

Minutes

Travel Federation of Iowa Board of Directors Meeting Monday-August 16, 2010 Urbandale Library

Present: Kirk Brandenberger, Kim Burger, Kristie Wetjen, Linda Bacon, Pete Malmberg, Shirley Phillips, Michele Walker, Kathy Bowermaster, Amy Campbell, Craig Patterson, Greg Edwards, and Carrie Koelker.

Absent: Shirley Frederiksen, Kathy Dirks, Ann Vogelbacher, Tom Hazelton, Lori Chappell, and Linda Bacon.

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

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

Treasurer's Report: Kuhlman e-mailed the financial report, as well as a year to date budget. The balance sheet and financial statement reported the following:

Money Market Account:	\$113,250.79
TFI General Account:	\$ 22,462.33
Total:	\$135,713.12

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

Kuhlman also mentioned that the tax paperwork in at the accountant's office and will be filed this week.

Legislative Update: Patterson and Campbell reported the following:

- They reported they have been working with Shirley Phillips on Voter's Voice. Shirley will be the fill administrator on the account. Shirley is in the process of mapping out a list of assignments for the District Leaders. Example: First a notice will go out to the District Leaders on an editorial on the School Start Date followed with monthly assignments, developing a questionnaire for the Senate and House districts fielding support issues from candidates. Mapping out a strategy, and open discussion on the issues.
- Amy reported the 2011 Initiative Policy Survey: Two committee members have offered input and suggestions, and still awaiting any responses from the rest of the committee. Once that is completed she will pass along to the TFI Board, promote it with the region memberships, E-Traveler, District Leaders, and the TFI website for the industry to complete.

- Discussions took place on the local and statewide elections. Craig reported that he is working with Brandstad's Policy Director, Carmen.
- Craig mentioned that a school start date coalition is in the process of being formed. Craig is working closely with the informal group. Tina Bruno is organizing and gauging interest with Craig on the details, but the Iowa State Fair board has expressed interest in supporting the initiative by \$2,500 in monetary funds. Discussion took place on the purpose, support, and potential options with this group. They are looking to gather momentum from the parents, FFA groups, 4-H, Extension offices, as well as the tourism industry.

Edwards motioned that TFI be supportive of the State Fair grassroots initiatives and coalition, and TFI consider tools, participation, and assistance from the industry to generate a roadmap/plan of action as further research is done. MOTION was carried (Edwards/Phillips).

State Office Update: Kathy Bowermaster reported the following:

- Five candidates were interviewed last week for the Iowa Tourism Manager's position. The industry would be notified of the announcement once a decision was made. Discussion took place on the state's process to hire a candidate and the process they were utilizing. 105 resumes were received for the position and the three Region Directors sat in on the interviews.
- Kathy would like TFI to think about the opening luncheon timeline at the upcoming fall tourism conference. Details will need to be finalized soon.
- Kathy also asked for input on the upcoming Iowa Tourism *Office's Overview of Programs* that are published annually. They are in the process of printing this publication, so now is the time to offer input on what to include, not to include, and the importance of the publication. Discussion took place and a variety of comments were shared.
- At the next meeting Kathy would like to request ½ hour from TFI Board members at the September Board meeting. She would like to have input on "what is working/what is not working", to obtain an industry perspective as they move forward with a new Director, budget cuts, and a plan of action. **Input is valued and appreciated, so come prepared to share.** Wetjen thanked Bowermaster for this opportunity.
- TFI Board members were wondering if it was possible to have a link from the Iowa Tourism website to the TFI website. Kathy was going to research and report back to the group.

Committee Reports/Assignments: The following discussions/reports took place:

- **Tourism Industry Forum/Unity Day:** Lonie Mezera, Linda Bacon, Kirk Brandenberger, and Ann Vogelbacher. NO REPORT WAS PROVIDED.
- **TFI Marketing Committee/Fast Facts Book:** Greg Edwards, Kristie Wetjen, Michele Walker, and Kim Burger. The group met prior to the meeting this morning. An update was provided on a variety of items including a new potential

logo for TFI that would be reviewed at the September TFI Board meeting, a needed consistency created statewide on materials, brand recognition, as well as the TFI website updates. They would like to add education to the content of the website, encourage links from industry members to the site, and press releases on newly elected TFI Board members. The goal was to have the “bulk” of this up and running and the new site to be launched at the Iowa Tourism Conference.

- **Research Committee:** Wetjen contacted Marilee Fowler and she is willing to serve on this committee, and is still awaiting a response from Sue Armour. Other potential committee members mentioned would be: LuAnn Reinders, Greg Edwards, Tom Kuhlman, Marilee Fowler, and Sue Armour. Wetjen will provide an update at the next and upcoming September meeting.
- **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 and actively promote upcoming issues that impact the industry. This committee had not yet met, but did meet to review the 2010 survey to be sent out to the industry.
- **Legislative Showcase:** Kathy Dirks, Linda Bacon, Lori Chappell, and Ann Vogelbacher and Carrie Koelker. The location is secured and booked for the upcoming event February 1, 2011. There will be a sign-up registration forms for the upcoming conference. Koelker reported that Tom Hazleton was interested in serving on this committee if additional members were needed.
- **Signage:** Kirk Brandenberger and Kristie Wetjen. This group had not yet met, and probably won't be until closer to the detailed planning stages of Legislative Day. They will report back to how the TFI booth will look for the upcoming Iowa Tourism Conference, as similar materials will be used.
- **Tourism Conference Planning:** Kathy Bowermaster, Kristie Wetjen, Carrie Koelker, and Tom Hazleton. This group meets as needed with Lonie Mezera for the upcoming planning stages of the Iowa Tourism Conference. Wetjen needs to be added to the participation list at the Iowa Tourism Conference. Bowermaster was going to notify Mezera of this addition.
- **Legislative Survey:** Michele Walker, Kristie Wetjen, Carrie Koelker, Amy Campbell, and Kirk Brandenberger. This committee has met (as earlier discussed in the meeting). Koelker and Walker sent in some suggestions and comments for the upcoming survey that were implemented, and Campbell was still awaiting additional input from the other committee members. She would re-send and asked for another opportunity for input before she sent to the industry. Changes have been made that were suggested, so this can get out soon to the industry. The committee will meet the week following the survey deadline (mid-September) so this is ready for the upcoming Iowa Tourism Conference.

Meetings/Locations:

- 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

Other Items of Discussion:

- 990/Policy Changes: Michele Walker brought to the attention of the present members that there are changes in the upcoming details of filing these reports, as well as the documents that a non-profit association needs to comply by. Walker completed the paperwork for the Secretary of State on behalf of TFI's annual filing for 2010-2011. A Task Force was formed to review our current policy and any changes that need to comply with the newly set detailed standards. Members include: Tom Kuhlman, Michele, Walker, and Shirley Phillips (aka the Western Iowa policy team).
- TFI Website: Kim Burger shared and distributed the Google analytics report for the TFI website. 49 visits to the TFI site for the month of July.
- Wage Survey: Discussion took place on the potential for drafting a wage survey for the industry as a tool. Kuhlman reported that a five state survey was completed and shared at a recent conference www.maceconference.com for CVB/Chamber Directors. Koelker mentioned that many years ago the IACVB group use to obtain this information for statewide industry members to utilize. Present members agreed that this would be a helpful tool and were encouraged to visit the site to see if it was what the information they were looking for.

Adjournment: It was moved and seconded (Phillips/Edwards) to adjourn the meeting at 12:40 PM. MOTION CARRIED.

Respectfully Submitted,

Carrie Koelker
TFI Secretary 2010-2011