

Community of Minnesota Resorts

# RESORTER REPORTER



## From the President's Pen



February 2017 Newsletter

Hello CMR Members,

As I write this your CMR Legislative Committee is preparing for the CMR Day on the Hill scheduled for February 14 - 15. Although it has been said many times in the past, I want to say it again. You don't have to be political or involved in the political process to make an impact at the capitol.

The capitol is a very busy place and many meetings are being held and laws being made that directly impact us as individuals as well as us as business owners. As you know, resorts are a very unique type of business and I feel fortunate to be able to own and operate a resort. Generally only those in the resort business really understand all the ins and outs. Therefore, we are the best people to communicate our needs to the elected officials that make our laws.

I have gone a to a number of our CMR Day on the Hill events. The drive there and back (both on the bus and carpooling to the bus) socializing with new and old friends is very enjoyable as are the meetings scheduled for us with our legislators. This year we have an added benefit of getting a tour of the newly remodeled capitol.

I was fortunate enough to have a private tour from Joel Carlson, our lobbyist, on Monday, January 30<sup>th</sup>, when I was down at the capitol. The remodeled capitol is impressive. I was at the capitol to be one of 6 (representing a wide range of hospitality related industries) testifying at a hearing regarding the importance of Explore Minnesota Tourism (EMT) funding. This was stepping out of my comfort zone, but I felt it was important.

I invite you to go partake at this year's CMR Day on the Hill. GET ON THE BUS! If you haven't ever gone in the past, this is the year.

Sincerely,  
Karen Senger  
CMR President  
Cedar Point Resort-Marcell

See the full article regarding Day On The Hill on page 3 of the newsletter.

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 Resorts' 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. Here are some 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

February 14&15-CMR Day On The Hill- **REGISTER NOW** by emailing Jim Wherley [info@sunsbay.com](mailto:info@sunsbay.com)

March 8-CMR Board Meeting

March 15-CMR Scholarship Applications must be postmarked for consideration by this date.

April 6-Lake Service Provider training combined with CMR Spring Workshop at Thumper Pond Resort. **Mark your calendars!**



## Last Chance To Sign Up-Day On the Hill Feb 14/15

Looking for that unique Valentine's getaway that is also a legitimate business expense? Where all you have to do is show up and do some talking about resorts? Let's face it, the season was long, you want a break from the resort, a getaway for yourself, or with your significant other, so join us on our trip to downtown St. Paul.

- Get away from your resort for 2 days
- Free transportation to and from St. Paul Provided by the CMR
- Free tour of the State Capitol
- Free treats /drinks at the Capitol, and a boxed lunch on 2/15
- Free entertainment-Murder Mystery Dinner on Valentine's night
- After the entertainment ends, you are able to enjoy downtown St Paul on your own, or just relax with your fellow resorter friends



Your cost: a hotel room \$89+tax, lunch on the way down and dinner (\$26 each) on 2/14 (Let's face it-you were going to go out for Valentine's for dinner anyhow, so that cost is a wash. Plus, if like most of us, you have no idea where to go or what to do, the CMR has made all the plans for you.)

Sounds like it is right out of a travel brochure, doesn't it? Read below on how you can participate in this year's Day On The Hill.

For those of you newbies, it truly is a lot of fun hanging out with us. Last time on the bus ride down, I participated in or overheard conversations about deposit & cancellation policies, Quickbooks tips, reservation software pros and cons, gift shop top sellers, best weed whippers and cleaning crew management tricks, just to name a very, very few. (I also remember the bus ride back home in the semi-dark decompressing from the day to just talk about life: diets and kids, barbershop quartets and cornfields in Molokai. Yah, you'll find yourself in rather surprising and interesting company. ☺)

We really need you! Again, you do not hafta talk to legislators if you don't wanna. Really. You likely won't be able to help yourself - just sayin' - . . . but having your presence lending strength to our numbers is HIGHLY HELPFUL. Why particularly this year?

With so many newbie legislators (INCLUDING NEW ONES FOR RESORT HEAVY AREAS) we want to make sure our concerns are heard before they cast a vote either way on an issue. Legislators are not inclined to change their vote later without huge provocation (who wants to be seen as waffling?) so talking to these newbies and getting 'em on board with our needs NOW before they vote is vital. We'll focus on three issues: EMT funding, Post Labor Day School Start and a third as-yet-to-be-determined issue (typically there is a last minute issue we'll be asked as a group to weigh in upon).

Looking greatly forward to seeing you! ----Kim Bowen, Crow Wing Crest Lodge

**WHAT DO YOU NEED TO ATTEND?** The CMR gives you all the support, information and talking points to prepare for meeting with legislators. We just need everyone to attend to support the legislative initiatives of your CMR, and continue to inform our legislators on what is important to resorts in Minnesota!

**Register now** email Jim Wherley (Legislative Committee Vice Chair) at: [info@sunsbay.com](mailto:info@sunsbay.com). Communicate the names, resort name, telephone number, email address and where you will get on the bus from the below schedule and we will get you on the list!

