



## DOOR COUNTY TOURISM ZONE

### EXECUTIVE COMMITTEE MEETING

Minutes of September 21st, 2023 - 9:00 a.m.

*Zoom Meeting conducted from Council Chambers  
City of Sturgeon Bay - 421 Michigan Street*

#### **ACTION ITEMS:**

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

**Van Lieshout moved and Andersen seconded to approve the minutes of the August 17<sup>th</sup> Full Commission Meeting.** Motion carried.

**Eliot moved and Wait seconded to approve the Room Tax Specialist job description.** Motion carried.

**Eliot moved and Wait seconded to pursue a lease at the available office space at 810 S Lansing Ave.** Motion carried.

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

**Weddig moved and Eliot seconded to enter into Closed Session.**

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

**Anderson moved and Eliot seconded to deny the late fee removal of El Monte Properties, approve the removal of Orchard Condo #1's late fees, approve the suggested action for Steffen Log House, and approve the late fee reimbursement request for Island View Cottages as discussed in closed session.** Motion carried.

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

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

**Excused:** None.

**Absent:** None.

**Also in Attendance:** Cathy Ward/**DCITZC**, D'Ann Jackson/**DCITZC**, Julie Schmelzer/**DCITZC**, Louise Howson/**DCITZC**, Travis Thyssen/**DCITZC**, Matt Meacham/**DCITZC**, Juliana Behme/**DCITZ**, Mary Horton/**KerberRose**, Julie Gilbert/**DDC**, Jon Jarosh/**DDC**, Michelle Rasmussen/**DDC**, Yvonne Torres/**DDC**, Laura Bradley/**DDC**, Brent Bristol.

#### **Call to Order**

Chair Van Lieshout called the meeting to order at 9:00am.

#### **ACTION ITEMS:**

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

**Van Lieshout moved and Andersen seconded to approve the minutes of the August 17<sup>th</sup> Full Commission Meeting.** Motion carried.

**Report by Destination Door County.**

37 Gilbert reviewed the townhall meetings and visioning workshop for the Door County Destination Master Plan.

38 Neddersen asked for the demographic of townhall and visioning workshop attendees.

39 Gilbert stated there was a variety of backgrounds and ages and Destination Door County will be reaching out to complete focus groups for demographics that did not participate as strongly.

40 Rasmusson stated that 2023 is a softer year, which is consistent with the national pattern.

41 Eliot asked whether there was increased tourism over 2019.

42 Rasmusson confirmed there was.

43 Meacham asked what type of businesses were asking for shoulder seasons.

44 Van Lieshout noted that growing the shoulder season was desirable 15 years prior and it is a change in perspective.

45 Jarosh stated that anecdotally, it varies and some wish to stay open, others wish to close and 'recharge.'

46 Gilbert noted that some concerned citizens felt it was difficult to retain workers if businesses were not open year-round.

47 **Tourism Zone website update.**

48 Behme reviewed the corrected and ongoing issues with the website as well as the first month's launch. Permit holders are being assisted with logins and adjusting email identification as needed.

49 Anderson commented that logging in using two-factor authentication was frustrating when first attempted but the rest of the process was simple.

50 Lindsley noted that adjustments needed to be made to ensure all profiles she was responsible for were available using her email address, however, being able to access every property under one login was an improvement.

51 Howson asked whether permit holders were getting close to adjusting.

52 Behme confirmed they had.

53 Anderson asked whether late fees were being forgiven for late reports given the change.

54 Behme confirmed that some were depending on circumstances and requests from properties without previous late fees would have them forgiven.

55 **Consideration of Tax Specialist job description.**

56 Anderson asked whether a second location would be added in Sturgeon Bay or moved entirely.

57 Van Lieshout stated the office would be moving to Sturgeon Bay only.

58 Howson asked if a range table had previously been approved to compare wages, asked if the position would be listed with wage, and whether it would be marked as hourly or salaried.

59 Van Lieshout stated that there was no range table currently and it would be hourly with the rate listed when the position was advertised.

