



RESORTER REPORTER

Congress of Minnesota Resorts

www.Minnesota-Resorts.com

Message from the CMR President

Greetings CMR Members!

Well it's only February of the New Year and your CMR Board has hit the ground running! Many new projects are being worked on; some of which you should be seeing already. The new Campground Feature on the website affords a new way to advertise this specific amenity offered at many member resorts. The mobile website also had a minor facelift to add the regional map and enhance its appearance. If you're on the chatline, you're aware that our EMT Co-op TV ads through Comcast are running from January 27 – February 9 and February 24 – March 9 on several targeted networks. These are just a few of the ways CMR works to market your property.

I can't say it enough: Mark your calendars for Day on the Hill March 18 & 19. The legislative committee will send more information about what we do at the Capital and the critical issues we'll tackle, but for now please try to set aside this time to attend this crucial and rewarding event.

The Conference committee is also hard at work with preparation of this year's Spring Workshop to be held April 8th at Hiawatha Beach Resort. There's a great lineup of speakers and topics, the ever popular cracker-barrels, and a couple of post workshop classes being offered.

Finally, the Board is discussing better ways to keep our membership informed about what we're working on and our progress, so look forward to some new updates soon! In the meantime, put another log on the fire and remember spring is less than 50 days away!

Respectfully,

Su Ugstad, CMR President, Balsam Bay Resort, Remer

Campground Advertising Opportunity through CMR

Does your resort offer lodging as well as camping? 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](tel: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 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 5or 10 acre minimum size. There was on 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:

- 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 reservation. The CMR has reserved a block of rooms at a rate of \$99.00. Tell them you are with Congress of Minnesota Resorts to get this pricing! Call 651-636-4567. **This price is good till March 3.**

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 ½ the hotel room, 2 meals on Tuesday 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 10!

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

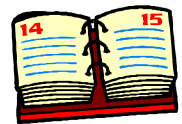
Sure, the summer season is behind us, but for those who are open year-round or are still looking to fill some of your winter/spring season openings, don't forget the CMR's 'Last Minute Openings' feature. Vacancy dates are extended from three weeks to six weeks in the off-season! Just log into your listing 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.

FYI From the Marketing Committee

Have you had trouble logging into your listing page on the CMR website (www.Minnesota-Resorts.com)? Don't fear; the website is not malfunctioning, you haven't been computer hacked, entered into the Twilight Zone, or any other Time/Space continuum for that matter. We've been told it is merely a compatibility issue with Internet Explorer 10. Now don't feel rejected, we're sure you're very compatible (wink, wink); this is a Microsoft glitch that can be resolved by simply clicking the compatibility icon (torn piece of paper in address bar), or trying a different browser. If you continue to have trouble please contact Su Ugstad at rsugstad@means.net or call 218-566-2346 or Tim Aarsvold at TJA@GenevaBeachResort.com or call 320-763-3200

CMR CALENDAR OF EVENTS

Feb. 12, 2014	CMR Board Meeting' Kohl's Resort, Bemidji 10a.m.
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
Apr. 8, 2013	CMR Board Meeting Hiawatha Beach Resort, Walker 6 to 7:30
Apr. 9, 2014	CMR School of Resorting Post Workshop Seminars



Congress of Minnesota Resorts

PO Box 358

New London, MN 56273-0358

Phone: 320-212-5107

Email: CMR@Minnesota-Resorts.com



WWW.MINNESOTA-RESORTS.COM

Keep your listing current
on the CMR website.

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.

CMR'S 2013-2014 BOARD OF DIRECTORS

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