

**Meeting Minutes:  
Door County “Smart Growth” Plan  
Historical and Cultural Resources Work Group – 3<sup>rd</sup> Meeting  
April 7, 2008**

**1. Open meeting/introductions.**

The third meeting of the Historical and Cultural Resources Work Group was held in the Sturgeon Bay Library, Jane Greene Room, 107 S. 4th Avenue, Sturgeon Bay, Wisconsin, on Monday, April 7, 2008. The meeting started at 9:00 a.m.

**Present:**

Last Name	First Name	Agency
Jacobson	Sally	Ephraim Historical Foundation
Jinkins	Ann	Door County Museum
Kelsey	Brian	Door County Maritime Museum
Kopischke	Allen	Peninsula Players
Locken	Jacque	Property Owner
Moore	Deni	McDonald Lumber Co.

**Also present:**

Mariah Goode, Door County Planning  
Becky Kerwin, Door County Planning

**2. Review previous meeting minutes.**

The minutes were accepted with no revisions.

**3. Review previous meeting visioning exercise results:**

- a. **Draft element vision statement.**
- b. **Issues.**
- c. **Opportunities.**
- d. **Draft goals.**

Before the meeting, work group participants were to have reviewed the results from the work group visioning and other discussion exercises conducted at the 2<sup>nd</sup> meetings on-line at [http://map.co.door.wi.us/planning/Comp-Plan/work-group\\_reading.htm](http://map.co.door.wi.us/planning/Comp-Plan/work-group_reading.htm).

Comments/discussion on the draft element vision statement, issues, opportunities, and goals/action items comprised most of the meeting.

Vision statement discussion

The first sentence of the vision statement needs to be reworded so as to delete the words “non-profits” and “coordinated” – it reads as if the county might try to dictate the activities of individual cultural/historical/arts entities (some of which are for-profit).

The vision statement should capture the idea that Door County is the Napa/Sonoma of the Midwest – wine, food, arts, natural beauty.

Goals/actions discussion

- Look to cultural/historical places that have been increasing visitors/membership to see what/how they did it.
  - Heritage Hill (near Green Bay) has had increases recently.

- Issues/things to investigate: marketing and membership strategies, exhibits, etc.
- We need to figure out how to address the fact that people seem increasingly to need to be actively entertained all the time.
- Vacationers may not be as committed/tied to Door County as previously – many in upcoming generation don't live close enough to vacation here frequently (or at all). Need to find/cultivate new visitors.
- County adoption of a county-wide historic preservation ordinance would allow accessed to increased funds/support for preservation non-profits.
  - One Wisconsin county – maybe LaCrosse? – has passed such an ordinance.
    - Research their efforts, ordinance.
  - Education will be necessary – some local municipalities are struggling to garner support for municipal-level historic preservation efforts.
- Investigate what financial tools are out there for municipalities to help support historically appropriate (re)development.
- We need marketing for arts, cultural resources – recent survey ranked arts at the bottom of the list of reasons why people come here.
- Establish more “art crawls.”
  - Geography and location of some galleries an issue.
  - Work with trolley company, like Hardy Gallery is doing this summer for joint event between Sister Bay and Ephraim.
- More education needs to be done for “front line” tourism workers – hotel desk clerks, etc. – who interact constantly with visitors.
  - Some organizations are doing this already, but more (or more coordinated?) efforts could be undertaken.
- Local nonprofits need to get past the idea that they are in competition with each other. Visitors and residents can visit and take advantage of a wide variety of activities – they don't need to choose arts over history over nature, etc.
- We need to figure out a way to combat inaccurate weather predictions, which dissuade last-minute planners from coming up here for the weekend.
- All municipalities need to adopt the county-wide room tax. Non-members are left out of marketing publications.
- We need to work with business owners and artists to ensure they feel a responsibility to the community: in terms of how development looks, in terms of how we're marketing ourselves, in terms of working cooperatively on many efforts.
- We need on-going education of municipal officials. Although they are busy, we need to make sure they become more involved in local historical and arts non-profits.
- “Culinary tourism” – restaurant use of local crops is sustainable and successful tourism (and agriculture).
- How do educational efforts reach people?
  - Catchy, beautiful, nice, multiple mailings.
- People don't understand what being on a historic registry (or what historic preservation in general) means – perception persists that it means you can't do anything to the building, or tear it down, etc.
- Historic presentations/discussions on the history of the individual municipalities might help people understand/appreciate historic buildings.
- Trolley business is great asset to community for historic and/or arts tours.
- Investigate National Trust for Historic Preservation Heritage Tourism and Historic Inns programs – funding and/or marketing assistance may be available.

#### **4. Review and discuss goals from completed municipal plans:**

- a. Compare with initial draft of work group goals.**
- b. Identify goals to add to county plan.**
- c. Identify topics/goals not addressed by municipalities or work groups.**

Brief discussion was held regarding completed municipal plan goals, primarily with regard to concerns over language; e.g., who/what gets to decide what is “significant” enough to preserve? What does it mean to “encourage” or “support” historic preservation efforts or cultural resources?

Work group attendees and facilitators agreed that this topic/discussion would be undertaken more fully at the next meeting.

**5. Set next meeting date.**

**9:00 – 11:00 a.m., Monday, May 12, 2008**

Location: Door County Planning Department Conference Room, Third Floor, 421 Nebraska St., Sturgeon Bay, WI

**6. Adjourn.**

Meeting adjourned at 10:50 a.m.

*Minutes transcribed by Mariah Goode, Door County Planning*