60 Weddig asked Ms. Horton whether the listed rate seemed fair.

61 Horton noted that it is difficult to find staff in the current environment, but it seemed to be fair.

62 Howson asked if there was a potential candidate KerberRose was aware of who might be interested in the position.

63 Horton stated she would check and inform Ms. Behme if there were any potential candidates.

64 Wait asked if the new employee would have access to the Wisconsin Retirement System.

65 **Eliot moved and Wait seconded to approve the Room Tax Specialist job description.** Motion carried.

66 **Consideration of available office spaces in Sturgeon Bay.**

67 Behme reviewed the available spaces in Sturgeon Bay.

68 Wait voiced her support for the site at 810 Lansing Ave and asked whether \$500 was the total cost or cost per room.

69 Behme confirmed it was the total cost.

70 Weddig asked if the County or City had space.

71 Schmelzer asked if the Door County Economic Development Corporation building had any availability.

72 Neddersen noted that there may be some leverage to make capital improvements on the property.

73 **Eliot moved and Wait seconded to pursue a lease at the available office space at 810 S Lansing Ave.**  
Motion carried.

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75 **Report from Administrator.**

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

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

78 Mary Horton reviewed the current comparable occupancy numbers for July 2023 as provided in the meeting packet.

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

80 **Village of Ephraim Community Investment Fund complaint.**

81 Josh Van Lieshout reviewed the previous steps taken to communicate with Ephraim and noted that the Commission's request for a meeting was denied.

82 Anderson stated his disappointment and advised the Commission not chase the matter further.

83 Eliot asked how to respond otherwise. A complete lack of response may be interpreted as a bad image for the Commission. The beneficial program should be supported but it is important to be careful.

84 Weddig noted that some education may be needed for lodging providers who have questions about the program.

85 Van Lieshout stated the appropriate response may be a white sheet on controls and payments, which would be good for a public release.

86 Eliot stated that the program must be communicated as not just a feel-good program, but the ability to reinvest into things people use without acting as a handout. The state statute was followed in its entirety and that must be communicated.

87 Anderson stated documents communicating internal controls would be easy if they had not already been sent.

88 Van Lieshout asked Eliot to draft a communication discussing the controls and payments.

89 **Weddig moved and Eliot seconded to enter into Closed Session.**

90 **Consideration of adjournment in to 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.**

91 **Weddig moved and Eliot seconded to return to Open Session.** Motion carried.

92 **Anderson moved and Eliot seconded to deny the late fee removal of El Monte Properties, approve the removal of Orchard Condo #1's late fees, approve the suggested action for Steffen Log House, and approve the late fee reimbursement request for Island View Cottages as discussed in closed session.**  
Motion carried.

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

94 Respectfully submitted,

95 **Juliana Behme**

96 **Administrator**

DRAFT



## DOOR COUNTY TOURISM ZONE

### EXECUTIVE COMMITTEE MEETING

Minutes of September 21st, 2023 - 9:00 a.m.

Zoom Meeting conducted from Council Chambers

City of Sturgeon Bay – 421 Michigan Street

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

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

98 **Excused:** None.

99 **Absent:** None.

100 **Also in Attendance:** Cathy Ward/**DUCTZC**, D'Ann Jackson/**DUCTZC**, Julie Schmelzer/**DUCTZC**, Louise  
Howson/**DUCTZC**, Travis Thyssen/**DUCTZC**, Matt Meacham/**DUCTZC**, Juliana Behme/**DUCTZ**, Mary  
Horton/**KerberRose**, Julie Gilbert/**DDC**, Jon Jarosh/**DDC**, Michelle Rasmussen/**DDC**, Yvonne  
Torres/**DDC**, Laura Bradley/**DDC**, Brent Bristol.

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102 **Consideration of adjournment 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.**

- a. Cottage on North Bay
- b. Door County Beach Home
- c. Door County Beach Retreat
- d. Our Door County Life
- e. Lodge 42
- f. Nightengale Motel
- g. 4908 S Cave Point Drive and 5020 S. Cave Point Drive

### **CLOSED SESSION**

Discussion took place regarding compliance and enforcement issues.

21 **Weddig moved and Eliot seconded to return to Open Session.** Motion carried.

Respectfully submitted,

**Juliana Behme**  
**Administrator**