



Baileys Harbor Community Association (BHCA)
Board Meeting March 15th 22nd, 2023, 11:30am

Note: The meeting was rescheduled to accommodate a sick day for our Director.

Door County Brewing Company

Minutes – 03/22/2023

Present: Andy Gill, President; Jeff Lutsey, Vice-President; Sam Nelson; Kurt Kiefer; Wayne Scaggs; Scott Bennett; Cynde Ploor, BHCA Director Absent: Carin Stuth, Treasurer

Guests: Ann Marie Ott, BHCA Member/volunteer; Mariah Goode, Director, Door County Land Use Services

1. The meeting was called to order by President Andy Gill at 11:30 a.m.
2. Additions made to the posted agenda included: Status of Transportation Study – Jeff L
3. The February minutes were not available, so no action was taken.
4. Treasurers Report – Carin provided a copy of the Board with a Statement of Activity dated January-February 2023 and was not reviewed.

Discuss/Take Action:

5. Larson Property – Sam led a discussion related to the Nelson property development initiative, which includes an option to convert the Larson property, located at the corner of Highway 57 and Park Road to parking space. Mariah Goode, noted that recommendations, related to parking improvements, have been made to the Town of BH Board although none have been acted on to date. As a result of discussion, the Board plans to increase its engagement in the Nelson Property planning process going forward. To do so, the Board decided to focus on:

- exploring additional options for use of this parcel, especially those that will ensure pedestrian safety with increased traffic across highway 57 due to the development of the green space, e.g., use of parking in lieu of reduced on-street parking near crossings ;
- sending at least one Board member to join the Edgewater Resources consulting group's walkthrough of plans with Town representatives on Tuesday, March 28th (if possible)
- coordinating the addition of a BHCA representative to the Nelson Property Ad-Hoc Committee, and
- continuing discussions regarding parking issues and recommendations, including those identified by Cynde, related to event management

Sam will manage the follow-up contacts to address the focus areas noted above.

6. Linda Mattes will be scheduled to attend the next possible meeting of the Board to explore her interest in joining the group, since she was unable to attend the rescheduled meeting today.



7. Broadband Update – Kurt summarized three updates related to the BH Broadband initiative.

- The 2023 construction season will focus on services to households where utility work is not needed, e.g., developments where underground utilities are currently in place. The locations include: West Kangaroo Lake; Maxwellton Braes Lodge, condominiums and nearby subdivision, Lake Haven subdivision, and The Oaks. The Frogtown Road, Chapel Lane and the Björklunden area installation is complete. At the end of 2023, there will be between 225-250 locations with access to the fiber network.
- The successful workshop/webinar series is being extended. The next session is scheduled for Wednesday, April 12 with a focus on business use/case scenarios. Additional sessions are being considered for homeowners associations and multiple-dwelling units facilities (i.e., condos, apartments, lodges).
- Efforts are underway to mitigate construction costs. Those efforts involve the Town of BH providing secure storage for materials, parking for construction equipment and outreach to seek construction crew housing. Any housing leads should be referred to Kurt.

Kurt reported that another quarterly update will be available for distribution to BHCA members soon. Kurt will work with Cynde/Ann Marie to continue sharing project communications via the BHCA member distribution list, the BHCA website and through social media.

8. The Board accepted the resignation of Board Secretary, Traci Vartanian on a motion made by Scott and seconded by Sam and which was passed unanimously. Andy directed Cynde to send card/gift to recognize Traci's contributions. Due to this vacancy, the Board accepted Ann Marie's offer to volunteer to record minutes for the Board until the Secretary's position is filled. No one on the current Board is interested in assuming this role.

9. Easter Hunt/Event Update – Cynde reported that she has secured volunteers to support the preparation for the Easter Egg Hunt with additional volunteers identified to help on the day of the event (Saturday, April 8, 9 am, Recreational Park).

10. Strategic Planning – Andy proposed a plan to create an ad hoc committee, including interested Board members as well as community stakeholders, to focus on strategic planning. Andy's goal is to create a guiding document for the organization and identify a 1 and 5 year plan for the organization. The Board agreed to his proposal. Andy intends to conclude the committee work before the end of his term on the Board. Andy will share a proposal for Board review before initiating the process.

11. Brochure Update/Website – Cynde reported that the 2023 Visitor Brochure will be finalized by the end of this week. Website updates will be completed by May 1. The website update process has required a significant time investment requiring direction and re-direction to our vendor, and despite BHCA efforts, the vendor seems unable to produce an aesthetically pleasing product. Cynde and Ann Marie recommend discussing the issue at a future Board meeting prior to re-contracting.



12. Wisconsin Governor Conference Update – Cynde shared her appreciation for support to attend the Wisconsin Governors Conference on Tourism. Sessions of particular value to Cynde included those that focused on networking with other directors, maximizing resources through partnerships with schools, and creative use of social media, especially for fund-raising.

13. Brown Trout Update – Cynde reported that the BH marina will be closed for boat launches and participants will be redirected to Bues Point public boat launch. Tickets are distributed to seven locations, several new sponsors are secured and a new logo was created for advertising. Shirts and sweatshirts will be purchased by BHCA and sold at the Baileys 57 to raise additional funds for this event.

Looking ahead to 2024, Cynde shared feedback from Barb Carey, founder and president of “Wisconsin Women Fish. (www.wiwomenfish.com). Recommendations from this professional fishing guide include: implement electronic ticket sales, use software applications to replace weigh-in stations, offer prizes designated for women and transition to a catch and release tournament. Scott will work with Cynde to obtain more information about these options. In addition, Scott offered to host Ms. Carey as a dinner guest at Harbor Fish Market and Grille as a marketing strategy. This discussion also resulted in Wayne volunteering to secure additional information about options for online sales/fees management to improve BHCA operations overall.

14. – Transportation Study update – Jeff will send copies of the nearly completed transportation study by Sophie Parr to the Board. The materials will include a written report, an excel spreadsheet, maps depicting potential routes and specifications and quotes useful to consider implementation of a pilot program. The Board agreed that Jeff and Sam will use the study results to apply for a grant to implement a local transportation route during four BH events in 2023 including 4th of July, Food Trucks and Floaties, Autumn Fest, and Harbor Holiday. This transportation option would supplement shuttle buses typically operating between Recreational Park and downtown BH during the 4th of July celebration.

The meeting was adjourned at 1:12 p.m.

14. The next meeting of the Board will be held on Tuesday, April 11 at the AC Tap from noon – 2 p.m.

Ann Marie Ott, Recorder