

Minutes

Travel Federation of Iowa Board of Directors Meeting Monday-July 19, 2010 Great Des Moines CVB office

Present: Kirk Brandenberger, Kim Burger, Candice Schiltz (Cedar Falls intern), Kristie Wetjen, Linda Bacon, Pete Malmberg, Ann Vogelbacher, Shirley Phillips, Shirley Frederiksen, Michele Walker, Kathy Bowermaster, Amy Campbell, Craig Patterson and Carrie Koelker.

Absent: Tom Hazelton, Lori Chappell, Tom Kuhlman, Kathy Dirks, and Greg Edwards.

President Kristie Wetjen called the meeting to order at 11:05 a.m.

Approval of Minutes: It was moved and seconded (Phillips/Burger) to approve the minutes as distributed. MOTION CARRIED.

Treasurer's Report: Kuhlman e-mailed the financial report that morning. The balance sheet and financial statement reported the following:

Foundation Account:	\$113,099.74
TFI General Account:	\$ 22,662.33
Total:	\$135,762.33

It was moved and seconded (Brandenberger/Malmberg) to approve the treasurer's report as distributed. MOTION CARRIED.

Vice President Nominee: Central Iowa appointed Linda Bacon to serve as the Central Iowa VP. It was moved and seconded (Phillips/Malmberg) to accept Linda to the FY'11 TFI position. MOTION CARRIED.

Legislative Update: Patterson and Campbell reported that they have held numerous meetings around the state during this "off season".

- They have found that many are focused on their upcoming races.
- After the census the redistricting will take place.
- They would like to encourage district leaders in the "key" districts or that have newly elected or potential officials to talk tourism and share the tourism facts.
- Discussion took place on how to mobilize the 64,000 Iowans that are employed by tourism to vote in their upcoming elections.
- A large discussion took place on the Pennsylvania program www.patourismequalsjobs.com. This might be the approach we need to take this session to focus on dollars and employment to the industry.
- There is a strong need to "ramp up" our district leaders, encourage them to make initial contact, and write letters to the editor. The goal is to encourage this immediately after Labor Day.

State Office Update: Kathy Bowermaster reported the following:

- Preparations and details are finalized for the Iowa Tourism Booth at the upcoming Iowa State Fair.
- The Iowa Lottery promotion will finale at the Iowa State Fair for the summer of drawings and promotions.
- The Iowa Travel Guide advertising deadline was June 30, 2010.
- A reminder to review the tourism upcoming coop ad placement options, the Family Package is already sold out...many other options are still available.
- LuAnn Reinders will be attending the upcoming ESTO conference in Savannah at the beginning of August.
- Kathy distributed a document that was about the State Tourism Offices across the nation and their funding sources. A copy was made for all the attendees to take home to review. **Everyone is to review the document in detail and offer feedback/discussion at the next meeting.**
- Kathy and the Iowa Tourism staff would be meeting with Tim Wadell on July 20 to discuss the further details about the replacement of the Iowa Tourism Office Manager position. To date over 90 resumes were received by the July 9th deadline. As further details are finalized and announced Kathy will share the process/status at the next TFI meeting.

Committee Reports/Assignments: Wetjen brought up a variety of newly formed committees and discussions/assignments took place:

- **Tourism Industry Forum/Unity Day:** Lonie Mezera, Linda Bacon, Kirk Brandenberger, and Ann Vogelbacher.
- **TFI Marketing Committee/Fast Facts Book:** Greg Edwards, Kristie Wetjen, Michele Walker, and Kim Burger. Linda Bacon shared with the group that she had a quote obtained from Iowa Prison Industries for the printing of the project to pass along to the committee for review.
- **Research Committee:** Potential committee members mentioned would be: LuAnn Reinders, Greg Edwards, Tom Kuhlman, Marilee Fowler, and Sue Armour. Wetjen will contact these industry members to gauge their interest on serving on this committee.
- **Legislative Committee:** This will consist of the President (Wetjen), District Leader Chair (Phillips), Secretary (Koelker), and the President Elect (Bacon/Phillips). This committee will work closely with Patterson and Campbell to select on how to register ad actively promote upcoming issues that impact the industry.
- **Legislative Showcase:** Kathy Dirks, Linda Bacon, Lori Chappell, and Ann Vogelbacher. Koelker mentioned she was willing to assist if additional members were needed.
- **Signage:** Kirk Brandenberger and Kristie Wetjen. Discussion took place on the county by county stats and how to incorporate them into each exhibit. This could potentially be asked on the exhibitor sign-up form.
- **Tourism Conference Planning:** Kathy Bowermaster, Kristie Wetjen, Carrie Koelker, and Tom Hazleton. Discussion took place on the Fast Fact booklets, it

