



# Community of Minnesota Resorts

## What's Happening? February 2022

**When you ask, "What's Happening?" The answer AGAIN is LOTS.**

By Karen Senger, CMR Digital Marketing Liaison

**Day on the Hill (DOH):** Mark your Calendars. **March 8th and March 9th.** Again, this year's DOH will not be in person. It will be via **zoom meetings** with your legislators. Although we prefer to have physical meetings, it is not an option this year. Your Legislative Committee is working on the leave-behind. Every year we leave something behind for the legislators. This year it is wooden bobbers cut-out of recycled dock boards painted red and white. It will have a sticker with our logo and a list of issues that is important to Minnesota Resorts and Campground. **This year the issues to be addressed include: Resort Property Tax Rates, EMT Funding, Responsible Boat Operations, and EMT Recovery Grand Funding.**

**Testifying for Minnesota Tourism:** The Senate Environment and Natural Resources Policy and Legacy Finance Committee headed the Tourism Industry Recovery Grant Program bill, SF 2769, on Wednesday, February 16th. Your **CMR President Mike Schweiters, testified at this hearing** at the request of Senator Rudd and our Lobbyist, Joel Carlson, in support of Explore Minnesota Tourism (EMT) Funding. We are at the Capitol working our issues.

**Scholarship Applications:** Are due no later than **March 15.** Requirements and applications are on our website.

**Spring Workshop: April 2<sup>nd</sup>:** Mark Your Calendars for this too! Boyd Lodge, Saturday, April 2<sup>nd</sup>. Details to follow!

**School of Resorting: March 2<sup>nd</sup>:** We have a CMR website training session scheduled using the Zoom platform and it will also include a Crackerbarrel (Q&A Time!). Keep an eye out for more details. We are also working on another woodworking class, but details haven't been worked out yet.

**Marketing Tip of the Week:** We just started our weekly Marketing Tip of the Week. There are many things that individual resorters can do for their own marketing. Sometimes you may just need the idea or a little reminder. We created a list of 52 items that we will be communicating once a week. Take a look at them as they are sent and see if you can use them to help your own business.

**Blog:** We are looking for help writing blogs and we are asking for your help. We have increased the fee that we will pay from \$25 per blog to **\$50 per blog!** If you, your kids, your parents, your employees.... Want to try writing a blog or two (or more!), contact Karen Senger at 218-256-2288 or via email [ksenger56657@gmail.com](mailto:ksenger56657@gmail.com). There are some general guidelines and she can get those to you (at least: 400 words, one photo or diagram, external link, internal link). Check with Karen on ideas that you have or she can give you some ideas. No worries, Karen will review and edit them.

**Membership Programs:** Your CMR Membership Committee is working on different programs to maintain as well as gain membership. We know that we are only as strong as our membership so keeping and increasing membership is vital to the health of our organization.

**Survey:** We are working on a general survey for our members. Keep an eye out for it and make sure to take the survey when you receive it.

**"Resorters Helping Resorters"**

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