

Minutes
Travel Federation of Iowa Board of Directors Meeting
Monday, March 21, 2011– IDED office, Des Moines

Present:

Kim Burger, Kristie Wetjen, Ann Vogelbacher, Pete Malmberg, Greg Edwards, Michele Walker, Shirley Phillips, Lori Chappell, Craig Patterson, Kirk Brandenberger, Carrie Koelker, and Shawna Lode.

*Tom Kuhlman joined via conference call 11:00 a.m. -12:00 p.m.

*Special Guest: Debi Durham joined the group 11:15 a.m.-12:20 p.m.

Absent:

Tom Hazelton, Amy Campbell, Shirley Frederiksen, Linda Bacon, and Kathy Dirks.

President Wetjen called the meeting to order at 11:00.

Approval of Minutes:

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

Treasurer's Report:

The following balances were reported in a report e-mailed to everyone in advance of the meeting. After much discussion and questions from present members, Kuhlman was joined to the meeting via conference call.

Foundation Account:	0
Money Market:	\$ 113,962.45
TFI General Account:	<u>\$ 55,236.43</u>
Total Cash and Bank Accounts:	\$169,198.88

- Kuhlman also reported that there is about \$300 remaining to come in for the Legislative Showcase line item.
- Kuhlman also reported that he hadn't received any FAST FACTS, invitation, or signage bills. Wetjen would forward those to Kuhlman soon so they could be prepared and finalized.
- A detailed expense report was provided and reviewed of the Tourism Showcase, reporting and income of \$12,780.00.
- Discussion took place on the breakdown of funds between TFI and The Iowa Tourism Office. It seemed to be confusing to a portion of the present members.
- It was determined that a different report or breakdown would be helpful to clarify TFI's money and the Iowa Tourism Office's Education Fund.
- The financials were tabled until the next meeting, due to time and pending clarification of the money market account, and the Iowa Tourism Offices education balances.

Guest presentation: Durham thanked the group for taking the time to allow her to discuss and present on the new Iowa Partnership for Economic Progress (IPEP). She explained the proposed Organizational Structure, the Private and Public partnerships, the Board of Directors, as well as the Programs, Services, and Initiatives. A chart with the breakdown of duties was distributed for all to review.

The group entertained a variety of questions, the bonding authority, the make- up of the Board, etc. Durham reassured the group that tourism was safe and would benefit from the proposed change.

After much discussion **Walker motioned that TFI support the IPEP model shown and the current legislation. Burger seconded. MOTION CARRIED.** Patterson would register TFI as a supportive group, and noted that ICCE is one of the only groups opposing the movement.

Legislative Showcase: Dirks passed along the following information to be reported:

- Overall comments were discussed regarding the building. Discussion took place on the different building options.
- It was discussed that the aisles seemed too wide, so if we utilize this facility gain we would close in the aisles to make the attendance look larger.
- February 1, 2012 is PDI's showcase date.
- Discussion took place on the date of next year's event. Tentative dates were set for January 31 or February 7. Chappell was going to check on the different buildings available on those dates and report back at the next TFI meeting.

Tourism Industry Forum-Travel and Tourism Summit: Burger reported the following

- A survey and questionnaire will be sent to all attendees following the legislative session concludes.

Legislative Update: Patterson reported the following:

- Patterson updated the group on the school start date bills, two are dead and the days to hours is still alive. A variety of amendments are being discussed and monitored. HF 534.
- A lengthy discussion took place on the bills that made the funnel and those that didn't.
- The Infrastructure budget seems to be troubling. The CAT and RECAT will see reduction; the Sports Authority and Values Fund will be depleted.
- Another item Craig is monitoring is the passenger rail and will keep tracking the movement.
- Today is the 71st day of the 100 days of session.
- Discussion took place on the need of District Leader alerts, as well as the Capitol News updates. Phillips also noted that the District Leader messages that are being sent need to be proofed and spell checked before being sent.
- Patterson, Phillips, and Campbell will work on a message regarding the IPEP and the Infrastructure budget to promote the message to the industry.

State Report: Lode reported the following:

- April 4, 2011 the “Dig Iowa” website launches. Industry support is needed!
- The next few weeks the Iowa Tourism Staff will be at the following meetings and conventions: Iowa Bed and Breakfast, Iowa Winegrowers, and the National Heritage Peer & FAM tour.
- Story ideas were pitched to Meredith recently.
- Jessica will be attending the Midwest Travel Writers convention in Chicago April 2011.
- The TV and billboard campaign is in the final proofing and editing stages. This campaign *Iowa is Nearby* is being launched around April 15.
- The Iowa Meeting Marketplace committee is meeting to determine location and details
- Lode will be meeting with the Iowa Lottery and the DNR to work on some cross promotions this summer.
- FY’12 Action Plan is completed and will be posted later this week.
- The Iowa Tourism Conference preparations are coming along and invites have been sent to five keynote speakers.
- Lode asked the present members how they felt about the current County by County study that is currently done every year. She as wondering if the industry would support moving this to and every other year study, and researching a ROI study. The majority of the group welcomed that option and thought it would be beneficial.

Adjournment:

The meeting adjourned at -1:10 p.m. by general consensus.

Next Meeting:

April 18, 2011 at 11:00 p.m. Wetjen will connect with Campbell to find out the location details of the Altoona Library and future meeting sites. Vogelbacher shared that the Altoona Library can only accommodate a ½ hour conference call connection with one line. Lode offered IDED conference rooms but would need to reserve them in advance. Wetjen would notify everyone with an upcoming agenda and location announcement. Other upcoming meetings on the schedule:

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

Respectfully Submitted,

Carrie Koelker
TFI Secretary 2010-2011