

Minutes

Travel Federation of Iowa Board of Directors Meeting

Monday, May 24, 2010 – Iowa Tourism Office, Des Moines

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

Absent: Dee Polak and Catherine Bergman.

- 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 (Kuhlman/Dirks) to approve the minutes as distributed. CARRIED.
- 3. Treasurer's Report:** Kuhlman distributed the balance sheet and financial statement. Income sources for TFI include annual allocations from the regions and showcase revenues. It was explained a portion of the funds TFI holds are restricted for educational use. The account has been known as the foundation account but a better name might be the education account due to the restricted nature of these funds. The source of the funds was from the Iowa Tourism Conference. The initial transfer was approximately \$60,000 and additional funds have accumulated since that time. The education fund allows the conference to cash flow as expenses accumulate prior to registrations coming in, and was used in the past to offset the expenses for Unity Day. TFI has approximately \$25,000 in reserves. However, this amount will decrease by approximately \$7,600 due to the loss on the 2010 legislative showcase that was cancelled due to the weather/road conditions.

It was moved and seconded (Bacon/Walker) to approve the treasurer's report as distributed. CARRIED.

Board members reviewed the FY 2011 budget. On the expense side board members discussed if the fact booklets are still a good use of funds or if this information could be provided electronically. It was determined the printed booklets are utilized by both legislators and industry members, but it may be helpful to ask industry members on the survey this summer if and how they use the fact booklets. Linda Bacon will request a quote from Iowa Prison Industries to see if this will reduce the printing cost. Quantities and the size of the publication (current size vs. half the current size) will be researched to see how this impacts the cost. A sponsor for the fact booklets will be sought again. The previous sponsorship amount was \$1,000 and board members were encouraged to think about possible sponsors for this publication.

Board members discussed the legislative seminar/luncheon because this results in budget challenges when weather issues arise. Alternative locations that are more affordable, and easier to cancel or reduce numbers, were discussed. Another option is to have the briefing later in the afternoon before booth set-up starts instead of a luncheon format. More discussion will take place at the planning retreat with details to be worked out later by committee.

Amy Campbell mentioned a lot of groups are holding local or regional legislative events. Ideas include legislative FAM tours of an area and Vogelbacher mentioned the Iowa Snowmobile Association was working on this last year. Board members felt it was important to encourage industry members to attend their local coffees and legislative events.

It was moved (Burger/Dirks) to approve the draft FY 2011 budget as presented with the understanding the budget can be amended after the planning retreat in June if needed. CARRIED.

4. Committee Reports

TFI Planning Retreat: Kristie Wetjen reported the officers and region directors met by conference call to discuss the planning retreat scheduled for June 28. The retreat will include a board orientation for all board members. Kim Burger, Kirk Brandenberger and Tom Kuhlman will coordinate the orientation. Other discussion at the retreat will focus on the TFI mission statement; other issues such as how TFI should handle requests for support, coalition building, etc.; current programs and committees; and a discussion of the 2011 Legislative Showcase. The day will conclude with the regular board meeting. Information will be distributed to board members in advance of the retreat for their review. Wetjen requested Amy and Craig provide a wish list of how the TFI board could better work with them. The committee agreed a facilitator is needed and is researching possible facilitators.

5. Discussion Items

(A) Board Appointments: Each region has an appointee that is rotating off the TFI board this year. Greg Edwards will replace Catherine Bergman on behalf of Central Iowa, Tom Hazelton will replace Julie Allesee on behalf of Eastern Iowa, and Shirley Frederickson will replace Dee Polak on behalf of Western Iowa. All remaining board members have agreed to serve an additional term on the board. Koelker will update the board contact list.

(B) Preliminary discussion on coalition building/requests for support: Several groups have approached TFI regarding coalition building including the Iowa Cultural Coalition, Iowa CVB Association, Iowa's Water & Land Legacy, and Iowa Snowmobilers Association. Board members agreed a simple form should be developed for these groups to fill out to help determine if these requests fit with TFI's mission. Further discussion at the retreat will focus on who we are and how are we going to handle these

requests. Another issue for discussion at the retreat is if TFI should consider becoming involved with federal issues. TFI was active in and supported the White House Conferences on tourism several years ago and it might be helpful to gather a list of federal projects and information.

(C) Transition at Iowa Tourism Office: Nancy Landess indicated Colleen Murphy will be the liaison to TFI for now. However, Kathy Bowermaster will attend the meeting and retreat in June since Colleen will be on maternity leave. It is anticipated meeting space and conference call support will continue to be available.

6. Iowa Tourism Office Report. Colleen Murphy reported:

- * The partnership with the Iowa Lottery is going well. Ads promoting the silver anniversary tickets kicked off in May. The lottery has placed \$250,000 in advertising to support the program. The special offers that can be downloaded from the traveliowa.com web site include 83 offers for June and 73 offers so far for July. The partnership continues through the end of August. The lottery's web site is currently the second most popular area that web traffic is coming from to traveliowa.com.

- * The Vision Iowa Board made several awards at their last meeting. More information is available at visioniowa.org.

- * Application forms for the Regional Sports Authority Grants are due August 27. Eligible applicants are convention & visitors bureaus. Jessica O'Riley will be the contact handling questions for this program while Colleen is on maternity leave.

- * Space reservation forms for the 2011 Iowa Travel Guide are due June 30. Updates to the listings in the guide are due June 15.

- * The National Main Streets Conference will be held in Des Moines May 22-25, 2011. There is an opportunity to receive free registration for this national conference by volunteering to assist with the conference activities.

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

- * TFI should become involved with the transition at the Iowa Tourism Office. Kristie Wetjen volunteered to develop a letter that will be sent to Bret Mills, IDED Director. Wetjen will send a draft of the letter to all TFI board members for approval before sending to Mills.

- * The domain name for Save Our Summers Iowa at sosiowa.com has been renewed. The school start date coalition will be meeting again and assistance for the web site would be helpful. Michele Walker mentioned Dee Polak might be willing to assist with this. The intent is to replicate what other states are doing with these efforts.

- * Some legislators are reporting revenue projections are rebounding and stabilizing and do not look as bad as a year ago.

- * Amy will send a copy of the TFI survey and results from last year to board members in advance of the retreat so the questions and timeline can be discussed.

- * Industry members are encouraged to become involved with primaries and become active locally. Board members requested a "talk tourism locally" type of email be sent to district leaders encouraging them to become involved locally.

8. Adjournment: It was moved and seconded (Phillips/Dirks) to adjourn the meeting at 1:00 PM. CARRIED.

Respectfully Submitted,
Ann Vogelbacher, Secretary 2009-2010