried.

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

104 **Committee Members Present by Roll Call:** Josh Van Lieshout, Linda Wait, Bill Weddig, Fred Anderson,
105 Dave Eliot,

106 **Absent:** Nedd Neddersen

107 **Also in Attendance:** Juliana Behme/**DCTZC**, Denise Richardson/**DCTZC**, Matt Meacham/**DCTZC**, Cathy
Ward/**DCTZC**, Julie Schmeltzer/**DCTZC**, Kate Lindsey/**DCTZC**, Mary Zeller/**DCTZC**.

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111 **wit: enforcement actions against lodging providers who have failed to obtain lodging permits and to timely**
112 **remit monthly room tax report and tax payments.**

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114 **Van Lieshout motioned to adjourn.** Motion carried.

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116 **CLOSED SESSION**

117 Discussion took place regarding compliance and enforcement issues.

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119 Respectfully submitted,

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121 Denise Richardson
122 Assistant Administrator