



RESORTER REPORTER

Congress of Minnesota Resorts

www.Minnesota-Resorts.com

Message from our President

Greetings fellow Resorters!

There's still time to join us for Day on the Hill! The event this year is on March 18 & 19. Joel Carlson our Lobbyist, along with our legislative committee, will take us step by step through the immediate and emerging issues that we will take at the Capital. So here's a chance to meet with your legislators and support the legislative efforts of the CMR that benefit all of us in the industry. The e-group chat line is a good forum to voice our opinions over new restrictions and regulations, but being present at the Capital actually puts some meat on the bone so to speak. Please contact Mark Novotny or Roger Lykins for more information on how to "Get on the Bus!"

Our Spring Workshop is right around the corner too. This year we'll be at Hiawatha Beach in Walker on Tuesday, April 8th. Post workshop classes in Lake Service Provider Training and Reservation Master will be offered on April 9th. We all deserve a reprieve from this long and cold winter so sign up now for this informative and fun day with fellow resorters!

The EMT co-op TV ads will be wrapping up in March. I'm anxious to hear how well this campaign did in driving traffic to the CMR website and ultimately to your resort site. Many new marketing tools and features are being implemented or considered by our marketing committee. You can be rest assured that your membership dollars are being used wisely and aggressively to get you the best bang for the buck!

Hopefully your phone continues to ring and your cabins are filling up for the summer. Here's wishing you all a safe and prosperous 2014!

Respectfully,

Su Ugstad, CMR President, Balsam Bay Resort, Remer

Campground Advertising Opportunity through CMR

Does your resort offer camping as well as lodging? Whether you have overnight or seasonal camping, you will want to take advantage of our newest advertising opportunity. On the CMR website we added a NEW Campground Search Feature!

Guests can search for campgrounds and/or cabins. It is just another feature that we are offering our members. This additional marketing opportunity is only \$35 annually. Look in the winter edition of the *Resorter Magazine* or on the website www.Minnesota-Resorts.com for more details and the application form.

CMR Marketing & Website Committee

DAY ON THE HILL

March 18 & 19

Mark Novotny & Roger Lykins, CMR Legislative Co-Chairpersons

To register for the event or if you need information or help, my cell phone is 218-232-2484 or email info@hydeawaybay.com

We need as many Resorters to attend this year's event as possible. There are many issues that directly affect our daily operations. The best way to influence your lawmakers is to meet with them face to face.

We are currently looking at the following issues that could affect our businesses or already are.

- Preserve Post Labor Day School Start.
- We do not support the requirement for a Restricted Plumber's License. We need a license category that allows Resort Owners maintenance for our lodging facilities and transferability to new ownership. If testing is involved it must be education oriented not exclusionary.
- Licensing of Vacation Home Rentals.
- We oppose DNR efforts to add 200 Camper Cabins to Minnesota's State Parks at a cost to tax payers of \$60 to \$90 thousand per unit. These units will be equipped with electricity, lighting, heat, and WiFi and are currently offered at \$50 per day.
- Cass County has passed an ordinance that is call No-Net-Loss. Details on Cass County No Net Loss Plan: Walker-Cass County Board adopted a planning commission recommendation to amend the county comprehensive plan to set a policy calling for no net loss of water oriented commercial property in the county. While the policy is non-binding, because there are no zoning laws against converting a water oriented business property to residential, the policy is designed to encourage developers to construct new or expand existing resorts, restaurants and other shoreline commercial operations to offset the decline that has occurred in the number of resorts in the county. Environmental Services Director (ESD) John Ringle says the county will set a baseline by identifying current water oriented commercially zoned properties and attempt to monitor changes in the future under this policy. Any land reclassifications would come only at an owner's request, he said. In 2012, Cass ESD approved nine requests for land reclassification. Most involved reclassifying from agricultural/forest (minimum 40 acres) to a rural residential class with a 5 or 10 acre minimum size. There was one reclassification from seasonal recreational residential to water oriented commercial and another where the classifications were reversed. A former residential lot adjacent to a resort was added to the resort property. A former commercial use property was re-classed, so it could be platted into residential lots.
- We support the efforts of Explore Minnesota Tourism.

