

## **Minutes**

### **Travel Federation of Iowa Board of Directors Meeting Monday April 18, 2011– IDED office, Des Moines**

#### **Present:**

Kristie Wetjen, Ann Vogelbacher, Pete Malmberg, Michele Walker, Shirley Phillips, Craig Patterson, Kathy Bowermaster, Kathy Dirks, Linda Bacon, Tom Kuhlman , Shawna Lode, and Carrie Koelker.

#### **Absent:**

Kim Burger, Greg Edwards, Kirk Brandenberger, Tom Hazelton, Amy Campbell, Shirley Frederiksen, and Lori Chappell.

**President Wetjen called the meeting to order at 11:04.**

#### **Approval of Minutes:**

It was moved and seconded (Phillips/Malmberg) to approve the March minutes. MOTION CARRIED.

#### **Treasurer's Report:**

Kuhlman reported the following balances and e-mailed in advance the listed below financial reports:

Education Account:	\$ 132,819.98
TFI General Account:	<u>\$ 32,651.32</u>
Total Cash and Bank Accounts:	\$165,471.30

- Discussion took place on the breakdown of funds between TFI and The Iowa Tourism Office.
- For future discussion and ease we will hold two separate checking accounts to keep the operating fund for the Iowa Tourism Conference / Education fund separate from TFI funds. This account has about a \$1,500 annual admin fee.
- Currently, the money is deposited at the Page County Bank.
- TFI received 20% of the accrued interest from the combined accounts.
- No further questions on the account.

It was moved and seconded (Dirks/Vogelbacher) to approve the presented financials. MOTION CARRIED.

#### **Legislative Update:**

Patterson reported the following:

- There are a lot of issues unresolved yet. It has been a crazy and busy session. Not a single budget bill has been approved or sent down – even the transportation bill hasn't been done yet because the Governor in requesting multi- year budgets.
- They are planning to potentially send the elected officials home Wednesday and leave it to the leadership and the Governor to negotiate.
- The redistricting was the *big wild card*, passed last Thursday quicker than expected.
- They are continuing to monitor the marketing expenditures bill. It hasn't gone through the House yet and not even certain if the Senate will pick it up.
- The public-private partnership (IPEP) is stalled in the Senate – they don't want to let it through as it will be a bargaining chip for the Governor in the end with the budget bills. There are a variety of groups out there pushing this along and it is on the Governor's agenda.

- Patterson wouldn't be surprised if the session will go into May.
- The Infrastructure budget bill. Patterson said to feel free to keep hammering away at the legislators on parts that are being reduced or eliminated. Another alert should be sent out to our District Leaders encouraging conversations on this.
- All School Start Date bills are dead. There is discussion of a special session in Septembers that the Governor is potentially proposing. This is where we could really focus some efforts on the school start date, especially with the Iowa State Fair.
- Discussion took place on the Voter's Voice system. There is a lot of action from certain members utilizing the system, but some obviously users missing. Another item discussed was the preview, spelling options, and the way to contact the Governor.
- There is a good chance that the property tax issue will be enacted.

**State Report:** Bowermaster and Lode reported the following:

- Promotions and advertising is bringing in the spring traffic as well as website visitors!
- The "I Dig Iowa" initiative and promotion is launched. Bowermaster encouraged industry members to visit the site and check it out!
- The Iowa Tourism Month promotions with the Iowa Welcome Centers and wrapped up. The Iowa Corn Promotion Board is a partner. They will be teaming up to give away 5/\$50 ethanol gas cards in conjunction with Kum and Go.
- The television ad campaign starts tomorrow in the Chicago, Minneapolis, and Milwaukee markets. This is a series that will run for four weeks. The three partners in the campaign are Okoboji, Des Moines, and the Quad Cities—they will be featured at the end of the ads. These ads will be showcased in tomorrow's E-Traveler and eventually be on the [www.traveliowa.com](http://www.traveliowa.com) website.
- The use of the additional out of state gaming funds enhanced the campaign and enabled full page ads to run in Redbook, Good Housekeeping, and Woman's Day. Vinyl and digital billboards will be displayed in the markets as an additional enhancement to the campaign.
- The coop ads are running and the last of the campaign will be the may 1 newspaper run.
- Last week 18 of the 19 Welcome Centers participated in a ICN Training. Updates were provided from across the state as well as from the DOT.
- A recap of the Input Sessions went out to the industry this morning in an e-mail format. The new plan is based on a restricted budget. A few new additions included the *Meetings Marketplace* and other suggestions that were noted at the statewide input sessions.
- The Sergeant Bluff full-time employee has resigned . He will be replaced at a part-time level instead of full-time.

**Tourism Industry Forum-Travel and Tourism Summit:** This was tabled due to the absence of Burger.

Discussion took place on the event:

- The survey results will need to be reviewed to determine if we host another similar event in the coming year. Koelker noted that she would like us to at least attempt it another time before because it was introductory. It was a great tool to form communication and partnerships. There were key players missing that we would like to attempt to get there the next time.
- At the next TFI meeting when the other 7 board members are present, a committee will be formed to review, discuss, and make future plans .

### **Other Business:**

- Koelker noted that the industry roundtables never took place this year and this might be a strong effort that we combine or tabulate participants with the Tourism Summit. Industry members are looking for an opportunity to discuss at round tables such issues as the school start date and other priorities; these could be taskforces, not additional committee assignments.
- Discussion took place on attendance and TFI Board participation. It is hard to conduct discussion, business, and committee assignments when we are missing many Board members. Walker noted that before we proceed into the next fiscal year there are a lot of issues at hand. We clearly need to select people willing to commit so we aren't sweating a quorum. The region directors need to consider this for their coming appointments and stress the fact that we are looking for commitment. Wetjen thought we should survey the current board to see if we needed to choose a better time or day of the week to meet. This was a discussion we held at a previous board meeting.

Phillips read the current by-law policy from Article 5;

- **Section 7.** Meeting requirements: Board attendance is requested at all meetings of the board. If for any reason a board member has three consecutive absences or fails to participate in the organization, the board member will be dismissed and a replacement sought.
- Koelker was directed to review attendance records and send the results to Wetjen and the three region directors .

**Upcoming Meetings:** Discussion took place on the location of future meetings. We will continue to meet the next three months at the Urbandale Library. Koelker noted that advance arrangements can be made to have lunch provided if we feel we are going to have an extended meeting on-site. Wetjen will notify Campbell of the decision so they could be reserved in advance.

### **Adjournment:**

The meeting adjourned at 11:47. It was moved and seconded (Walker/Malmberg). MOTION CARRIED.

### **Next Meeting:**

- May 16-Urbandale Library
- June 20-Urbandale Library

Respectfully Submitted,

Carrie Koelker  
TFI Secretary 2010-2011