

## Minutes

### Travel Federation of Iowa Board of Directors Meeting Via Conference Call, Monday, December 21, 2009

Participants: Catherine Bergman , Linda Bacon, Lori Chappell, Pete Malmberg, Julie Allesee, Kirk Brandenberger, Kim Burger, Kristie Wetjen, Kathy Dirks, Shirley Phillips, Carrie Koelker, Michele Walker, Ann Vogelbacher and Nancy Landess.

Absent: Dee Polak, Tom Kuhlman, Amy Campbell and Craig Patterson.

- 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 (Walker/Wetjen) to approve the November minutes as distributed. CARRIED.
- 3. Treasurer's Report:** none given.

#### **4. Committee Reports:**

**District Leaders:** Committee members Catherine Bergman, Julie Allesee and Amy Campbell. Catherine Bergman will contact Amy to see if the email went out asking district leaders to serve again if they haven't already signed up. She will request Amy provide a list by December 30th so the regions can start filling in the districts that are still missing. Board members discussed personal contact by peers may be helpful in recruiting district leaders. Julie and Carrie will work on filling open districts from Eastern Iowa, Catherine and Ann will work on filling districts from Central Iowa and Shirley and Michele will work on those from Western Iowa. When sign-up is more complete, a list of the contacts and emails should be sent to Kim Burger for the web site and to each region director as well.

Board members discussed that an email should go out the first week of January thanking those who have signed up to serve as a district leader, remind them of when the session starts, showcase date, when updates will be sent, etc. Amy/Craig should forward any bounce back messages to the region directors to see if emails have changed.

**Legislative Showcase:** Committee members Kathy Dirks, Carrie Koelker, Michele Walker and Ann Vogelbacher. Dirks reported booth registrations are coming in with 29 booths reserved to date and 38 RSVP's for the legislative seminar. There were 73 exhibit booths last year and there is space for 75 booths in the building. The regions will continue to promote the showcase and seminar at the region meetings and through communications to their members.

There is a report that TFI has to submit for the legislative reception and this is available on-line. Linda Bacon will send the link to Dirks. The report needs to be completed within five business days of the reception. Exhibitors will be asked to fill out a form indicating their cost for the items distributed to legislators and information from this used to complete the report.

There is another report that is supposed to be completed annually. It was suggested a checklist of reports and other items to be filed each year be developed and included with the information passed along to the president. Malmberg will discuss reporting requirements with Amy and Craig and report at a future meeting.

**Legislative Showcase Luncheon & Program:** Committee members Ann Vogelbacher and Carrie Koelker. Vogelbacher reported the committee will stay in contact with Dirks regarding RSVP's for the seminar. Dirks will forward a copy of the agenda from last year as a starting point for this year. Dirks mentioned Senator Danielson indicated last year that he would be willing to speak again next year. The committee will touch base with Amy & Craig regarding the program.

**TFI Booth/Exhibit Legislative Showcase:** Committee members Kirk Brandenberger and Kristie Wetjen. Brandenberger reported the schedule to staff the TFI booth was sent earlier and assignments were listed in the November minutes.

**Board Orientation & Bylaws Review:** Committee members Shirley Phillips, Kirk Brandenberger and Kim Burger. Shirley Phillips reported the bylaws are in place. Kim Burger reported the board orientation materials are almost complete and more information should be available at the next meeting.

## 5. Discussion Items:

**(A) Talking Points (formerly position papers).** Talking points are in the process of being developed for each of the TFI priorities. The goal is to have each talking point have a consistent format and design that will match the look of the fact booklets and showcase invitations.

1) **Build the Budget:** Ann Vogelbacher and Lori Chappell distributed a draft of this talking point. The possibility of adding trend and other information was discussed. Nancy Landess will ask LuAnn Reinders to forward the Barometer Information and will see if there is additional information that can be found regarding employment numbers.

2) **Save Our Summers:** Shirley Phillips and Tom Kuhlman are working on this with Amy & Craig. Mike May has announced he is not seeking re-election. In the past Representative May has been one of the biggest proponents for save our summers. It was mentioned the national save our summers web site may have some statistics and ideas from other states that Iowa can use as a model.

3) **Fund our Attractions:** Kristie Wetjen reported she and Amy will be working on this talking point.

**(B) Statistics (SILO tax, hotel motel tax, sales tax, etc.).** Board members discussed the possibility of looking at what other states use for statistics. Before budget cuts, Iowa purchased some additional studies and perhaps TFI can help purchase research to help document return on investment or other statistics to demonstrate the economic impact of Iowa's tourism industry. Wetjen is a member of the Destination Marketing Association International and will research what studies may be available through this group.

Additional discussion focused on the possibility of developing a marketing plan for the state's marketing plan, along with options for finding a source for dedicated tourism funding. There is a senator willing to look at additional options for tourism funding and Wetjen agreed to gather some additional information. It was discussed that TFI get input from legislators on what type of information is helpful to them. A taskforce will be formed to discuss further.

**(C) Other Discussion Items.** The board typically meets the evening before Unity Day but this event has been cancelled due to budget cuts. Board members felt a strategic planning retreat is needed and decided to keep the meeting date of Thursday, April 29 with the board meeting/retreat to begin in the afternoon, followed by dinner and the meeting/retreat to continue the next day. Board members discussed the possibility of bringing in a facilitator that has developed a successful lobbying plan. The goals of the retreat will help determine the type of facilitator. The board will discuss ideas further at the January meeting.

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

- \* The EITA Town Meeting is coming up in January and a handout is being developed to provide more information about the impacts of the budget cuts, etc. The town meetings with the tourism regions will allow more information to be shared and provide a listening opportunity as well.

- \* The 2010 Travel Guide release is planned for January 5th. Both the printed and online versions of the guide will be released.

- \* December 31 is the deadline for industry members to indicate an interest in participating in the Iowa Lottery promotion that will tie into the lottery's 25th anniversary. Ideas include cash drawings by the lottery at featured events and follow up promotional offers to be listed on the tourism office's web site.

- \* Choice Hotels has agreed to continue their partnership with the Iowa Tourism Office. The partnership includes sponsorship at the Iowa State Fair, tourism conference and welcome center training.

- \* An electronic version of a newsletter for travel writers has been tested initially and is set to go out next year. The newsletter will feature story starters and information on what's new in Iowa.

- \* Twenty-four applications were received for the marketing grants available through the Vision Iowa/CAT programs. A total of \$100,000 is available to award and

applications totaled \$223,000. Vision Iowa board members are in the process of reviewing the applications.

\* The Iowa Wine & Beer guide is in the process of being updated. The guide is funded through a dedicated funding source and the money for this publication and other wine and beer promotion board activities flows through IDEED.

\* The IDEED board met last week and current contracts for film tax credits will be honored but no new contracts will be awarded.

\* It is anticipated a new director for IDEED will be named soon because the interim director has indicated he will step down by the end of the year.

**7. Lobbyist Report:** Amy and Craig were unable to participate in the meeting. A written report was emailed by Amy with information emailed later by Craig.

**8. Adjournment:** It was moved and seconded (Dirks/Wetjen) to adjourn the meeting at 12:55 p.m. CARRIED.

Respectfully Submitted,  
Ann Vogelbacher, Secretary 2009-2010