



DOOR COUNTY TOURISM ZONE

FULL COMMISSION MEETING

Minutes of November 17th, 2022 -9:00 a.m.

Zoom Meeting conducted from Council Chambers

City of Sturgeon Bay – 421 Michigan Street

20 ACTION ITEMS:

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

22 **Meacham moved and Ward seconded to approve the minutes of the October 20th, 2022 Full Commission Meeting.** Motion carried.

23 **Ward moved and Eliot seconded to adjourn meeting due to internet service issues and reconvene again at 9:30 a.m.** Motion carried

24 **Eliot moved to have the Tourism Zone find a way to integrate municipal ordinances into the database for the purpose of providing data to the municipalities. Danhausen seconded the motion.**

25 **Ward called a question.**

26 **Eliot's motion to have the Tourism Zone find a way to integrate municipal ordinances into the database for the purpose of providing data to the municipalities was repeated.**

27 **Danhausen motioned and Ward seconded to approve payables to date.** Motion carried.

28 **Van Lieshout moved and Dannhausen seconded to adjourn meeting due to internet service issues and reschedule meeting for December 1, 2022.** Motion carried.

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29 **Committee Members Present by Roll Call:** Josh Van Lieshout, Dave Eliot, Linda Wait, Bill Weddig, Kate Lindsley, Nedd Neddersen, Cathy Ward, Fred Anderson, Richard Young, Mary Boston, Myles Dannhausen, Travis Thyssen, Rick Rogers Nancy Robillard, Mary Andersen, Rob Zoschke, Jeanne Vogel, Matt Meacham, Megan Sawyer, Mary Zeller, Keli Groenfeldt,

30 **Also in Attendance:** Juliana Behme/**DCTZC**, Denise Richardson/**DCTZC**, Louise Howson/**Community Coordinator-Sister Bay**, Andrea Collak/**Clerk-Ephraim**, Julie Gilbert/**DDC**, Michelle Rassmussen/**DDC**, Jon Jarosh/**DDC**, Laura Bradley/**DDC**, Yvonne Torres/**DDC**, Tim Gukenberg/**DDC-Board**, Vicky Wilson/**DDC-Board**, Mary Horton/**Kerber Rose**, Will Craig

31 Call to Order

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33 Josh Van Lieshout called the meeting to order at 9:00a.m.

34 ACTION ITEMS:

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

36 **Meacham moved and Ward seconded to approve the minutes of the October 20th, 2022 Full Commission Meeting.** Motion carried.

37 Discussion of Municipal Permit Administration Program.

38 Juliana Behme provided an overview on a Municipal Permit Administration Program concept and potential costs at \$180 per permit, per year. Van Lieshout added that this would be an option program and not all municipalities have to participate – it might be a good idea to solicit which towns might be interested in this type of program so that it could be presented to each individual board for review.

- 39 Eliot asked if the proposed program would require each municipality to have the same ordinance and fee structure. Van Lieshout affirmed.
- 40 Zoschke asked if the Tourism Zone could draft a list of talking points so that each municipality explains the program in the same way. Van Lieshout affirmed.
- 41 Robillard stated that she didn't think this type of program would be well-received in Southern Door. Van Lieshout confirmed that it is an optional program and that it is entirely up to each municipality as to whether they chose to participate.
- 42 Weddig stated that it may be overstepping our charge to offer such a program and that he felt that each municipality should manage this on their own. Eliott added that a number of municipalities have already passed these ordinances and they might welcome a one-stop solution to avoid having to add more resources and staffing to manage it. Eliot added that the Tourism Zone currently collects 90% of the information anyway.
- 43 Young asked Behme if she knows of a company called Granicus and asked if the proposed Municipal Permit Administration program is intended to replace this type of service. Van Lieshout answered that the proposed program could serve in the same capacity as Granicus as the municipalities do not have the administrative resources to enforce the ordinances.
- 44 Meacham wanted Van Lieshout to confirm again that the proposed program would be optional allowing each municipality to chose whether or not to participate. Van Lieshout confirmed and added that the threshold would be 500 permits at a cost of \$180 per permit, per year.
- 45 Lindsley thinks there would be a huge value to municipalities and owners of short-term rentals.
- 46 Van Lieshout suggested that the meeting be adjourned due to internet service issues and reconvened at 9:30 a.m.
- 47 **Ward moved and Eliot seconded to adjourn meeting due to internet service issues and reconvene again at 9:30 a.m.** Motion carried.
- 48 The meeting reconvened at 9:30 a.m. and another roll call was taken.
- 49 **Committee Members Present by Roll Call:** Josh Van Lieshout, Dave Eliot, Linda Wait, Bill Weddig, Kate Lindsley, Nedd Neddersen, Cathy Ward, Fred Anderson, Richard Young, Mary Boston, Myles Dannhausen, Travis Thyssen, Rick Rogers Nancy Robillard, Mary Andersen, Rob Zoschke, Jeanne Vogel, Matt Meacham, Megan Sawyer, Mary Zeller, Keli Groenfeldt,
- 50 **Also in Attendance:** Juliana Behme/**DCTZC**, Denise Richardson/**DCTZC**, Louise Howson/**Community Coordinator-Sister Bay**, Andrea Collak/**Clerk-Ephraim**, Julie Gilbert/**DDC**, Michelle Rassmussen/**DDC**, Jon Jarosh/**DDC**, Laura Bradley/**DDC**, Yvonne Torres/**DDC**, Tim Gukenberg/**DDC-Board**, Vicky Wilson/**DDC-Board**, Mary Horton/**Kerber Rose**, Will Craig
- 51 Van Lieshout called the meeting to order at 9:30 a.m.
- 52 Van Lieshout recapped the action items from the previous meeting and opened the floor up for further discussion on the Municipal permit Administration Program. He repeated that the program would allow for a uniform ordinance to increase efficiencies and that the program would be optional – with a minimum threshold needed of 500 permits at a cost of \$180 per permit, per year.
- 53 Rogers asked for clarification on the cost per permit as he noted both \$109 and \$180 per permit. Van Lieshout confirmed the threshold at 500 permits at a cost of \$180 per year would justify one additional FTE at the Tourism Zone. Behme added that if the 500 permit threshold was not met, that an additional part-time employee could be considered which would adjust the cost.
- 54 Ward asked if the Tourism Zone has the enforcement power to do this type of program. Van Lieshout affirmed that currently many of the municipalities already have individual ordinances in place, so yes. Ward then asked if the salary proposed for the additional FTE would be divided between each municipality. Van Lieshout said the program would be entirely fee funded. Ward provided an example

