



## DOOR COUNTY TOURISM ZONE

### EXECUTIVE COMMITTEE MEETING

Minutes of September 15th, 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 **Weddig moved and Lindsley seconded to approve the minutes of the August 18th, 2022 Full Commission Meeting.** Motion carried.

10 **Wait moved and Weddig seconded to approve implementing \$25 late fee for not reporting zero revenue.**

11 **Van Lieshout motioned to move closed session.** Motion carried.

12 **Wait motioned and Eliot seconded to move into Open Session.** Motion carried.

13 **Eliot moved and Anderson seconded to deny request to waive late fees as discussed in closed session.** Motion carried.

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15 **Eliot moved and Weddig seconded to adjourn.** Motion carried.

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20 **Committee Members Present by Roll Call:** Josh Van Lieshout, Dave Eliot, Linda Wait, Bill Weddig, Kate Lindsley, Nedd Neddersen, and Fred Anderson.

21 **Also in Attendance:** Juliana Behme/**DCTZC**, Denise Richardson/**DCTZC**, Jewel Ouradnik/**DCTZC**, Matt Meacham/**DCTZC**, Cathy Ward/**DCTZC**, Julie Schmeltzer/**DCTZC**, Julie Gilbert/**DDC**, Michelle Rasmussen/**DDC**, Laura Bradley/**DDC**, Jon Jarosh/**DDC**, Mary Horton/**Kerber Rose**, and Jessica Baxter.

22 **Call to Order**

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24 Josh Van Lieshout called the meeting to order at 9:02a.m.

25 **ACTION ITEMS:**

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

27 **Weddig moved and Lindsley seconded to approve the minutes of the August 18th, 2022 Full Commission Meeting.** Motion carried.

28 **Discussion on \$25 late fee charge for late report months without revenue.**

29 Juliana Behme provided a brief overview of implementing the \$25 late fee charge for permit holders who neglect to submit reporting when there is no revenue collected.

30 Weddig asked whether doing this would impact our current operations. Behme stressed that we would basically be implementing what is already in place and added that permit holders do have options to avoid having to file reports if/when they are not in operation.

31 **Wait moved and Weddig seconded to approve implementing \$25 late fee for not reporting zero revenue.**

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34 **Discussion of paper document disposal.**

35 Behme explained that we are required to retain records for 7 years following a most recent audit but that we have superfluous amount of paper stored in the storage unit at this time. In addition, the DCTZ stores all documents in our database, so the paper is no longer needed.

36 Behme would like to add a line item in the 2023 budget to allow for shredding of all old, unnecessary paper which would also allow Kerber Rose to reduce their paper storage. Van Lieshout concurred, and further mentioned that things like weather and water are damaging the records currently stored. Weddig asked Behme if she has had any reason to look for any of the stored documents to date. Behme replied that she has not.

37 **Overview of website and software updates.**

38 Behme provided an overview of the status of the proposed website enhancements targeted for 2023 which contain two key parts. Front end: was originally created in 2008 by Town Web and updated in 2012, the Tech Committee will meet to hear presentations and start the process and timelines for implementation. Back end: Baylakes to update online records and permit holder profiles & provide a full presentation in October, 2022. Baylakes was sold to Zuchetti (new parent company). Meetings will continue with Kerber Rose and Destination Door County to ensure proper exposure on the new website.

39 Wait asked for clarification on the website versus software updates. Behme mentioned that the software refers to what is used to track the database.

40 **Report by Destination Door County on marketing efforts.**

41 Gilbert provided highlights from the report in the packet. KPI's will be added to reporting to show DDC's progress and there will be more context driven metrics going forward. The Partner Survey was deployed on 9/14/2022 to gain input. Gilbert provided an update on the Tourism Investment Grant Fund and noted that meetings are scheduled for September 27<sup>th</sup>, October 5<sup>th</sup>, October 25<sup>th</sup> and November 2<sup>nd</sup> of 2022 to establish criteria and guidelines. Gilbert stated that the Annual Dinner will be held on October 18<sup>th</sup> at Alpine Lodge from 5:00-7:30pm. Jarosh added that registration is required for the Annual Dinner as space is limited.

42 Ward asked Gilbert about open rates on the newsletters in 2022 noting that the rates seem significantly higher than in 2021. Bradley answered by saying that DDC is monitoring content and metrics closely along with click rates (which indicates engagement) and that she agreed that rates were higher. Wait asked if adding the 4K emails contributed to the spike. Bradley concurred that this contributed to the open rates. Gilbert added that the DDC continues to ensure that content is timely and consistent.

43 **Report from Administrator.**

44 Behme provided an overview of last month's activities.

45 **Discussion on the current comparable occupancy numbers.**

46 Mary Horton from Kerber Rose went over the current comparable occupancy numbers for the period of July – September 6<sup>th</sup>, 2022. It was noted at the end of the overview that the Financial Detail Report was omitted from the packet and would be sent out separately at the close of the meeting.

47 Van Lieshout opted to hold payments and approve the comparable occupancy numbers at the next meeting.

48 **Van Lieshout motioned to move closed session.** Motion carried.

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

53 **Wait moved and Eliot seconded to move into Open Session.** Motion carried.

54 **Eliot moved and Anderson seconded to deny request to waive late fees as discussed in closed session.**  
Motion carried.

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56 **Eliot moved and Weddig seconded to adjourn.** Motion carried.



**DOOR COUNTY TOURISM ZONE  
FULL COMMISSION MEETING  
Minutes of August 18th, 2022-9:00 a.m.  
Zoom Meeting conducted from Council Chambers  
City of Sturgeon Bay - 421 Michigan Street**

102 The closed session of the Tourism Zone Executive Committee Meeting was convened by Josh Van  
Lieshout.

103 **Committee Members Present by Roll Call:** Josh Van Lieshout, Dave Eliot, Kate Lindsley, Matt Meacham,  
Bill Weddig, Cathy Ward, Linda Wait, Jewel Ouradnik, Fred Anderson, Nedd Neddersen

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105 **Also in Attendance:** Juliana Behme/**DCTZC**, Denise Richardson/**DCTZC**

106 **Consideration of adjournment in to Closed Session pursuant to Wisconsin State Statutes, Section 19.85(1)(g)**  
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109 **wit: enforcement actions against lodging providers who have failed to obtain lodging permits and to timely**  
110 **remit monthly room tax report and tax payments.**

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113 **CLOSED SESSION**

114 Discussion took place regarding compliance and enforcement issues.

115 **Wait moved and Eliot seconded to move into Open Session.** Motion carried.

116 **Eliot moved and Anderson seconded to deny request to waive late fees as discussed in closed session.**  
Motion carried.

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118 **Eliot moved and Weddig seconded to adjourn.** Motion carried.

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120 Respectfully submitted,

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122 Denise Richardson

123 Assistant Administrator