BUS PICK UP schedule  
6:50-7:00 a.m. Park Rapids Wal-Mart  
7:30-7:40 a.m. Walker – Northern Lights Casino parking lot  
8:55-9:05 a.m. Baxter – Gander Mountain parking lot  
9:55-10:05 a.m. St Cloud – Shopko parking lot (Hwy 10 & Hwy 23)  
11:30 - 12:30 p.m. – lunch on your own  
(Shoppes at Arbor Lakes – lots of restaurants)  
1:00 p.m. – arrive at Capitol

### Hotel Info for reservations:

Country Inn Suites-Woodbury (\$89+tax)  
contact hotel at (651) 739-7300 ---  
remember to mention the group name  
CMR-- or click below to reserve on line.

<http://www.countryinns.com/reservation/itineraryEntrance.do?hotelCode=MNWOODBU&promotionaICode=CMRGRP>

# CMR-Marketing Your Resort

In addition to the CMR website, your CMR markets in a number of other venues that you may not be aware of. Below we describe just a few of those.

## SOCIAL MEDIA MARKETING

Did you know the CMR is actively marketing our website, resorts, and resort vacations on Facebook and Instagram? (Click on the icons below to see the CMR Facebook and Instagram pages. Remember to “Like” and “Follow” the pages when you visit!)



**FACEBOOK:** We actively post to the CMR Facebook page.

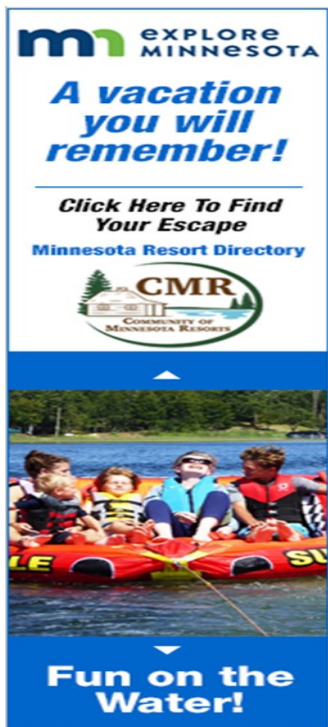
However, we need photos to post of your resort, guests, scenery, fish, boats, activities, or whatever you feel would be good to advertise what a resort vacation in Minnesota represents. Email your photos to Jim at [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com).

Remember, when you see your resort photos posted, “Share” the post with your friends on Facebook so that they can see the post and also Like our Community of Minnesota Resorts Facebook page.



**INSTAGRAM:** When we post to Instagram we also “Share” these posts with our Facebook page so we are present on both of these social media platforms at the same time.

In addition, we hashtag our Instagram posts at #OnlyinMN and #MinnesotaResorts so they are visible there also.



## FLASH ADS AND EMT ADVERTISING GRANTS:

Flash ads are part of the ad buys the CMR participates in through Explore Minnesota Tourism’s advertising grant. They are currently running the in Star Tribune’s electronic newspapers in the Twin Cities for Jan & Feb, Sioux Falls, SD in Feb & Mar, and in Fargo, ND in Feb & May. The Chicago market will run in the Chicago Tribune in Apr & May.

The EMT grant is a 2 to 1 match of up to \$7,600. In other words, we spend \$22,800, and receive back \$7,600 from EMT. These digital ads are only a portion of the marketing efforts using this grant funding. The CMR also invests in Adwords for pay per click advertising, and search engine optimization for our website.

## 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 area's upcoming events.

## YOUR CMR AT WORK FOR YOU!- MN DEPT OF HEALTH UPDATE

For the past year or so, a committee from the CMR has been meeting monthly with the Dept. of Health and many others from the housing and business industry to discuss the updating and rewriting of the MN lodging statutes, specifically Chapter 4625 of the MN Health Dept. The CMR members who are involved in these meetings are Karen Senger, Kim Jamtgaard, and Tim Aarsvold.

The first set of meetings involved line by line scrutiny of the regulations that resulted in many changes, additions, and subtractions. These suggestions will hopefully become a base line to create new rules. Numerous types of businesses are licensed and regulated under Chapter 4625, and coming to a consensus that would fit all types led to a lot of discussion. The CMR group reports that a significant amount of progress was made and they will continue to follow the process.

The group is currently waiting for the Dept. of Health to prepare a recap of the meetings and then the Dept. will move forward with public comment meetings with an Advisory Committee. The CMR group will stay involved to keep resort interests known and protected. The review and changing of state regulations is a process that follows a strict protocol and it takes time. Periodic updates from the group will be made to the CMR membership.

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

Your CMR has now completed committee assignments designating who from the Board is working in the areas of Education, Marketing, Legislative and Membership.

Just click on this link to keep up to date on 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

A sealed envelope - Put in the freezer for a few hours, then slide a knife under the flap. The envelope can then be resealed.

For icy door steps in freezing temperatures: get warm water and put Dawn dishwashing liquid in it. Pour it all over the steps. They won't refreeze.

