

Minutes

Travel Federation of Iowa Board of Directors Meeting Monday-September 20, 2010 Urbandale Library

Present: Kim Burger, Amy Campbell, Craig Patterson, Greg Edwards, Kathy Dirks, Ann Vogelbacher, Tom Hazelton, Lori Chappell, Tom Kuhlman, Linda Bacon, Pete Malmberg, Shirley Phillips, Michele Walker, Kathy Bowermaster, Shawna Lode, Kirk Brandenberger, Kristie Wetjen, and Carrie Koelker

Absent: Shirley Frederiksen.

Vice President Shirley Phillips called the meeting to order at 11:07 a.m. Phillips will conduct the meeting until Wetjen arrives.

Approval of Minutes: It was moved and seconded (Kuhlman/Edwards) 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:	\$113,324.48
TFI General Account:	\$ 30,040.81
Total:	\$143,365.29

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

Kuhlman also reported the taxes are completed, and if anyone would like a copy please notify him.

State Office Update:

- Kathy Bowermaster introduced Shawna Lode, Iowa's new Iowa Tourism Office Manager.
- Lode briefly addressed the group and noted her excitement to be back involved with the Iowa Tourism Industry.
- Bowermaster noted that the Iowa Tourism Conference preparations are being finalized. Bowermaster informed TFI that TFI's visibility would be maintained during the conference, opening luncheon, and the exhibit area. Bowermaster also mentioned that the TFI exhibit would be by the registration area. Bowermaster mentioned that they may need some assistance with registration at the conference, and she will send TFI members the hours of registration times.
- Bowermaster also said that she would be working on the agenda for the opening session she will inform Wetjen of the upcoming details.

- Lode mentioned that some Iowa “Town Hall” meetings will take place statewide. This will enable Lode to gather input from the industry as these upcoming sessions. Lode mentioned that the slate is “fresh” and she is open to ideas.
- There will be a “meet and greet” session Tuesday evening prior to the opening day of the Tourism Conference for those attendees that would like to meet and visit with Lode. Details will be finalized and announced soon.

Legislative Update: Patterson and Campbell reported the following:

- The Legislative Survey was completed by 260 industry members. Last year only 160 industry members completed the survey. Thanks to all that promoted the survey thru the industry and regions systems.
- The survey committee met via conference call last week. Those present were Walker, Koelker, Campbell, and Brandenberger. They tabulated and discussed the survey results.
- A draft was circulated of the 2011 Policy Priorities to the TFI Board. The draft included four priorities:
 1. Invest significant funds in Iowa’s Tourism Office for out of state tourism Marketing.
 2. Provide dedicated funding to support outdoor recreation opportunities, including park and trail development, county conservation, river trails, and environmental programming.
 3. Enforce Iowa’s current school start date by eliminating the waiver process.
 4. Encourage the development of an Iowa hunting industry by increasing the number of out-of-state hunting licenses issued.
- Discussion took place on the out of state license policy and the impact it has on the industry. South Dakota was used as an example of using hunting as a tourism activity. Additional discussion took place on different groups such as DNR, policies, etc. Campbell was going to check with the DNR about their position and policies.
- All TFI Board members are to review the detailed language and send any word changes/suggestion to Campbell no later than Friday, September 24th.
- Edwards made a motion to adopt the Legislative Priorities. Kuhlman seconded. MOTION CARRIED.
- Patterson reported that he and Campbell will continue to stay in contact with Brandstad’s Policy Director, Carmen. Predictions and conversations took place regarding the upcoming Governor’s election.
- District Leaders will be targeted and signups will take place at the Iowa Tourism Conference.
- There will also be a list of candidates for office also at the TFI booth to help those identify prospective legislators.

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

- **Tourism Industry Forum/Unity Day:** Bacon reported that the committee met. Present members were Bacon, Brandenberger, Mezera, and Vogelbacher. They

distributed a committee recommendation sheet to the Board for review. After discussion amongst the TFI Board and hearing Bacon's completed report a date of December 9, 2010 was established. Walker proposed a budget of \$400 to cover expenses for the forum. Koelker seconded. MOTION CARRIED. Kuhlman noted at this point that this item is not included in the budget.