for Liberty Grove stating that 175 permits x \$180 per permit, per year would be higher than what they are currently paying to manage this program.

55 Danhausen asked if a copy of a model ordinance could be sent out. Van Lieshout stated that the Commission has not yet designed a model ordinance, but if the municipalities show interest in the program, a draft of a model ordinance would be designed.

56 Wait stated that Sevastopol does not expect the Tourism Zone to enforce Sevastopol's ordinances and further stated that Granicus is a monitoring resource, but does not enforce. Vogel concurred.

57 Eliot stated that his main focus would be ease of use for permit holders and further added that the concept would be for the Tourism Zone to provide the data for each municipality to enforce on their own. Van Lieshout added that the clerks could download the information themselves. Eliot asked if it would be less expensive than the \$180 per permit, per year for the Tourism Zone to just provide access to the data. Behme said that this would significantly lower the cost and it would also be less work for the Tourism Zone. Behme added that permit holders have expressed that they would like to have one source for all STR permitting and requirements. Eliot suggested that we have Zuchetti update the technology in this way so that the towns would have to be active in issuing the permit.

58 Van Lieshout asked how to proceed with next steps. Eliot stated to push data collection first and enforcement later on. Weddig asked if there was evidence that the municipalities are even interested in this type of service and if the current cost burden is really that great. Eliot said it is different for each municipality.

59 **Eliot moved to have the Tourism Zone find a way to integrate municipal ordinances into the database for the purpose of providing data to the municipalities. Danhausen seconded the motion.**

60 Weddig suggested that the municipalities be surveyed to solicit interest stating that the cost would be a one-time thing followed by annual renewals. Wait prefers that the Tourism Zone not take any action until the municipalities review the concept and take it to their next board meeting for review to see if there is any interest. Eliot stated that it might be beneficial to add another option for just data provisions to the memo. Ward stated that Liberty Grove has many other ordinances such as nuisance, dog regulations, etc. and stated that these would have to be included in the overall ordinance. Eliot agreed and confirmed that enforcement should go back to each town and that the Tourism Zone's only role would be to collect data.

61 **Ward called a question.**

62 **Eliot's motion to have the Tourism Zone find a way to integrate municipal ordinances into the database for the purpose of providing data to the municipalities was repeated.**

63 Van Lieshout indicated that he will meet with Eliot offline and bring the motion back on another meeting day when the internet is working. Van Lieshout suggested that today's meeting be postponed and rescheduled to Thursday, December 1, 2022 due to internet service issues. Eliot asked if or how this would affect DDC's budget process. Gilbert stated that the DDC would work with it and offered to call Robillard offline about the concerns she stated earlier pertaining to the Southern Door municipalities. Van Lieshout stated that Behme would send out a new meeting link for December 1, 2022.

64 **Danhausen motioned and Ward seconded to approve payables to date.** Motion carried.

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66 **Van Lieshout moved and Danhausen seconded to adjourn meeting due to internet service issues and reschedule meeting for December 1, 2022.** Motion carried.

98 Respectfully submitted,

99 Denise Richardson
100 Assistant Administrator