

Minutes

Travel Federation of Iowa Board of Directors Meeting Monday November 15, 2010–Urbandale Public Library

Present: Shirley Frederiksen, Greg Edwards, Craig Patterson, Pete Malmberg, Amy Campbell, Kathy Dirks, Lori Chappell, Tom Hazelton, Tom Kuhlman, Linda Bacon, Shirley Phillips, Michele Walker, Shawna Lode, Kirk Brandenberger, and Carrie Koelker.

Absent: Kim Burger, Ann Vogelbacher, Tom Kuhlman, and Kristie Wetjen.

President Wetjen wasn't able to make the meeting. President Elect, Phillips called the meeting to order at 11:02.

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

Treasurer's Report: a report was not provided, due to few changes since the last meeting. Once the Tourism Office has wrapped up the Iowa Tourism Conference financials this will be reviewed in detail at the next meeting.

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

- The date is set for December 9, 2010 from 1:30 -3:30 p.m. at the Iowa State Fairgrounds- Service Center.
- Bacon circulated a draft that Vogelbacher organized of a sample invitation/letter for review. It was discussed that a letter from Wetjen would be drafted and put on TFI letterhead with a compiled list of our Board Members.
- RSVP's would be tabulated by Wetjen.
- A few suggestions were discussed to the letter, as well as adding a list of our priorities with the initial mailing. The group felt this would enhance participation prior to the meeting about common goals and reason for collaboration.
- Letters and the invitation will go out early next week. Everyone agreed they needed to be sent out soon to have a good attendance and successful event.
- The cost of the refreshments would be split by all the TFI Board members. CITR will prepare the invoices.
- Sandy Ehrig will facilitate and has been confirmed.
- Sandy & Vogelbacher will work on an agenda.
- It was decided not to invite the legislators to the Summit.

Legislative Showcase: Dirks reported the following:

- Bacon and Dirks had met prior to the meeting with the fairgrounds. A site visit assisted with the potential layout and discussion. The layout of exhibits was discussed as well as the cancellation policy. It was determined that we would go

with Dirks suggestion of a large circle with and inner circle of booths. This would enable us to accommodate 75-80 booths easily and that is what we anticipate. THE NW corner will serve as the entrance and the lobby is where the coat room and registration will be located. The arena will also allow for cocktail tables and a sitting area. There will be no carpet this year as it will cost us even if we postpone the event.

- If the event is going to be cancelled, all participants will be notified by noon the Monday morning prior to the event. The TFI Executive Committee and Legislative Showcase chair will hold a conference call at 9:00 a.m. that Monday prior to make the decision.
- If the event should have to be cancelled we will only have to pay Freeman for their labor charges they had to incur. It will make it easier to cancel due to not having a formalized luncheon or food involved.
- A motion was made to refund the exhibitors 100% or and option to offer TFI a donation. Motion was made by Walker, seconded by Brandenberger. An amendment was made to the motion to fully fund the 100% or give them the option to donate it to TFI. (Edwards/Frederiksen) MOTION CARRIED.
- Kathy Dirks will put a cancellation policy on the registration form.
- The registration form will be finalized once CITR makes a decision (in early December) as to who is hosting the CITR/IGTA event. The registration forms will be sent out to the three region memberships, district leaders, a plug I the E-traveler, and showcased on the TFI website.
- The schedule for the day will include 2:00-4:00 set-up, 4:00 briefing for the industry, and the showcase will begin at 5:00. Campbell and Patterson will organize the briefing and inquire about securing an elected representative to present. Discussion also took place on having them try to secure Kim Reynolds and/or the Governor. Campbell was going to confirm all of this with their scheduler at a later date.
- Discussion took place on the briefing session. It was discussed to have key trends questions also included in the agenda and have the lobbyists explain our issues in detail, as well as update our industry on any talking points for issues at hand or importance to the industry. Campbell also thought it was important to include what they need to do and follow up with when they return home.
- Campbell will check with Chief Clerk of the house regarding any new policies for report filing of the event.
- Nametags: Walker agreed to do these for Legislative Showcase.
- Invitations: Koelker would check with Vogelbacher and between the two could get this accomplished. Edwards offered to assist with this if needed.

Legislative Update: Patterson reported the following:

- The Republicans 60/40 controls the house.
- In the Senate Democratic 26/24 have control.
- There are 36 newly elected officials to educate – 34 new legislators and 2 returning.

- Patterson would be traveling to Sioux City to visit elected officials, and Campbell was heading to Davenport to meet with officials in that territory.
- There will be lots of state staff “shuffling” going on, so they will keep in contact with the Governor’s staff of those changes and appointments. Announcements of Departments Directors are not certain who at this point is remaining on or departing.
- News is that Debi Durham is being considered to take the lead at IDED, but this has not officially been announced.
- Discussion took place on the upcoming elections, speculations, and potential outcomes.

State Report: Lode reported the following:

- The Iowa Tourism Office has the following in their office: District Map, Welcome sign, complimentary coat check sign, TFI logo on a banner, as well as a TFI logo on a board from previous legislative showcases.
- After completing the six statewide input Session. Lode and staff will mull over the information and take into consideration before proceeding with a FY’12 Plan of Action. Lode thanked industry members that participated in the sessions and reminded present members of the upcoming session Friday in Des Moines. This is the final of the six.
- Sports Authority Grants, 11 were received and they are able to fund 10. Letters will go out later this week with the details.

Other Items of Discussion:

- Edwards brought up that Cathy Greteman has served as **President of NTA** (National Tourism Association). Koelker noted that she thought she was taking on another year as President with NTA’s management change. The group discussed this and thought it would be appropriate to have IGTA or members send appreciation notes to her instead of a unified gift from TFI at this point.
- Koelker also reminded TFI Board Members that we should start the **Industry Table Meetings** for our industry to focus on different issues.
- The group also discussed making a monetary **token of appreciation to Ehrig** for facilitating December 9, 2010.
- If **additional assistance is needed at the Forum**, Bacon will contact members.
- Koelker noted that she thought **TFI should invest in a banner** that is utilized for various purposes: Tourism Conference, Legislative Night, Forums, etc. It could simply have the TFI logo and mission statement. Discussion on **TFI’s logo** took place and it we had a clean and current copy of the logo. Edwards was going to check into this and have a staff members clean up the logo for future use. The Marketing Committee will discuss the banner, as well as the FAST FACT booklet.

- It was also discussed that TFI will need to have a new **District Leader sign-up Board** made before next year's Tourism Conference as well as a new map after redistricting occurs.
- **FAST FACT booklets were a topic of discussion.** The Marketing Committee was going to meet and let the group know what was determined as there was discussion on re-designing the Fast Fact booklet. Lode was going to forward the statistics to Walker and Burger. Koelker offered to assist as needed with the project, and Bacon had already turned in a printing quote to the committee for Iowa Prison Industries. Edwards was looking into a sponsor for the booklet. Koelker noted that J & A has been the previous printer and *To the Letter* was the designer that had been used the past 6 years.

Adjournment: It was moved and seconded (Edwards/Walker) to adjourn at 12:55.
MOTION CARRIED.

Next Meeting: Campbell will secure reservations for the upcoming meetings and forward driving directions to the facilities. Other upcoming meetings on the schedule:

- December 9 Travel and Tourism Summit-Des Moines at the fairgrounds
- 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 an industry forum
- May 16-TBD
- June 20-TBD

Respectfully Submitted,

Carrie Koelker
TFI Secretary 2010-2011