As
in

past years the CMR is providing free motor coach transportation to and from the Day on the Hill Event. The bus route is as follows:

- Wadena, Wal-Mart 6am briefly
- Park Rapids, Wal-Mart 7am departure
- Walker, Northern Lights Casino parking lot, 7:30am arrival, 7:40am departure
- Baxter, Gander Mountain parking lot, 8:55am arrival, 9:05am departure
- St Cloud, Shopko parking lot, at intersection of Hwy 10 & Hwy 23, 9:55am arrival, 10:05am departure
- Radisson Hotel Roseville, 2540 North Cleveland Ave., Roseville 11:05am arrival
- Lunch in Downtown, location yet to be determined.

The

CMR Attendees receive:

- \$50 off hotel room
- Motor coach transportation
- Day on the Hill name badge & Lanyard
- Crappie year pin for your lanyard
- Event packet with complete issue list, bills, and legislative meetings
- Snacks, coffee, juice and rolls on the bus
- Each morning break juice, coffee and sweet rolls
- Box lunch at the capitol the second day

DAY ON THE HILL cont. from page 2

Day on the Hill Hotel information:

We will be staying at the:
Radisson Hotel Roseville,
2540 North Cleveland Ave..
Roseville, MN

If you are planning on attending the CMR Day on the Hill March 18 and 19, you need to make a hotel reservations.
Call 651-636-4567.

What you need to do:

1. Call or email me to reserve your spot, including all from your resort that will be attending, resort name, lake and town of residence.
2. Call and make hotel reservations. Remember, CMR is picking up \$50 per registered room.
3. Tuesday lunch and evening meal & one meal Wednesday are paid by attendee.
4. To attend, your only cost is your portion of the hotel room, and a couple of meals and your precious time to attend!

Come join us and get more out of attending as I do every year!

Mark your calendars and let us know that you will be attending.

CMR Spring Workshop

Tuesday, April 8

Hiawatha Beach Resort www.hiawathabeach.com 800-442-3224 \$95/night/room
Walker, MN

- Getting High On Google
- Explore MN Tourism Update
- Property Tax Assessment - How to Read Your Field Card
- Walleye Management (Red Lake Comeback)
- MN Dept. of Health (Seasonal Wells - upcoming law changes)
- Crackerbarrels, Legislative Update, CMR Website walk-thru, and more!

To register, contact Vicky Krattenmaker, CMR Office Manager at cmr@minnesota-resorts.com or [\(320\) 212-5107](tel:3202125107)

CONGRESS OF MINNESOTA RESORTS

P.O. Box 358

New London, MN 56273-0358

CMR Members: \$59/person* (includes lunch and 2 snack breaks)*\$10 OFF each attendee if you register and pay by March 15!

Non-Members: \$79/person** (includes lunch and 2 snack breaks) **Join CMR and receive 50% discount from annual dues (membership through 8/31/14)

(Bonus School of Resorting Post-Workshop classes on Wednesday, April 9, info coming soon: Reservation Master Seminars, and DNR Lake Service Provider Training)

Keeping Your Resort Listing up to Date

Congress of Minnesota Resorts Members,

We encourage you to keep your resort listing up to date on the CMR website.

The following instructions will help you with the process.

To edit your individual resort listing:

- Go to www.Minnesota-Resorts.com
- Scroll to the bottom of the page and click on the “**MEMBERSHIP**” link.
- Enter your login information.
 - Login:
 - Password:
- Below name & address info click on “**Edit Resort Amenities**”, make your selections, click on “**SAVE Amenities**”, click on “**Back to Main Editing Page**”
- Enter your Facebook and Twitter address, Include <http://> at the beginning.
- Add your descriptions. The short description is your first impression; the longer description is your sales pitch. Make the changes necessary.
- To add a photo or logo to your listing:
 - Select “**BROWSE**”
 - Select a photo or logo from your picture file on your computer.
- “**Resort Region(s)**” You may select one region for searches.
- Click on “**SAVE PROFILE**”. Your changes will be seen when you log out and navigate to the page or log back in.

