

Minutes

Travel Federation of Iowa Board of Directors Meeting Via Conference Call, Monday, February 22, 2010

Participants: Catherine Bergman, Lori Chappell, Pete Malmberg, Ann Vogelbacher, Julie Allesee, Kirk Brandenberger, Kim Burger, Carrie Koelker, Kathy Dirks, Tom Kuhlman, Michele Walker and Nancy Landess.

Absent: Linda Bacon, Kristie Wetjen, Shirley Phillips, Dee Polak, Amy Campbell and Craig Patterson.

- 1. Call to Order:** President Pete Malmberg called the meeting to order at 11:00 a.m.
- 2. Approval of minutes:** It was moved and seconded (Koelker/Walker) to approve the February minutes as distributed. CARRIED.
- 3. Treasurer's Report:** It was moved and seconded (Walker/Dirks) to approve the treasurer's report as distributed. CARRIED.

It was noted under the financial report the financial loss to TFI could be as high as \$12,000 from the showcase being cancelled this year. Actual expenses that will be paid are approximately \$5,000 but TFI budgets for \$7,000 in revenue from the showcase and this will not be collected since the showcase was not held.

4. Committee Reports:

Showcase in a Box/Bag: Committee members Kirk Brandenberger, Lori Chappell, Pete Malmberg, Michele Walker and Carrie Koelker. Offering a box with multiple items from those who planned to exhibit at showcase is not an option due to the gift laws. TFI can offer an item or couple of items if the total amount is under \$2.99. The committee researched an ice scraper and sunscreen as possible gifts and was mixed within the committee regarding if one or two items should be provided. Upon further discussion, the board decided to provide a letter along with the talking points and fact booklet to legislators without a gift item. Board members felt a gift item would not make that large of an impact, and considering the financial loss from the showcase, it was determined to not incur additional expenses.

Board members, those who signed up to exhibit at the showcase, district leaders and other industry members will be invited to attend a Capitol Visit on Monday, March 8 to deliver the letter and information to their legislators. Those unable to attend on March 8 will be asked to contact their legislators that day and to make contact at 11:00 AM if at all possible. Industry members will be asked to RSVP to their region office so we will know how many plan to attend or agree to make contact with their legislators. Michele Walker will develop a draft cover letter and Tom Kuhlman agreed to review this. She

has copies of the talking points and the WITR office will assemble these items for the Capitol Visit. Board and industry members will be asked to meet in the cafeteria at the capitol at 10:30 and will head upstairs at 11:00. Industry members will be encouraged to invite their legislators to lunch that day as well if their schedule allows. Monday, March 15 was selected as an alternate day if weather prohibits travel on March 8.

Kathy Dirks provided board members with a draft email that will be distributed to exhibitors. Exhibitors that signed up for the showcase will have the option of requesting a full refund, partial refund, credit toward next year or allowing TFI to keep the funds since costs were incurred. The email will include brief information about the March 8 capitol visits and tells them to watch for more information.

District Leaders: Catherine Bergman reported the low number of people using Voter Voice is disappointing. Board members discussed if people are contacting their legislators directly or if contacts are not being made. There have been a couple of glitches with the system where the program wouldn't let you contact your legislator regarding the school start date unless he or she was on the education subcommittee, but this was fixed quickly when the glitch was identified. Earlier the system was set to demo mode which may have resulted in district leaders sending emails directly. Some board members are opting to contact their legislators directly because this has been requested or what they feel most comfortable doing. Some felt more experienced district leaders may be doing the same thing but the concern is whether these contacts are being made or not since TFI is unable to track.

Board Orientation: Kim Burger reported the committee is in the process of finalizing materials and anticipates having additional information to report in April. The board orientation was tentatively scheduled to take place at the planning retreat with incoming and outgoing board members asked to participate in the training.

5. Discussion Items

(A) **Next and Upcoming Board Meetings:**

1) **March Meeting:** no board meeting scheduled for March but all board members are asked to participate in the March 8 capitol visit if their schedule allows.

2) **April Meeting:** the planning retreat was originally scheduled for April 29-30 but board members decided to move the planning retreat to June so current and incoming board members are able to attend. Rather than incurring overnight expenses, the board decided to schedule a full day for the planning retreat. Upcoming dates include:

March 8 – Capitol Visit (March 15 –alternate date if needed due to weather)

Thursday, April 29 – Board meeting by conference call at 10:00 AM

Monday, May 24 – Board meeting in person at 11:00 AM, Iowa Tourism Office

Monday, June 28 – Board member orientation, board meeting and planning retreat from 10:00 AM to 4:00 PM. Need to check date and time with President-Elect Kristie Wetjen to make sure this works with her schedule.

6. Iowa Tourism Office Report. Nancy Landess reported:

* IDED staff members have new email addresses and these include first name.last name@iowa.gov. Example: nancy.landess@iowa.gov
* Iowa Wine & Beer Directory is printed. Ten new wineries plus wine trails have been added.

* Iowa Lottery Partnership will continue this summer. Campaign features the Lottery's 25th Anniversary. The lottery has selected 25 events throughout the state and will conduct drawings of silver anniversary tickets at these events for one \$500 prize and two \$250 prizes at each event. Special offers will be featured on the traveliowa.com web site and attractions, hotels, etc. participating will be eligible for prizes and items based on the number of silver anniversary tickets turned in at their facility.

* Honey Creek Resort is partnering with the Iowa Tourism Office during Iowa Tourism Month in May. They will be offering five, \$500 gift cards for the resort. Entries will be accepted at the interstate welcome centers and online at traveliowa.com.

* The Tourism Office is seeking input from the industry on ideas for the cooperative advertising programs. More information will be sent via the ETraveler.

* The Out-of-State Advertising grants will be continued. Budget targets appear to be far enough along to move forward with making applications available on the traveliowa.com site. Applications are due April 9.

* Plans are proceeding for the 2010 tourism conference in Burlington. TFI board members were encouraged to share any ideas for the conference including speakers, etc.

* The RFP for the 2012 conference in central Iowa will go out in March. The 2011 conference will be held in Okoboji.

7. Lobbyist Report. A report was not given because Amy & Craig were unavailable for the meeting due to the schedule at the capitol.

8. Adjournment: It was moved and seconded (Kuhlman/Dirks) to adjourn the meeting at 12:05 PM. CARRIED.

Respectfully Submitted,
Ann Vogelbacher, Secretary 2009-2010