

Minutes

Travel Federation of Iowa Board of Directors Meeting Via Conference Call, Thursday, April 29, 2010

Participants: Linda Bacon, Catherine Bergman, Lori Chappell, Pete Malmberg, Ann Vogelbacher, Kathy Dirks, Tom Kuhlman, Shirley Phillips, Michele Walker, Kim Burger, Kristie Wetjen, Nancy Landess, Colleen Murphy, Amy Campbell and Craig Patterson.

Absent: Dee Polak, Kirk Brandenberger, Julie Allesee and Carrie Koelker.

- 1. Call to Order:** President Pete Malmberg called the meeting to order at 10:00 a.m.
- 2. Planning Retreat** was moved to the top of the agenda because Wetjen has another commitment and will need to leave the call early. The planning retreat is scheduled for Monday, June 28 from 10 AM to 4 PM. Shirley Phillips is the only board member who has indicated a conflict with this date. Board members decided to proceed with the June 28th date since it works for the majority. A committee of the officers and region directors will work on plans for the retreat. The committee will determine the purpose and goals of the retreat and will report back at the May meeting.
- 3. Approval of minutes:** It was moved and seconded (Kuhlman/Dirks) to approve the minutes as distributed. CARRIED.
- 4. Treasurer's Report:** It was moved and seconded (Walker/Wetjen) to approve the treasurer's report as distributed. CARRIED.

Kuhlman will prepare a draft budget for FY 2011 and forward to the board. Kuhlman provided a report from the showcase. A few exhibitors have not replied but several exhibitors opted to donate their registration free to TFI or at least their luncheon fee. Others requested refunds, partial refunds or applied the fee to next years showcase.

5. Committee Reports:

Recap of Capitol Visit/Contact Day: Held March 8 and this replaced the legislative showcase that was cancelled due to a winter storm and road conditions. Board members felt the visit/contact day was the best that could be done under the circumstances, but the showcase has a much greater impact.

Board Orientation: Kim Burger provided a draft of the proposed New Board Member Orientation for review. It was determined orientation will be held at a TFI meeting rather than having this flow through the executive director of each region. This will allow information shared to be consistent among all board members, and will encourage rapport between current and incoming board members.

Other suggestions for the orientation: mentioning compensation is provided to the treasurer for maintaining the finances of the organization; an explanation of how TFI is funded through an annual allocation from each of the regions; more explanation of the financials (example, some funds in the TFI account can only be spent on certain activities such as the conference); adding information about the events and activities that TFI sponsors or co-sponsors such as the conference and showcase; and adding that board members are expected to give TFI legislative reports at region meetings.

It was decided a packet of information will be developed to supplement the orientation. Michele Walker will assist Kim Burger with developing the information.

6. Discussion Items

- (A) **Board Appointments:** each region board will make appointments to the TFI board for the coming year. TFI board terms run July through June. The goal is to have current and incoming board members attend the meeting/planning retreat in June.
- (B) **FY 2011 Meeting Dates:** will be discussed at the June meeting/planning retreat.
- (C) **Request for Support:** Iowa's Water & Land Legacy requested TFI support their efforts to establish the Natural Resources and Outdoor Recreation Trust Fund. No action was taken until more information is available.
- (D) **Other Discussion Items:**
Malmberg reported John Busbee with the Iowa Cultural Coalition contacted him about the possibility of ICC and TFI cooperating on activities. Additional information will be available at a future meeting.

Kathy Dirks inquired if a date has been set for the 2011 showcase. Board members decided to discuss at the planning retreat. Since the showcase is an off-site, evening event additional time is available to get this on the legislative calendar for 2011.

7. Iowa Tourism Office Report. Nancy Landess reported:

- * The DOT released the 2010 map last week. The tourism office partners with the DOT on the cover design for the map so this is consistent with other tourism office publications.

- * The partnership with the Iowa Lottery kicked off recently. The lottery selected 25 must see events for the promotion and partnering with others who will provide special offers for non-winning silver anniversary tickets. The lottery will start running ads in May promoting the Silver Tickets. More information about the promotion is available at traveliowa.com.

- * Honey Creek Resort is the partner for the tourism month promotion and is providing five, \$500 gift cards. Sign-up will be available on the traveliowa.com web site and at all 19 welcome centers.

* The out-of-state television ad campaign kicked off April 12 and ads will run for six weeks. The print and magazine advertising through the co-op program have started to run as well. A new web advertising program began last week and ads will appear on travel and weather web sites.

* A group of industry members will meet next week to provide input on the Iowa Tourism Office's co-op advertising programs.

* While not finalized, it is anticipated the tourism office budget will be \$3.9 million for FY 2011. This is the same budget amount as FY 2010 after the initial cut and the 10% across the board cut. The original FY 2010 the budget was approximately \$5 million. This was reduced to \$4.3 with the first cut and then to \$3.9 with the second cut. The \$3.9 million amount includes all of the office operations and marketing dollars including the revenue from the gaming funds.

* RFP's are due Friday to host the 2012 Iowa Tourism Conference. A review committee will conduct site visits and make a selection.

* Plans for the 2010 conference in Burlington are going well. Online registration is expected to go live in mid-May. Landess reminded board members that TFI shares the time during the opening session at the conference with the Iowa Tourism Office and TFI will need to develop plans for this session.

* The Governor signed the legislation for the Sports Authority funding for FY 2011. It is anticipated applications for this program will be due in late August.

* Four retirements will impact the tourism office and include Karen Hamilton with the Davis City Welcome Center and Marilyn Ballenger with the Wilton Welcome Center. Carol Slater and Nancy Landess are retiring as well. Cross-training and documentation is taking place for all positions. A temporary replacement has been hired for the Davis City Welcome Center. Retirements are impacted by the 50, 50, 50 rule which anticipated 50% of those eligible would retire, 50% of these would be replaced, and that replacements would be paid 50% of what the previous person was receiving. At IDED 23 people applied for the retirement program. Twenty of these are definite at this time and 3 are considered tentative. Each department is putting a plan in place to determine which positions will be filled.

8. Lobbyist Report. Craig Patterson and Amy Campbell reported:

* The 30 day waiting period for the Governor to sign or veto bills ends today. The Economic Development Bill was signed as originally proposed.

* The bill tracker on the web site is updated.

* Things are shifting more toward the elections at this point since 18 seats are open in the legislature along with the Governor's race. It is important for TFI to rally support at the local level and encourage industry members volunteer their time and support with local campaigns. This allows tourism supporters to understand local candidates' positions on tourism. It also makes it easier to build support during the legislative session.

* Tourism is losing several key supporters on the school start date with Representatives May, Wendt and Butka all retiring from the legislature.

* Board members requested a monthly email be sent via Voter Voice encouraging district leaders to get involved with local campaign efforts, etc.

9. Adjournment: It was moved and seconded (Dirks/Bergman) to adjourn the meeting at 11:15 AM. CARRIED.

Respectfully Submitted,
Ann Vogelbacher, Secretary 2009-2010