

Minutes

Travel Federation of Iowa Board of Directors Meeting Tuesday, October 19, 2010 –Burlington, Iowa Tourism Conference

Present: Kim Burger, Amy Campbell, Kathy Dirks, Ann Vogelbacher, Tom Hazelton, Lori Chappell, Tom Kuhlman, Linda Bacon, Shirley Phillips, Michele Walker, Kathy Bowermaster, Kirk Brandenberger, Kristie Wetjen, Lori Fiebelkorn, Sarah Tarnowski, and Carrie Koelker.

Absent: Shirley Frederiksen, Greg Edwards, Craig Patterson, and Pete Malmberg.

President Kristie Wetjen called the meeting to order at 7:05 p.m.

Approval of Minutes: It was moved and seconded (Phillips/Bacon) 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:	\$113,460.32
TFI General Account:	\$ 17,368.21
Total:	\$130,828.53

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

Legislative Update: Campbell reported the following:

- Discussion took place on the upcoming elections, speculations, and potential outcomes.
- Patterson is meeting bi-weekly with Terry Branstad's policy director. Items they have discussed included private/partnerships and the vision for tourism.
- Culver is polling at 39% and Branstad at 47% currently.
- Their prediction is that the House will go Republican, which would allow change and more negotiating room.
- Campbell was going to check with the DNR about their position and policies as we continue with this being one of the legislative priorities.
- Wetjen apologized for not sending the TripAct information out yet and will do so this week.

Tourism Industry Forum: Bacon reported the following:

- The date of December 9, 2010 was chosen.
- The Historical Building has a fee of \$150 plus catering to secure their site for the event

- The Botanical Center is free plus catering charges, but the location isn't available until the afternoon of December 9, 2010. (Weather date will be Dec. 10)
- Different locations were discussed.
- Campbell suggested the library sites in the Des Moines area could possibly accommodate 200.
- Koelker addressed concerns about the afternoon timing and would prefer a mid-day timeframe due to statewide travel participation.
- Sandy Ehrig was mentioned as a potential facilitator.
- Bacon agreed to facilitate if Ehrig wasn't available.
- The name was determined to be "Tourism and Travel Summit" or "Travel Summit".
- Campbell would come up with a list of elected officials that should be invited to attend.
- Vogelbacher will e-mail the list to the TFI Board. Please review and send her any additions or changes.

Legislative Showcase: Kathy Dirks reported the following:

- Catering options were reviewed and discussed, as well as budgetary items involving the event.
- Much discussion took place on a luncheon or "pep rally" format.
- Burger made a motion to begin an industry "pep rally"/ briefing session at 4:00, after the 2:30 p.m. set-up. Bacon seconded. MOTION CARRIED.
- It was discussed and determined that a cancellation policy needs to be in place for the entire day's festivities. Discussion on weather and options took place. TFI will need to formulate a clause for cancellation and it needs to be on the registration form.
- Central Iowa will secure their location in late November for the IGTA/CITR joint meeting that will take place the following day. Once that is finalized she will contact Dirks so the information can be distributed to the industry on sleeping room rates and details.
- Dirks will have a draft policy and mock registration form prepared for the next meeting.
- 30 exhibits have been secured to date for the upcoming (delete the comma) February 1 showcase.

Other Items of Discussion:

- Bowermaster reported that Shawna Lode will be announcing a schedule of statewide Input Sessions, at the opening luncheon tomorrow. Please plan to attend one in your area, your input is valued.
- Tourism Conference - discussion was held on tomorrow's meeting. Wetjen will have half hour to present information. We will have people sign up for District Leaders at the TFI booth which is located with the other vendors, instead of at the registration area. At the luncheon, TFI Board members will hand out the priority

sheets after Wetjen introduces the TFI Board. There isn't a set schedule to work the booth, all TFI Board members we all need to stop and check each break and assisting in staffing the exhibit. We talked about recognizing the TFI members by putting something on their name tag but it is too late this year. We need them to know they are members and they "make a difference on a local basis."

Adjournment: Meeting was adjourned by general consensus at 8:03 p.m.

Next Meeting: November 15 at the Urbandale Library. Campbell will secure a reservation for the meeting. Other upcoming meetings on the schedule:

- December 20, Altoona or Urbandale?? 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

Respectfully Submitted,

Carrie Koelker
TFI Secretary 2010-2011