Your login is always your email address. The password is set, but you should reset it again (be sure to click “**SAVE PROFILE**”) and store the password in a safe place. The CMR staff can reset it if necessary. Your Resort Password and Campground Password must be different as the email Login is the same.

Checkout the “**Members Only**” information: Staff and Board Members, Vendors, Publications, Education Material, Legislators, and Workshop & Conference Sections.

Send an email to Resorters-subscribe@yahoogroups.com and join our Resorters Yahoo Group. This will be the main source of information of interest from the Congress of Minnesota Resorts office, the Board Committees, and membership chatline.

For further help, please contact Tim Aarsvold at TJA@GenevaBeachResort.com or 320.763.3200.

Please add the Congress of Minnesota Resorts logo and link to your website.

Follow the instruction in the “Media” section on the CMR website.

This additional link helps with search engine recognition.

NEED \$500 FOR SCHOOL?

It is not too early for your child or grandchild to get the application started!

Application needs to be at the CMR Office March 15, 2014

Each year the Congress of Minnesota Resorts offers four \$500 scholarships to a junior or senior in high school or a current undergraduate or technical school student. March 15, 2014 is the deadline for the scholarship application to be received at the Congress of Minnesota Resorts office. A scholarship application can be printed by going to the CMR website www.Minnesota-Resorts.com. Scroll to the bottom of the Home Page and click on Membership, then by using your Login and Password you will be able to go to Applications and click on Scholarship Application and print a copy. If you need further assistance please contact Vicky by emailing: CMR@Minnesota-Resorts.com or call 320-212-5107.

LMO= Last Minute Openings

Don't forget the CMR's 'Last Minute Openings' feature on the website www.Minnesota-Resorts.com. This is a great way to get your openings advertised and vacancy dates are extended from three weeks to six weeks in the off-season! Just log into your listing page and follow the instructions to list your openings. There is a small nominal fee (\$5/listing) which can be paid by credit card or PayPal. Many member resorts have had success with this feature and feel it is well worth the small investment.

NOMINATING RESORTERS FOR THE 2014 RESORTER'S OF THE YEAR AWARD

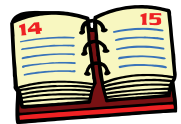
SEPTEMBER 1, 2014 DEADLINE

The Congress of Minnesota Resorts selects, through nomination by its members, one resort and resort owner that has shown a dedication to the improvement of the Minnesota Resort Industry by adopting and carrying out business policies and practices that reflect a personal pride in the industry as a whole. They also live up to the organization's motto of "Resorters Helping Resorters" by involvement in community activities and by displaying a willingness to help other resort owners to successfully operate Minnesota resorts.

You can go to the CMR website www.Minnesota-Resorts.com, scroll to the bottom of the home page and click on Membership. Then, by using your User Name & Password you will get into the Members Only sections and click on Applications then print a copy of Resorter of the Year Nomination form. Mail the completed form to: Congress of Minnesota Resorts, PO Box 358, New London, MN 56273-0358. If you need further assistance please contact Vicky by emailing: CMR@Minnesota-Resorts.com or call 320-212-5107.

CMR CALENDAR OF EVENTS

Mar. 15, 2014	Scholarship Applications due at CMR Office
Mar. 18 & 19, 2014	CMR Day on the Hill, St. Paul, MN details on page 2 & 3
Apr. 8, 2014	Spring Workshop, Hiawatha Beach Resort, Walker, Registration 7:30 am to 8:30am; Workshop 8:30 am to 5:20 pm
Apr. 8, 2014	CMR Board Meeting Hiawatha Beach Resort, Walker 6 pm to 7:30 pm
Apr. 9, 2014	CMR School of Resorting Post Workshop Seminars: Reservation Master & DNR Lake Service Provider Training



Congress of Minnesota Resorts
PO Box 358
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Phone: 320-212-5107
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CMR MISSION STATEMENT

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

CMR MOTTO

The Congress of Minnesota Resort's motto is "Resorters Helping Resorters" We believe that none of us is as smart as all of us.

[WWW.MINNESOTA-RESORTS.COM](http://www.minnesota-resorts.com)

Keep your listing current
on the CMR website.

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