

Community of Minnesota Resorts

# RESORTER REPORTER



## From the President's Pen



Happy Fall!

Welcome to the new Resorter Reporter. It isn't actually new, but the format is. As a member of the Community of Minnesota Resorts, you receive many benefits. One of your benefits is your Board of Directors. They are hard at work for you. After talking with some non-board members I realized that we may not have spent enough time and energy in **Tooting Our Horn**. Our meetings are usually quite interesting and there is usually lots going on. We generally meet monthly (except May and July). Unless you are in the room with us it may be difficult to be "In the Know." I thought the President's Pen in the Resorter Reporter would be a great place to do a quick review of what the Board is doing for you.

Notice the new look of the Resorter Reporter? Jim Wherley, the new CMR Office Manager, reformatted your newsletter. As with most things it is a work in progress, but what a great new look. Thanks Jim for all your efforts in your new position.

**The Education Committee** just completed the **Fall Resort Tour**. It was a great success and we had 24 separate resorts attend and about 50 people. The Education Committee is still working on the final details for the **CMR Fall Conference** at Cragun's. If you haven't already signed up, do so. The topics are great and varied. I'm looking forward to it. We have some new vendors at the Vendor Show this year. Keep an eye out in this month's Resorter Reporter for more details.

**The Legislative Committee** is in the slower part of the year for activities. The **CMR Day on the Hill** is a little ways away. We'll keep you posted as the details are worked out. One of the big fund raisers for this important activity is coming up at the Fall Conference where we hold a **Silent Auction**. All the proceeds go to legislative activities. Feel free to donate to the cause AND bid on items as well. If you cannot make it to the Fall Conference, you can always donate items anyway. If you don't know of someone going to the conference you can contact any board member.

The CMR is also representing resorts at **monthly meetings with the Department of Health** as we review the Lodging Rules. It is going to be a long process, but we feel it is vital for resorts' interests to be heard. Three of us have been attending these meetings in St. Paul.

**The Marketing Committee** is undertaking a huge effort and continue to work on the new mobile-responsive website. We reviewed a mock-up. It is so much work. In conjunction with the website they are working on Facebook and Instagram. One of the largest jobs that the whole marketing committee works on is the actual marketing of the website. They work with our website vendor on this process. I learn new things every time I hear about what is going on. We use your membership dollars and leverage it with Grants that we apply for and receive from Explore Minnesota.

Oh, I could go on. But, next time, I will review even more of what we are doing for you. Thank you again to all the Board Members and thank you to all the CMR Members. We truly are stronger together.

Karen Senger/Cedar Point Resort, Marcell

CMR President

The Community of Minnesota Resorts exists to help family owned and operated resorts in Minnesota to continue as a viable segment of the Minnesota tourism industry.

The Community of Minnesota Resort’s motto is “Resorters Helping Resorters”.  
 “We believe that none of us alone is as smart as all of us together”.

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### New Format-Additional Content-Pertinent and Timely Information

The Community of Minnesota Resorts newsletter the Resorter Reporter has changed. Helpful hints for navigating the links in this newsletter:

When you click on a link to external content you will be connected to that content. To return to the newsletter from that content just close the new window that opened by clicking the X in the upper right hand corner. You will then return to the Resorter Reporter.

## Community Of Minnesota Resorts Calendar of Events

Oct. 30, 31 & Nov 1, 2016 CMR Fall Conference, Cragun’s Resort, Brainerd, watch for more details

Oct. 31, 2016 CMR Vendor Show, During Fall Conference at Cragun’s Resort, Brainerd

November 1st 7:30 am-Board Meeting, During Fall Conference at Cragun’s Resort, Brainerd

Have you remembered to renew your membership to CMR? Do it today! Contact Jim at [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com)





## CMR FALL CONFERENCE October 30<sup>th</sup>, 31<sup>st</sup> and November 1<sup>st</sup> Cragun's Resort in Brainerd

### Experience First Hand "Resorters Helping Resorters"

We have a fabulous line up of Speakers, and some great entertainment! Click here <http://www.minnesota-resorts.com/workshops.aspx> to be taken to the CMR website, find the 2016 Fall Conference Mailer to register your resort to attend. There is also a link to book your hotel room for conference at Cragun's.