- Walker and Burger will draft a unified form for our targeting industry members/organizations/partners that we align with. This will enable them to complete and use industry our "priority library".
- **TFI Marketing Committee/Fast Facts Book:** Burger and Walker reported the following. Two sample logos were distributed for committee input. After discussion it was determined to proceed with cleaning up the current logo and keeping that as the TFI logo. The TFI website will be adding a few new features that include: industry opportunities, professional development, photos, federal initiatives, state initiatives, and tourism fast facts on the homepage. It is hoped that the new TFI website will be showcased at the opening luncheon at the Iowa Tourism Conference. Each priority will have a talking point overview sheet that will be distributed at the conference and the FAST Fact booklet will be prepared closer to the legislative session for the legislators.
- **Research Committee:** This committee had not met yet. Wetjen will report at the next meeting. A property tax and sales tax discussion took place and the impact it has on all of Iowa.
- **Legislative Showcase:** Kathy Dirks will prepare a form for registration to distribute at the upcoming Iowa Tourism Conference. Discussion took place on Legislative Day and the schedule. Plans are to hold the showcase at a similar time to previous years, but possibly have an industry forum session around 2:30 in the afternoon (at the fairgrounds) to replace the legislative luncheon. This allows participants an opportunity to have lunch with their legislators. The showcase will be held at the new Jacobsen Center from 5 – 8 p.m. with set up at 2:30 p.m. We will have to use the fair caterer if we have any food at the Jacobsen Building other than that given away at the booths.
- **Signage:** Wetjen will prepare banners with the priorities for the tourism conference. Brandenberger, Wetjen, and Phillips won't have to meet 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 for both exhibits. It was also noted that this year the Iowa Tourism Office will add TFI to the list of exhibitors they have to sign at the Iowa Tourism Conference. (Thanks – I think I was supposed to be on this committee but I'd rather not – besides they'll handle this over your way.)

Other Items of Discussion:

- **IRS Form 990:** Kuhlman reported it has been filed.
- **Documents and policies:** Phillips distributed and updated a variety of items. Packets were distributed to all present members and included TFI's: by-laws, work plan and 990 compliance guidelines, statement of confidentiality and disclosure of interest form, conflict of interest policy, disclosure statement, whistleblower policy, recorded retention and destruction policy. Phillips will email all of these to the board members so they can be passed at the October or November meeting.
- **TRIP Act:** Wetjen notified the group of a federal issue that will be offering/matching marketing funds. This is expected to boost the economy and the tourism industry. It appears a grant would be eligible to CVB's and partnerships between state and local tourism entities. Wetjen will secure additional information and send to the Iowa Tourism Office and the TFI Board. Grants would be encouraged and need to fall within the monetary guidelines of \$100,000 to \$ 1,000,000. Contact your federal officials to learn more about this option HR 4676 and 3225. This is a great way to showcase tourism is a source for revenue and jobs.
- **Legislative Priorities/Task Forces:** Koelker noted that she has been contacted by a few members/tourism leaders that are interested in serving on a *Save our Summers Task Force*. Discussion took place on the involvement of many across the state on a variety of our top issues. Koelker noted that we have the vehicle to offer a meeting table and leadership on each issue. A chair would be appointed on each issue and meetings could be held in conjunction with other industry events or centrally located between the participants. This is a great way to groom additional leadership to TFI and spread the work to committee members. At the next meeting chairs could be appointed to our priorities to get the movement on the issues progressing forward. We could join forces and get the industry active with these issues instead of just the TFI Board and District Leaders.
- **Research Funding Options:** Discussion took place on the industry and the Iowa Tourism Office's funding stream. It was discussed that a committee could be formed to evaluate the funding options, so we don't rely heavily on the state budget due to cuts, etc and have a plan in place for if this continues to happen.
- **Hotel Tax:** This was brief discussion amongst the group. Different caps and different opinions were shared. Once the language is made on such bills, TFI will monitor and educate the industry on this issue.

Adjournment: It was moved and seconded (Phillips/Koelker to adjourn the meeting at 1:15PM. MOTION CARRIED.

Next Meeting: Tuesday, October 19 in Burlington at 7:00 p.m. at the Iowa Tourism Conference. Wetjen will secure a reservation for the meeting and dinner. Other meetings on the schedule:

- 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

Respectfully Submitted,

Carrie Koelker
TFI Secretary 2010-2011