



DOOR COUNTY TOURISM ZONE

FULL COMMISSION MEETING

Minutes of March 16th, 2023 -9:00 a.m.

Zoom Meeting conducted from Council Chambers

City of Sturgeon Bay – 421 Michigan Street

20 **ACTION ITEMS:**

21 **Anderson moved and Wait seconded to approve the agenda.**

22 **Anderson motioned and Wait seconded to approve the minutes of the February 16th, 2023 Full Commission Meeting.** Motion carried.

23 **Eliot moved and Anderson seconded to approve current comparable occupancy numbers and payables to date.** Motion carried.

24 **Wait moved and Eliot seconded to move into Closed Session.** Motion carried.

25 **Eliot moved and Wait seconded to return to Open Session.** Motion carried.

26 **Van Lieshout moved and Lindsley seconded to recover legal fees and waive tax fees and penalties for the Lee property.** Motion carried.

27 **Anderson moved and Eliot seconded to adjourn.** Motion carried.

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

29 **Also in Attendance:** Juliana Behme/**DCTZC**, Cathy Ward/**DCTZC**, Matt Meacham/**DCTZC**, Julie Schmelzer/**DCTZC**, Jewel Ouradnik/**DCTZC**, Theresa Cain-Bieri/**DCTZC**, Mary Andersen, Julie Gilbert/**DDC**, Laura Bradley/**DDC**, Jon Jarosh/**DDC**, and Will Craig.

30 **Exempt:**

31 **Absent:** Bill Weddig.

32 **Call to Order**

33
34 Josh VanLieshout called the meeting to order at 9:01 a.m.

35 **ACTION ITEMS:**

36 **Anderson moved and Wait seconded to approve the agenda.**

37 **Anderson motioned and Wait seconded to approve the minutes of the February 16th, 2023 Full Commission Meeting.** Motion carried.

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

39 Julie Gilbert provided an overview and highlighted recent marketing efforts as referenced in the packet. Gilbert also discussed destination master planning steering committee appointments.

40 **Report from Administrator**

41 Juliana Behme provided an overview of previous month's activities as included in the meeting packet.

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

43 Behme reviewed the current comparable occupancy numbers for January, 2023 as provided in the meeting packet.

44 Wait asked what was being planned with funds currently designated to the Restricted Fund on the Door County Tourism Zone Financial Statement.

45 Gilbert stated that the Destination Door County board would be reviewing proposal ideas and putting together a presentation to request the funds from the Commission.

46 Eliot noted that Tourism Zone reps would like to weigh in on ideas and requested a special meeting to discuss their proposal.

47 Wait asked whether the Tourism Zone anticipated an overage of this size in future years and how quickly it would be expected to be used if this continued.

48 Van Lieshout said he expected an overage to be spent once a sizable amount like the current balance had been accumulated.

49 Meacham asked whether the Commission would be voting on Destination Door County's idea before funds are spent.

50 Van Lieshout stated they would.

51 Anderson noted a contingency fund would need to be kept in case the Destination Door County budget was not met.

52 Eliot suggested reducing the budget slightly to help account for this.

53 Van Lieshout noted that a contingency fund is already being accumulated by Destination Door County.

54 Neddersen suggested Destination Door County to bring several ideas to the table for the Door County Tourism Zone's considerations.

55 **Eliot moved and Anderson seconded to approve current comparable occupancy numbers and payables to date.** Motion carried.

56 **Wait moved and Eliot seconded to move into Closed Session.** Motion carried.

57 **Consideration of adjournment in to Closed Session pursuant to Wisconsin State Statutes, Section 19.85(1)(g)**

58 **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.**

62 **Van Lieshout moved and Lindsley seconded to recover legal fees and waive tax fees and penalties for the Lee property.** Motion carried.

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

64 Wait noted she had proposed changing the 70/30 split to the legislature but Representative Kitchens was not optimistic.

65 **Anderson moved and Eliot seconded to adjourn.** Motion carried.

66 Respectfully submitted,

67 **Juliana Behme**

68 **Administrator**



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

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

70 **Also in Attendance:** Juliana Behme/**DCTZC**, Cathy Ward/**DCTZC**, Matt Meacham/**DCTZC**, Julie Schmelzer/**DCTZC**, Jewel Ouradnik/**DCTZC**, Theresa Cain-Bieri/**DCTZC**.

71 **Exempt:**

72 **Absent:** Bill Weddig.

Consideration of adjournment into Closed Session pursuant to Wisconsin State Statutes, Section 19.85(1)(g) 102 to confer with legal counsel for the governmental body who is rendering oral or written advice concerning 103 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.

CLOSED SESSION

Discussion took place regarding compliance and enforcement issues.

73 **Eliot moved and Wait seconded to return to Open Session.** Motion carried.

Respectfully submitted,

Juliana Behme
Administrator