- was mentioned that if they are not able to be completed with recent and updated facts that we use fact sheets of information prepared by the Marketing Committee.
- **Legislative Survey:** Michele Walker, Kristie Wetjen, Carrie Koelker, and Kirk Brandenberger will work with Campbell on drafting and compiling the survey for the industry to complete.

All members that were not present at the meeting should look over the committee's and sign up at the next TFI meeting. A lengthy discussion took place on how to proceed with issues, registering in support/against certain issues, etc. It was determined that we can't serve as "the be all to all"...we need to focus on issues that impact issues that "blanket" the entire industry.

Campbell shared with the group that once she registers on an issue it is easier to track and to maintain the details for them to monitor.

The group determined that once the survey is completed we will focus on 1-3 issues and focus solely on those issues that have a statewide focus and message.

Koelker mentioned that Iowa should consider an alternative or added funding mechanism. We completely rely on the General Fund and gaming as our funding stream. We should come up with a tentative plan so the budget cuts don't always rely on the state across the board cuts—ad dedicated and safe funding stream. Discussion took place on a budget funnel to fund Iowa Tourism. This may not be able to be tackled in a session or two...but a goal to accomplish within the next few sessions.

Meetings/Locations: The upcoming meeting schedule was reviewed. It was determined that the third Monday of each month worked well for the majority of the group. The month of October will coincide with the Iowa Tourism Conference. The meetings will take place at the Urbandale and Altoona libraries (free of charge). August, September, and November plan to hold the meetings at the Urbandale library. Amy Campbell will send detailed directions. December and January will be held at the Altoona libraries. The Des Moines CVB and IDED will be used as back up locations. Campbell will reserve the locations and will notify us if this isn't available. A few conference calls may also replace the meetings due to weather or a shortened agenda. Please add these to your calendar:

- August 16, Urbandale library
- September 20, Urbandale library
- October TBD, Tourism Conference, Burlington
- November 15, Urbandale library
- December 20, Altoona library
- January 17, Altoona library
- February 21 (possible conference call or change meeting to coincide with Showcase)
- March 21-Altoona library

- April 18-TBD possibly hold in conjunction with and industry forum
- May 16-TBD
- June 20-TBD

Mission Statement: A document was circulated with four different sample wording of mission statements. These were obtained from the June 2010 planning session.

The following Mission Statement was determined:

The Travel Federation of Iowa is a statewide, grassroots organization dedicated to growing Iowa's tourism industry through advocacy and education.

It was moved and seconded (Burger/Phillips). MOTION CARRIED.

Other Items of Discussion:

- **IDED Survey:** Kim Burger noted that she took the time to complete the on-line IDED survey that was sent to the industry. A variety of present members noted they also completed the survey and talked about the length of the survey. Kathy Bowermaster was going to check into the results and report back to TFI with some of the comments if she was allowed to share them.
- **TFI Website:** Kim Burger shared and distributed the google analytics report for the TFI website.
- **Voter's Voice:** This will be monitored this year and we will survey the industry on the usage of this tool. The cost is around \$2,200 for TFI to utilize the service, so we want to evaluate the usage of this tool and expense.
- **Meeting materials:** Discussion took place on the items, agenda, financials, etc...It was determined that they should be sent out no later than the Monday prior to the meeting. This will assist attendees to make copies in their office and review the documents prior to the meeting.

Adjournment: It was moved and seconded (Phillips/Frederickson) to adjourn the meeting at 1:03 PM. MOTION CARRIED. Thanks was extended to the Des Moines CVB for the complimentary lunch that was provided.

NEXT MEETING:

Respectfully Submitted,

Carrie Koelker
TFI Secretary 2010-2011