



Town of Sevastopol
Ad Hoc Business Association
June 2, 2026, at 1:00 p.m.

Call to Order. Meeting was called to order by Chair, Stacie Denil at 1:02 p.m.

Also in attendance: Jean Elste, Jeannie Vogel, and Amy M. Flok, Clerk.

New Business:

We are trying to highlight the businesses in the Town of Sevastopol and let them understand where our room tax money goes and how it is used. Currently, the money from the room tax revenues that is allocated to the Strategic Marketing Funds goes to Destination Sturgeon Bay to promote the Town of Sevastopol. Last year, our revenues amounted to roughly \$90,000. With those funds, the Town was given a one-page ad in the Sturgeon Bay 2026 Activity Guide. The Town wants to explore having the businesses in the Town of Sevastopol form a Business Association in order to use those funds to promote themselves instead of outsourcing it to Destination Sturgeon Bay. Stacie has done a great deal of back work to help streamline the process of getting it into motion. Jean questioned if all the funds have already been disbursed for 2026, or if we could reallocate those funds to a business association to start up. We will contact Door County Tourism Zone to find out the answer. Stacie presented an updated letter to hand out to the businesses to pique their interest in establishing and taking part in a business association. Jean and Jeannie would like to add to the letter the reason why our Town is considering doing this. The reasoning being Destination Sturgeon Bay and the lack of promoting the Town's businesses. The committee brainstormed the names of businesses to deliver letters to and considered people who would be responsive to joining and being part of it. We will check out what the dues are for other business associations to see what the going rate is. Stacie will update the letter.

Next Meeting Date: Tuesday June 16th at 1:00 p.m.

Adjourn. Motion by Stacie and second by Jeannie to adjourn. Motion carried and the meeting at 2:52 p.m.

Amy M. Flok

Draft 6/9/2026