Please send your check and completed registration form to:

**Community of Minnesota Resorts - CMR  
Fall Conference Registration  
PO Box 61  
Dent, MN 56528**

Questions? Email Tina at [vacation@sandypinesresort.com](mailto:vacation@sandypinesresort.com)

### Vendor Show

Monday October 31st 1-4 pm

Are you looking for insurance, furniture, water toys, clothing, reservation software, internet assistance or equipment for your resort? Vendors for these as well as many other products will be at our vendor show as part of the CMR Fall Conference. Specials available to show attendees, new products and more await you!



## From our Lobbyist Joel Carlson:

### Election is just around the corner....

It seems almost foolish to remind people that the November election is less than 25 days away – it’s in our faces at every possible turn. However, general elections still require effort to turn out the votes and get people to the polls. While many are completely turned off by the tone and temperament of the Presidential race, there are 201 important legislative races up for grabs and a host of local elections that deserve attention and participate.

The outcome of many of these local contests will determine the control of the Minnesota legislature, including important committee chairs. CMR members, and tourism generally, need to have advocates working for us, so please take time to know your legislative candidates and get out to vote.

Here are three important links for election information for legislative races:

Minnesota Secretary of State: <http://www.sos.state.mn.us/elections-voting/>

Republican Party of Minnesota: <http://mngop.com/>

Minnesota Democratic / Farmer / Labor Party: <https://www.dfl.org/>

See you at the Fall Conference!

Joel



## Get The Most From Your CMR Membership



One of the benefits that comes with your CMR membership is a free listing on the Minnesota-Resorts.com website. Many guests searching for cabin availability come to the site and view our member listings for the resort vacation that fits their needs. Have you reviewed your resort listing lately to make sure it is complete, accurate and up to date?



Have you heard the saying a picture can say a thousand words? With each member listing on the website you have the ability to insert a resort photo that best represents your resort and what you have to offer. Take a look at your resort listing at <http://www.minnesota-resorts.com/searchresults.aspx?view=all&Sort=az>. If your listing has the CMR logo under your resort name, you have not uploaded a photo to your listing. Meaning that potential guests are not getting the full impact of your listing, and they are less likely to click on your listing since it is not as complete as others.



How can you upload a photo to your website listing? Login to the membership area on the CMR website at <http://www.minnesota-resorts.com/membership.aspx>, you will be taken to the page titled CMR Member Profile-Where it says “Upload New Image”click Browse, this will enable you to access files on your computer. Find a photo on your computer and click on it, you will see the file path listed under the “Upload New Image” section. Then immediately scroll to the bottom of the page and hit the “Save Profile” section to save the change you made. Need assistance? Contact Jim Wherley at 320-212-5107, or you can email a photo you desire to upload to [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com), and we will upload it to your CMR website listing for you!





## What's going on in your neck of the woods?

Check out the Explore Minnesota Events Update by following this link to see what events and happenings are going on in your area and around the state.

<http://www.exploreminnesota.com/newsletter-sign-up/reports/events-report/>

Once at the site, just click on the most recent events update on the site and view your areas upcoming events.

## News On VRBO Regulation

The city of Saint Paul moves to address Vacation Rentals By Owners (VRBO) in advance of the Super Bowl in 2018. This is not the first area of the state to begin imposing regulation upon VRBO's. Read more by clicking on the link below from an article in the Twin Cities Pioneer Press.

<http://www.twincities.com/2016/07/06/st-paul-council-orders-study-of-whether-to-tax-regulate-airbnb/>

These regulations would serve to protect public health, and place these rentals on a more equal playing field with resorts, hotels and motels.

## Do you know your who your Community of Minnesota Resorts Board members are?

Just click on this link to see who your Board and Committee members are.

<http://www.minnesota-resorts.com/board.aspx>

Want to volunteer to be on a committee or to assist the Board? Contact Board President Karen Senger at [cedarpoint@bigfork.net](mailto:cedarpoint@bigfork.net), or call her at 218-832-3808.

## WELL THAT SURE IS HANDY

This section will feature a project, product, or other item that could assist you at your resort. This month we feature building a fire pit bench. For easy to follow instructions go to: [http://www.ana-white.com/2016/06/free\\_plans/firepit-benches-table-and-storage](http://www.ana-white.com/2016/06/free_plans/firepit-benches-table-and-storage)



## Associate Member Spotlight

This section will spotlight an Associate Member and a description of their business. Feel free to contact them with inquiries or questions on how they can assist you at your resort!

### **Faster Solutions Inc.**

Faster Solutions is a custom website design and development firm specializing in internet marketing and search engine optimization. <http://fastersolutions.com/>