

## **Minutes**

### **Travel Federation of Iowa Board of Directors Meeting**

### **Monday, July 27, 2009**

Attending: Kirk Brandenberger, Carrie Koelker, Shirley Phillips, Dee Polak, Kim Burger, Michele Walker, Pete Malmberg, Kristie Wetjen, Kathy Dirks, Ann Vogelbacher, Nancy Landess, Amy Campbell and Craig Patterson.

Attending by phone: Julie Allesse and Tom Kuhlman.

Absent: Catherine Bergman and Linda Bacon.

**1. Call to Order:** President Pete Malmberg called the meeting to order at 11:00 AM. It was reported Becky Gruening has resigned from the board due to changes in the duties of her position at the Greater Des Moines CVB. A replacement will be appointed by the CITR board of directors at the region board meeting in August.

**2. Approval of minutes:** It was moved and seconded (Phillips/Koelker) to approve the June minutes as distributed. CARRIED.

**3. Treasurer's Report:** Tom Kuhlman reported balances of \$1,717.59 in the checking account, \$18,988.09 in the savings account and a certificate of deposit of \$100,000. Kuhlman will arrange for filing of taxes on behalf of TFI.

#### **4. Old Business:**

**Survey Results:** Campbell reported on responses to the online survey conducted through Survey Monkey. Copies of the preliminary analysis were sent by email to board members. It was moved and seconded (Burger/Wetjen) to have survey committee members Kristie Wetjen, Catherine Bergman and Amy Campbell review the results more thoroughly and report back at the August meeting. CARRIED.

#### **Committee Appointments:**

**TFI Program at Tourism Conference:** program will take place during the opening luncheon. TFI will have approximately 30 minutes during this time. Michele Walker, Shirley Philips and Carrie Koelker will serve on this committee. Committee will determine if a gift item is needed for all conference attendees or if efforts are better directed toward rewarding those who sign up to serve as a district leader. Committee members will determine if a prize drawing for district leaders is appropriate and if this should be done at the conference, Unity Day or possibly both events.

**Fact Book Development:** Carrie Koelker will take the lead on this committee with Michele Walker, Ann Vogelbacher and Kathy Dirks assisting. The goal is to have the books printed in time for the tourism conference depending on when statistics are available from the Iowa Tourism Office.

**Issues Survey:** Kristie Wetjen, Catherine Bergman and Amy Campbell are serving on this committee and will report at the next meeting as noted above.

**Board Orientation and Bylaws:** Shirley Phillips, Kirk Brandenberger and Kim Burger will serve on this committee. The revised bylaws will need to be approved at a future board meeting.

**Legislative Showcase Luncheon/Program:** Ann Vogelbacher and Carrie Koelker will secure a location and develop the program for the luncheon the day of the showcase.

**Legislative Showcase:** Kathy Dirks will coordinate the showcase again this year. Pete Malmberg, Carrie Koelker, Ann Vogelbacher and Michele Walker will assist as needed.

**District Leader Coordination:** Ann Vogelbacher will check with Catherine Bergman to see if she will coordinate this program again. Julie Allesse agreed to assist with the district leader coordination as well.

**TFI Booth/Exhibit for Tourism Conference and Legislative Showcase:** Kristie Wetjen and Kirk Brandenberger will serve as committee members.

**Vice-President/TFI Officers:** Representatives from Eastern Iowa met after the June meeting and Kristie Wetjen has agreed to serve an officer. It was further clarified the slate of officers for TFI is president, president-elect and vice-president and ideally each region should be represented in these positions. Officers for this year include:

President – Pete Malmberg

President Elect – Kristie Wetjen

Vice President – to be determined, ideally a WITR representative

Treasurer – Tom Kuhlman

Secretary – Ann Vogelbacher

Officer positions are for one year with the exception of treasurer with Kuhlman serving as treasurer on a continuing basis. The secretary position rotates between the region directors.

#### **5. Iowa Tourism Office Report:** Nancy Landess reported

The Lt. Governor's tour kicked off in July and will continue through Labor Day. She will visit 67 different communities throughout the tour. Media coverage has been good at the stops and the Lt. Governor has done a nice job of promoting vacationing in Iowa. She's blogging about her travels and a photographer from the Governor's Office is traveling with the group as well.

The Tourism Office will be represented with a booth at the Iowa State Fair August 13-23. Choice Hotels is again offering a \$150 gift card each day of the fair and is providing shopping bags as well. The Tourism Office will give out magnets and this year's magnets are green in color. Some communities that previously purchased booth space in the tourism hall are volunteering for a time shift in the Tourism Office's booth since the tourism hall was not offered this year.

Funding for the Sports Authority Districts was approved by the legislature in the amount of \$500,000. August 12 is the deadline for applications and convention & visitors bureaus are the only eligible applicants.

The sales piece for the Iowa Tourism Co-op Advertising Program was recently mailed and available on the traveliowa.com web site as well. Space sold well for the

Iowa Travel Guide. A new online advertising option which is limited to 10 participants is being offered this year. Space reservation forms are due by November and Kathy Bowermaster is the contact for the co-op programs.

A copy of the schedule for the Iowa Tourism Conference was distributed. Registration is online only. Awards nominations are due September 4 and items for the silent auction are due October 4. More information for the conference can be found on the traveliowa.com web site under the partner information area.

**6. Lobbyist Report:** Amy Campbell and Craig Patterson reported:

A possible new design for TFI legislative Alerts was shown. Campbell mentioned they are using Constant Contact which allows them to access some nice templates to make this more visually appealing.

A tough budget year is anticipated with some departments preparing for additional budget cuts ranging up to 15% on top of the cuts implemented this year.

A legislator is discussing possible cuts to the film tax credit. Board members discussed this will need to be monitored since the credits have encouraged additional film projects and the economic activity that comes with this.

The new rules on gender equity on city, county and state boards was discussed.

**7. District Leaders Report:** No report.

**8. New Business:**

**Board Meeting Schedule:** It was determined Mondays seem to be a good day for the current board members. A mix of in-person and conference calls worked well last year. The following dates were selected for TFI board meetings for the coming year.

**Board members should note the following on their calendars:**

Monday, August 17 -- 11:00 AM, Main Street Conference Room, IDED Offices

Monday, September 28 -- 11:00 AM, 2nd Floor Main Conference Room, IDED Offices

October – no meeting scheduled for October due to the tourism conference

Monday, November 23 – 11:00 AM Conference Call

Monday, December 21 – 11:00 AM Conference Call

Monday, January 25 – 11:00 AM Conference Call

Monday, February 22 – 11:00 AM Conference Call

March -- No meeting was scheduled for March

Thursday, April 29 – Evening before Iowa Tourism Unity Day. Time & location to be determined.

Monday, May 24 – 11:00 AM, Location to be determined

Monday, June 28 – 11:00 AM, Location to be determined

**9. Adjournment:** It was moved and seconded (Brandenberger/Dirks) to adjourn the meeting.

Respectfully Submitted,  
Ann Vogelbacher, Secretary 2009-2010