

Minutes
Travel Federation of Iowa Board of Directors Meeting
Monday, January 17, 2011–Conference Call

Present:

Kim Burger, Kristie Wetjen, Tom Hazelton, Ann Vogelbacher, Pete Malmberg, Greg Edwards, Michele Walker, Shirley Phillips, Carrie Koelker, Tom Kuhlman, Kathy Dirks, and Shawna Lode. Craig Patterson joined the call at 11:35.

Absent:

Amy Campbell, Shirley Frederiksen, Linda Bacon, Lori Chappell, and Kirk Brandenberger.

President Wetjen called the meeting to order at 11:05. Koelker requested and provided a roll call for the minutes.

Approval of Minutes:

It was moved and seconded (Edwards/Vogelbacher) to approve the minutes as distributed.
MOTION CARRIED.

Treasurer's Report:

The following balances were reported:

Foundation Account:	0
Money Market:	\$ 113,775.34
TFI General Account:	\$ 31,069.03
Total Cash and Bank Accounts:	\$144,844.37

A detailed expense report was provided and reviewed of the Annual Tourism Conference.

The financial report was moved and seconded (Edwards/Vogelbacher). MOTION CARRIED.

Tourism Industry Forum-Travel and Tourism Summit: Wetjen provided a quick overview of the December 9th event and discussion took place. These additional comments, input, and suggestion were shared:

- Overall the group agreed it was a success for the first time event.
- It was a great initiation for contacts and partnerships.
- It was a little discouraging that not all attendees were able to attend.
- A variety thought it should be beneficial to host this annually.
- It was suggested that it be organized and announced earlier to encourage attendance to be stronger.
- A *Save the Date* announcement could be sent out to secure the date in advance.
- The location worked great.
- The attendees should be asked to bring their Legislative Priorities in the future. This will enable them to share and discuss them with the group in writing and verbally.

- Wetjen was going to coordinate the wrap up notes and share them with the group and attendees in follow up communication.
- In the future, a suggestion was made to divide the list of invited guests and have industry members or TFI Board members make personal contact with the guests that were unable to attend. Vogelbacher was going to send the list to Burger who would take the lead on reviewing the list of unattended guests and assist with splitting the list up for follow-up.
- It was mentioned that this legislative session we could re-group these attendees. A potential date of April/May was discussed.

Legislative Showcase: Dirks reported the following:

- 71 exhibits are secured for the event.
- The current set up can accommodate 80 exhibits.
- A list of exhibitors will be tabulated and distributed for the region directors to review and follow-up with the non-returning exhibitors from 2010. About 13 have not registered from last year. The region directors will place calls with those delegates within their region.
- 8 new exhibitors are currently registered.
- Wetjen was working on the county statistics, as well as the statewide statistics. She is looking to increase the signage. Signage input and suggestions are welcome, please forward to Wetjen as she will be preparing these in details within the next few weeks.
- TFI will occupy one booth. TFI Board members will split the shift. Wetjen will send out a schedule soon if assistance is needed.
- Two coat checkers are reserved for the event.
- A greeter will be needed in the mail lobby. The three region directors will assist with registration. Campbell and Patterson will be greeting the officials upon arrive and assist with locating and handing them their nametag.
- Registration was discussed and the process/layout.
- There are 33-38 freshman/new faces. It was discussed to have Campbell/Patterson review the nametags and “flag” the new faces/freshman for the event. A special welcome packet will be prepared for those attendees. It was mentioned that the new freshman attending.
- Walker will prepare the nametags for the event.
- Wetjen, Bacon, and Edwards all offered to bring along 100 bags to be handed out at registration.
- The details of the Legislative 4:00 briefing were discussed. According to previous minutes Campbell was to prepare an agenda and invite special speakers and guests, as well as the Governor/Lt. Governor for the briefing.
- Set-up will begin at 2:00.
- Phillips will extend a personal invitation to Debi Durham and ask if she can speak at the 4:00 briefing.
- Wetjen/Brandenberger are preparing details for the TFI booth.
- An electronic invitation would be created so the exhibitors could send it to their area officials.

- Patterson/Campbell will deliver the invitation to the mailboxes at the Capitol.
- Two days after the event Patterson/Campbell will put the FAST FACT booklets in their mailboxes.
- 2,000 FAST FACT booklets were printed. Distribution of the booklets was discussed. They will be at the TFI booth at the showcase and then distributed in their mailboxes. The regions will circulate them at their upcoming region meetings.
- A handful of Iowa Travel Guides will be available at the TFI booth.
- Lode will also bring along the signage/banners to the event. At some point she would like to have TFI review all of their banners and dispose of the ones that will not be used in the future. Dirks offered to review the inventory and determine what could be disposed of.
- Wetjen was going to research tags/ribbons to signify the TFI Board members for the evening.

Legislative Update: Patterson reported the following:

- The first week of session was a variety of housekeeping issues.
- A variety of controversial issues and late committee meetings are already taking place.
- Senator Seng has been working on a bill to bring Iowa's tourism budget to the Midwest regional average. Patterson would monitor this and keep everyone posted as further details.
- Patterson and Campbell have met with 21 of the 38 new freshmen before the session started.
- Discussion took place on the 84 million dollar cut by Culver.
- Discussion also took place on the Council Bluffs/Sioux City year round school calendar.

State Report: Lode reported the following:

- FY'12 Action Plan is being edited and prepared.
- The Department of Management has directed the departments not to ask for additional funds or an increase in any budget line items.
- The Iowa Welcome Center study showcases a 3% increase in travel party spending.
- LuAnn Reinders is out of the office on a 6-8 week medical leave for a hip replacement.
- The 2011 Iowa Travel Guide is available, as well as an on-line version soon.
- Check out the new blog on-line at www.traveliowa.com

Adjournment:

It was moved and seconded (Walker/Malmberg) to adjourn at 12:18 p.m.
MOTION CARRIED.

Next Meeting:

Dirks and Wetjen will connect and notify the TFI Board of what time to meet Legislative Day to assist with set-up. A brief Board meeting may need to take place, but Wetjen will notify all board members of the time to gather at the Fairgrounds prior to the 2:00 set-up.

Other upcoming meetings on the schedule:

- March 21-Altoona library

- April 18-TBD
- May 16-TBD
- June 20-TBD

Respectfully Submitted,

Carrie Koelker
TFI Secretary 2010-2011