To remove old wax from a glass candle holder, put it in the freezer for a few hours. Then take the candle holder out and turn it upside down. The wax will fall out.

Crayon marks on walls? This worked wonderfully! A damp rag, dipped in baking soda. Comes off with little effort (elbow grease that is!).

Blood stains on clothes? Not to worry! Just pour a little hydrogen peroxide on a cloth and proceed to wipe off every drop of blood. Works every time! Now, where to put the body? LOL

Watch for more tips next month!

## 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!

This month all of us at the CMR would like to send out our prayers and well wishes to Dan Borseth, our long time friend from Associate Member-Pine Insurance Agency, who suffered a heart attack earlier this month. Here's to a very speedy recovery!

Wish Dan Well by calling 218-927-4114 or email him at [dan@pineagency.us](mailto:dan@pineagency.us).



## **NEED \$500 FOR SCHOOL?**

**It is never too early for your child or grandchild to get the application started!**

**Application needs to be postmarked on or before March 15, 2017**

Each year the Community of Minnesota Resorts offers four \$500 scholarships to a student in high school or a current undergraduate or technical school student. To be considered the scholarship application must be postmarked on or before March 15, 2017. Please read the submission requirements closely.

The scholarship application can be printed by clicking on the below link:

[Scholarship Application](#)

Scholarship recipients will be notified no later than May 1st.

Any submission postmarked after the deadline of March 15th will not be considered.

Please note: Recipients cannot be awarded a scholarship two years in a row, but may reapply after this time. If you have any questions you may call the CMR Office Manager at 320-212-5107.

Submissions are to be mailed to the CMR office in a sealed envelope marked "Scholarship Application".

Mail To: Community of Minnesota Resorts PO Box 61 Dent, MN 56528-0061

You can also access the application by going to [www.Minnesota-Resorts.com](http://www.Minnesota-Resorts.com). Scroll to the bottom of the Home Page and click on Membership, then by using your resort's Login and Password, login, and you will be able to click on the Applications icon on the left, then click on Scholarship Application icon and print a copy. If you have any questions or need further assistance please contact Jim by emailing: [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com) or call 320-212-5107.



## CMR School of Resorting Classes

Submitted by Kim Bowen, Crow Wing Crest Lodge

What a great way to spend a cold January day: learning with fellow CMR colleagues!

On Friday the 13<sup>th</sup>, eight of us gathered at Chase on the Lake in Walker to learn about essential oils from an experienced Young Living Oils representative (a former educator who has used oils in her home for two decades.) Lots of questions and sharing bounced around, and I am pretty darn sure most of us will be switching to Thieves Multi-Purpose cleaner for our cabin cleaning tasks next season. Not only will it be surprisingly cheaper (yah, really), it'll be soooooo much healthier for us and our staff AND our septic systems. And who of us is not willing to help steward our lakes?

On the same day/place, Reservation Master Workshops were held, both for Beginners and Advanced. Eight attendees for morning Beginners Class and 12 of us for afternoon Advanced found us all with food for thought. Just as I was thinking I'd pretty much utilized most of the features in RM, I find out how wrong I am. I have at least three new things I am taking away and putting into practice ASAP. Split reservation is something I'll now use, and proper implementation of the Waiting List feature. We gave poor Tom Pingel several new possible updates for the program (which he'll be doing shortly – check your Reservation Master for updates in the next two weeks and go for it when ready!).

One thing I shared that my son-in-law and I figured out on our own (Tom said he didn't realize this worked, but it does!) is that you can put weblinks on your Confirmation Forms (or notes, etc.) You just need to spell out the full URL name. For instance, if you go into "Set Up" and bring up your Confirmation Letter, you can put in there something like "Can't wait to see you. Find directions to our resort here: <http://www.crowwing.com/directions> " Or " Don't forget to pack soaps for kitchen and bathroom. For further list of what to pack, click here: <http://www.crowwing.com/what-to-pack/> " just go to your website page that's appropriate and copy and paste the URL into the Confirmation Letter. NOTE: you will NOT be able to click on it in the Set Up page. NOR will you be able to click on the links when you are sending the Confirmation Letters. BUT! If you get a copy of what you just sent to a guest in your e-mail folder, you will see what they will see. THAT is where the links should show up properly and be 'click-able'. ☺

If you have ideas on a School of Resorting Class contact Timberly at Finn 'N Feather Resort [finnfeather@hotmail.com](mailto:finnfeather@hotmail.com) to indicate your interest or idea. (No additional classes are planned as of yet until Spring Workshop on April 6– see you there!)

### Get The Most From Your CMR Membership

It's the new year, did you update your listing on the Community of Minnesota website at [www.minnesota-resorts.com/membership.aspx](http://www.minnesota-resorts.com/membership.aspx)? All you need to do is click on this link, scroll to middle of page, enter your login and password, then edit away! Make sure to mention updates you have done, improvements, new items, etc. It is also a good time to review all the existing contact info, links, etc. to make sure they are functioning. Need help? Contact Jim at [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com).