



Travel Federation of Iowa District Leaders



Job Description

Purpose:

The Travel Federation of Iowa (TFI) is identifying individual volunteers willing to serve as Tourism Industry District Leaders in order to enhance existing mechanisms for two-way communications on tourism legislative issues.

Requirements:

- District Leaders must have an email address.
- District Leaders need to be active and interested in the advancement of the Iowa tourism industry.
- District Leaders need to make a 1-year commitment to act as a primary contact point for their assigned 1 Senate and 2 House Districts.

Responsibilities:

One-Time:

- District Leaders are responsible for meeting with their assigned 1 Senator and 2 Representatives between December 10, 2002 and January 10, 2003 to present TFI's legislative issues for the 2003 Legislative Session with special emphasis on the Promote Iowa Initiative.
- District Leaders need to plan to attend the morning briefing session on January 28th during Tourism Legislative Day.
- District Leaders will be responsible for delivering a packet of individualized information at the Capitol to their assigned 1 Senator and 2 Representatives following the morning briefing session on Tourism Legislative Day, January 28th.

On-Going:

- District Leaders should inform local tourism industry individuals within their Legislative District on how to find additional information on tourism legislative issues including the Promote Iowa initiative.
- District Leaders are responsible for providing feedback to TFI President Becky Gruening at bgruening@desmoinescvb.com after meetings with legislators.
- District Leaders are encouraged to meet with their assigned 1 Senator and 2 Representatives throughout the 2003 Legislative Session in their local communities.
- District Leaders need to refer all media requests for information to TFI President Becky Gruening at bgruening@desmoinescvb.com.

Resources:

Upon volunteering to be a Tourism Industry District Leader, you will be given an information packet. Additional information will be available at www.seedesmoines.com. The Tourism Region meetings during November and December will include additional information on tourism legislative issues and the Promote Iowa initiative. At the Legislative Day morning briefing session updated information will also be provided.

Questions about issues can be directed to your tourism region TFI Representatives, Becky Gruening at bgruening@desmoinescvb.com or Carla Ferguson at Carla@redrockarea.com.

List of Items for District Leader Packets for Legislative Day:

Supplied by TFI:

- **One page overview of Promote Iowa Initiative**
- **County by County Breakdown Sheet**
- **2001 Tourism Data Results**
- **Iowa's Newest Cash Crop Brochure**
- **Tourism Office Funding Chart**

Supplied by District Leaders:

- **Copies of local tourism publications**
- **Copies of local tourism data**