

Minutes

Travel Federation of Iowa Board of Directors Meeting Via Conference Call, Tuesday, January 19, 2010

Participants: Linda Bacon, Lori Chappell, Pete Malmberg, Kim Burger, Kathy Dirks, Shirley Phillips, Dee Polak, Tom Kuhlman, Michele Walker, Carrie Koelker, Ann Vogelbacher, Nancy Landess and Craig Patterson.

Absent: Julie Allesee, Kirk Brandenberger, Kristie Wetjen and Catherine Bergman.

- 1. Call to Order:** President Pete Malmberg called the meeting to order at 10:30 a.m.
- 2. Approval of minutes:** It was moved and seconded (Walker/Dirks) to approve the December minutes as distributed. CARRIED.
- 3. Treasurer's Report:** It was moved and seconded (Phillips/Dirks) to approve the treasurer's report as distributed. CARRIED.

4. Committee Reports:

District Leaders: Committee members Catherine Bergman, Julie Allesee and Amy Campbell were unable to participate in the call. Bergman provided a written report in advance including: 1) all districts are filled, 2) Amy has updated Voter Voice, 3) new names from Carrie need to be added to the list and then the list should be sent to Kim Burger so she can update the TFI web site and to the region directors, and 4) it will be important to be on top of issues at the capitol since things are moving so fast with the shorter session.

Legislative Showcase: Committee members Kathy Dirks, Carrie Koelker, Michele Walker and Ann Vogelbacher. Dirks reported 61 booths out of 75 available spots are reserved and 77 are registered for the legislative seminar. Additional booth and luncheon registrations continue to arrive. Dirks will send the region directors a list of those who usually exhibit, but who haven't registered yet and the region directors will follow up with these.

A press release will be provided to exhibitors. Exhibitors will be reminded to bring their cameras and encouraged to take a photo with their legislators. Dirks reported the booths will have black draping and the carpet will be gray again this year. Exhibitors will be encouraged to wear their region apparel. Requests by exhibitors to be placed near another exhibitor will be honored if submitted in time, and booths will be distributed randomly like the past couple of years.

Kim Burger volunteered to prepare the name tags for the legislators. Vogelbacher will send an excel file with the current legislators, and Nancy Landess will forward names to

Burger from the Vision Iowa board and other invited guests. Exhibitors will provide their own name tags. Nancy Landess will bring the TFI signs from the conference and Ann Vogelbacher will bring easels for these.

Kirk Brandenberger and Kristie Wetjen sent an email in advance to report on plans for the TFI booth. Dirks will send a list of exhibitors to them so tags can be prepared for the map to show legislators who is exhibiting.

The schedule for staffing the TFI booth at the legislative showcase in February was distributed by email previously and follows below:

5:00 to 5:30 PM	Dee & Kirk
5:30 to 6:00 PM	Lori, Shirley, Kristie
6:00 to 6:30 PM	Michele, Pete, Kim
6:30 to 7:00 PM	Ann, Julie, Tom
7:00 to 7:30 PM	Kathy & Catherine
7:30 to 8:00 PM	Carrie & Linda

Legislative Showcase Luncheon & Program: the schedule from last year is in the process of being updated and a copy will be sent to the board. Craig reported Senator Danielson has agreed to speak at the luncheon with the caution this is dependent on the legislative schedule that day. For those planning to stay overnight, reservations should be made by January 20 to qualify for the discounted room rate. The discounted rate will be honored on a space available basis after the 20th.

Board Orientation: Kim Burger reported the committee is in the process of reviewing draft materials and will have more to report at the next meeting.

5. Discussion Items

(A) **Talking Points:**

1) **Build the budget:** two versions were distributed of this talking point. It was moved and seconded (Kuhlman/Walker) to approve the version that has the requested action listed first and to leave in the sentence about falling behind the national average. CARRIED.

2) **Save our summers:** board members discussed how best to approach this talking point. Three main points include the fact that student achievement does not increase when schools start in August, the potential revenue that is lost with schools starting in August, and the fact that school boards are bypassing the law may be the arguments that will resonate most with legislators. Dirks found information last year about ACT and SAT test scores through Google search to show that Iowa's test scores are behind states such as Minnesota, Wisconsin and Michigan all of which start school after Labor Day. Michele Walker, Tom Kuhlman and Shirley Phillips will continue to work on this talking point.

3) **Fund our attractions:** no report since Wetjen and Campbell were not available for the conference call. A possible approach to this talking point is to ask district leaders, etc. to share how individual programs have impacted their communities and areas.

(B) Statistics: board members discussed the challenge of taking statewide data and breaking this down to a county or local level. Much of the information requires knowledge of local situations so it does not appear feasible to break this down and provide on an individual basis. The Tourism Office continues to purchase the county by county statistics but budget cuts have impacted the ability to purchase additional research. The Tourism Office is working on some internal research efforts such as collecting data from those visiting the traveliowa.com web site and this information will be of assistance in the future. Walker mentioned the possibility of forming a partnership with the DMO group to ask for assistance in sharing the studies and information that CVB's may have on a local basis, or the possibility of working together to fund research. The DMO group is meeting January 25 for a strategic planning session.

(C) Other Discussion: board members discussed a bill that would allow credit card purchases of raffle tickets. No action was taken on this issue at this time.

6. Iowa Tourism Office Report. Nancy Landess reported:

- * Brett Mills is the new director for IDED and he plans to attend the legislative showcase.

- * The Vision Iowa board meeting is the day after the showcase and members of the Vision Iowa board have been encouraged to attend as well. Sixteen applications for the marketing dollars available through Vision Iowa/CAT were funded when the board met recently. More information is available on the visioniowa.org web site.

- * Results from the 2009 Welcome Center study are expected by the end of the month and will be posted under the partner area of traveliowa.com. In general visitation was up, but spending was down and this follows the national trends.

- * The planning committee for the 2010 Iowa Tourism Conference will meet later this week in Burlington. Board members were asked to share any speaker ideas and other comments or suggestions about the conference soon.

7. Lobbyist Report. Craig Patterson reported:

- * Amy & Craig met with Brett Mills the week he started with IDED. Mills served on the panel that reviewed the various tax credits. Legislators will be studying the recommendations but no final decisions have been made.

- * Budget news – the Race to the Top legislation was approved by both the house and senate and signed by the Governor. This will provide up to \$175 million in federal funds for education. The government re-organization bill could result in savings

of up to \$300 million. It is expected legislators may look at these issues more closely before acting on the budget.

* Invitations for the showcase will be distributed on Monday, February 8th which is the day before the showcase. This will assist legislators with planning their schedule for the week. Craig has made arrangements to have the invitations distributed as this requires signatures from legislators.

* Fact booklets will be distributed at the capitol as well. Board members discussed the timing for distribution and decided in advance of the showcase would be most effective.

8. Adjournment: It was moved and seconded (Phillips/Chappell) to adjourn the meeting at 12:30 p.m. CARRIED.

Respectfully Submitted,
Ann Vogelbacher, Secretary 2009-2010