

## Minutes

### Travel Federation of Iowa Board of Directors Meeting Monday, September 28, 2009

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

Attending by phone: Catherine Bergman

Absent: Dee Polak, Kathy Dirks and Kristie Wetjen

1. **Call to Order:** President Pete Malmberg called the meeting to order at 11:00 AM.
2. **Approval of minutes:** It was moved and seconded (Kuhlman/Koelker) to approve the August minutes as distributed. CARRIED.
3. **Treasurer's Report:** Tom Kuhlman presented a budget summary report and balance sheet. It was moved and seconded (Allesee/Phillips) to approve the report as presented. CARRIED.

#### 4. Committee Reports:

**Issues Survey/Legislative Priorities:** Committee members Kristie Wetjen, Catherine Bergman and Amy Campbell. Board members discussed the proposed wording for the priority issues Wetjen developed and distributed in advance of the meeting. Consensus was Wetjen did an excellent job with the wording. It was moved and seconded Bergman/Burger to adopt the following wording for the priority issues. CARRIED.

- 1) **Build the Budget:** Secure the current state tourism budget; understanding that tourism leverages millions of dollars in state revenue.
- 2) **Save our Summers:** Enforce the current school start date by eliminating the waiver process. An expanded tourism season adds to Iowa's revenues and helps fund Iowa's schools.
- 3) **Fund our Attractions:** TFI advocates for the continuation of funding for tourism infrastructure and marketing across the state.

Position papers will be developed to provide talking points for each of the above priorities. The budget and school start date position papers need to be updated from last year. Campbell volunteered to work with Wetjen to develop a position paper on the third priority.

Board members discussed the school start date priority in depth. Consensus was additional data is needed to provide information to legislators and school administrators about the economic loss when school starts earlier in August. The following will research statistics available for:

SILO Tax – Shirley Phillips

Hotel Motel Tax – Julie Allesee

General Fund through sales tax collections – Tom Kuhlman

The state of Michigan may have a model as well as the national Save Our Summers Campaign. Adding links to the TFI web site with additional information and resources was discussed.

Amy Campbell and Craig Patterson reported met recently with other groups and potential partners on the school start date issue. Additional meetings are planned and a coordinated effort with partners in addition to TFI will be needed to make progress on this issue. Board members discussed potential partners including DNR, State Parks, Mycountyparks.com, Iowa Museum Association, Iowa Lodging Association, Iowa Hospitality Association, Iowa League of Cities, etc. Board members were asked to email Amy and Craig with contacts for these and others.

**TFI Program at the Tourism Conference:** Committee members Shirley Phillips, Michele Walker and Carrie Koelker. The program will consist of an introduction by Pete Malmberg, TFI President followed by presentation of the priorities and position papers and a demonstration of Voter Voice. Additional information will be available in the TFI booth during the conference. Board members decided to offer a gift certificate or cash award of \$50 for usage of Voter Voice. District leaders using the Voter Voice system will be entered into drawings to take place for usage during the months of November, January and February.

**Board Orientation & Bylaws Review:** Committee members Shirley Phillips, Kirk Brandenburger and Kim Burger. Bylaws were distributed to board members and will be reaffirmed at the next meeting.

**Fact Book Development:** Committee members Carrie Koelker, Michele Walker, Ann Vogelbacher, Kathy Dirks, Dee Polak and Kim Burger. Carrie Koelker reported information is due to the printer by Thursday to have the fact books printed in time for the tourism conference. The printing quote came in under budget and 3,000 copies will be printed.

**Legislative Showcase Luncheon & Program:** Committee members Ann Vogelbacher and Carrie Koelker. Vogelbacher reported bids are due October 1. A site will be selected in time to include on the showcase registration forms to be distributed at the tourism conference next month.

**Legislative Showcase Organization:** Committee members Kathy Dirks, Carrie Koelker, Michele Walker and Ann Vogelbacher. Dirks distributed a copy of last years registration form in advance of the board meeting for comments or changes.

**TFI Booth/Exhibit for the Tourism Conference & Showcase:** Committee members Kristie Wetjen and Kirk Brandenburger. A schedule for staffing the TFI booth at the legislative showcase in February was distributed by Kirk Brandenburger. A schedule for staffing the booth at the tourism conference next month will be sent by email.

**District Leader Coordination:** Committee members Catherine Bergman and Julie Allesee. Catherine Bergman distributed a draft job description in advance of the meeting and board members affirmed the job description.

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

Recent meetings for the save our summers/school start date were discussed earlier in the meeting.

The possible suspension of tax credits continues to be a concern. There is discussion by some legislators that suspending all tax credits for the next two years would go a long way toward backfilling the budget shortfall.

Budget cuts continue to be discussed with amounts ranging from 5% to 20% being mentioned by various groups and agencies.

**6. Iowa Tourism Office Report:** Nancy Landess reported on

\* Plans for the Iowa Tourism Conference including:

- The Lt. Governor will attend and speak at the opening luncheon.
- Online registration for the conference continues through October 12.

Currently 238 are registered for the conference.

\* Travel Writers in the state:

- Seven travel writers from Japan will be touring Eastern Iowa next month as part of a travel writer FAM tour in cooperation with the Mississippi River Country group.
- A second group of travel writers will tour Honey Creek Resort in October too.

\* Fall foliage information is available at [traveliowa.com](http://traveliowa.com) along with insider tips.

\* The Iowa Wine & Beer Promotion Board is undertaking a research project to gather information on the economic impact of wine.

\* Stakeholder meetings will take place in October with the Mississippi River Parkway Commission.

\* The Tourism Office's Framework of Activity, media schedule and the latest research will be released at the tourism conference next month.

**7. Other Discussion Items:** tabled until the next meeting due to time constraints.

It was moved and seconded (Bacon/Kuhlman) to adjourn the meeting. CARRIED.

Respectfully Submitted,  
Ann Vogelbacher, Secretary 2009-2010