

Minnesota Resorter

Resorters Helping Resorters

*Let the
Sunshine
In!*



Spring 2022 | Vol. 38 No. 2

A PUBLICATION OF THE COMMUNITY OF MINNESOTA RESORTS



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BUNKER BEACH THE INSTALLATION OF INTEGRITY



COLLABORATION: We worked collaboratively with engineers, designers, and the parks department to install a new septic system for the wave pool remodel, also adding restrooms, showers, and a new maintenance building.

EFFICIENCY: The window for this project was in the brief off-season of the Bunker Hills park, beach, and wave pool. We were able to complete the project on time and within budget, while maintaining the integrity of the existing infrastructure and landscaping.

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Image Courtesy of Anoka County Parks

SEPTICCHECK.COM

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A Community of Minnesota Resorts Publication

Spring 2022

Vol. 38 No. 2

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DEADLINE FOR ARTICLES FOR THE FALL ISSUE OF THE CMR RESORTER MAGAZINE IS JULY 8TH!

About the cover: Photograph submitted by Mike Schwieters, Boyd Lodge.

The Minnesota Resorter is a triannual publication of the Community of Minnesota Resorts. The opinions expressed in the articles printed herein are those of the authors and do not necessarily reflect the opinions nor the official position of the CMR nor any of its officers, directors, or members. Please address any comments or inquiries to the committee contact. The Minnesota Resorter is printed by Arrow Printing.

FROM YOUR PRESIDENT'S PEN



President Mike Schwieters
Community of Minnesota Resorts

Ever evolving, not only describes the Minnesota tourism industry as a whole, but can be applied to the Community of Minnesota Resorts as well. This January, your board held a one day retreat at Appeldoorn's on Mille Lacs to discuss the current environment of the resorting industry and how the CMR can best meet the needs of our members. As not all board members were able to attend in person, a zoom option was made available and was utilized by several. Discussions focused into four

main areas: Membership, Education, Legislative and Marketing.

Membership was clearly the main focus for most of the retreat. Specifically how do we maintain our current members, how do our members perceive value in the CMR and ultimately how do we expand our membership. Discussions identified several ideas that will be put into effect to achieve these goals. An Ambassador Program will be developed which will be used to recruit new members and offer various incentives to join the CMR. We believe our current members are our best advocates and we should be utilizing them to promote the CMR. Also a new program will be put in place to welcome new members and have direct contact with existing and/or retired CMR members. Our goal is to create a more personal connection with the newer members and encourage them to become engaged and experience the true benefits of being in the CMR.

Education was clearly identified as a priority in creating value within the CMR. Plans are in the works to make the conferences bigger and better. Multiple ideas continue to be reviewed and discussed for the upcoming fall conference. Stay tuned as the annual highlight of the CMR promises to be the best ever. Another area that was discussed was the expansion of the school of resorting classes. We have already experienced some of these changes as there have been several classes in

the first quarter of 2022, such as welding, Banter Software, and woodworking. The Education committee is also looking at more regular zoom type connections with a predetermined topic and cracker barrel in a less formal structure.

Legislative continues to remain a critical aspect of what the CMR stands for. With the aid of our lobbyist, Joel Carlson, the CMR continues to be the resort industry advocate at the state capital. From the personal meetings with our senators and representatives at our "day on the hill" to testifying in person on various bills, your CMR members are working year-round to the benefit of all. Areas that are being watched and discussed include, promoting additional funding for Explore MN Tourism, proposed changes in the boating certification requirements that would potentially have negative impacts on those that rent boats and/or pontoons to guests, adjusting the property tax brackets and rates to more accurately reflect the increase in current property values.

Marketing continues to improve the website functionality and usability. The main focus has changed somewhat, as there is less focus and dollars being spent on heads in beds with more energy being spent on providing assistance to help our members be better at marketing their own properties. A new feature introduced this year is the Marketing Tip of the Week. These are quick easy ideas that can be utilized without great expense and can help in a variety of areas. We continue to publish new blogs and are always looking for blog writers. We will even pay you for each one you write.

As I stated in the beginning, we are ever striving to provide value to you our members through our Membership, Education, Legislative and Marketing Committees. With many of these changes and new programs, we hope to connect with you and encourage you to engage with us throughout the year, whether it be at the Fall Conference, our virtual Day on the Hill, or at one of our School of Resorting Classes. We find value in them and we hope you do as well. As always, feel free to reach out to me anytime, as I enjoy hearing from you. If the CMR can help you in any way please let me know. I wish you all a wonderful spring and a successful 2022 resorting season.

Mike Schwieters – CMR President
Boyd Lodge



Submit Your Nominations for the Community of Minnesota Resorts
2022 Resorter of the Year

Sign in to the Membership area at www.minnesota-resorts.com for information.

WELCOME TO OUR NEW COMMUNITY OF MINNESOTA RESORTS' MEMBERS

We'd like to take this opportunity to welcome these Resorters and Campgrounds, and Associate Members to the Community of Minnesota Resorts' family! If you have the chance, please get acquainted with them.

Want to become a new CMR member? Contact Sue Malikowski at 320-212-5107 with your questions and to sign up! We look forward to having you as our newest member resort!

New CMR Resort Members


- Tri Birches Resort, Hackensack
Diana & Mike Grunden
- Anchor Inn Resort, Spring Lake
Heather & Monte Chapman
- Swan Lake Resort & Campground, Fergus Falls
Thomas J Bales & Anna Josephs
- Head of the Lakes Resort, Osakis
Tony & Maranda Fischer
- Hoot Owl Resort, Waubun
Christian & Heather Davis
- Agate Lake Resort, Nisswa
Don & Halley Acton
- Gold Mine Camp, Virginia
Leif & Christina Gunderson
- Pike Point Resort, Tenstrike
Bruce & Mandy Pratt

New CMR Retired Resorter Members

- Roger & Kathleen Lykins,
Formerly of Lykins Pinehurst Resort, Nisswa

New CMR Associate Members


- Card Payment Solutions,*
Judy Doughty, Eveleth
- KLC Financial,*
Spencer Thomas, Minnetonka
- Compass Rose,*
Hannah Peura, Bemidji
- Nor-Son Construction,*
Renee Johnson, Baxter
- Westwood Professional Services Inc.,*
John Blenker, St Cloud



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Spring Workshop Recap

By Jim Wherley-Education Committee Co-Chair

On Saturday April 2nd, the Community of Minnesota Resorts held a hybrid Spring Workshop at Boyd Lodge in Crosslake. Thank you to Mike and Ruth Schwieters for providing this exceptional venue to hold the workshop! In person attendance was 41, and online via zoom we had 20 participants. A total of 61 fellow resorters participating in the educational opportunity! By going hybrid, those who were unable to join in person could call in via Zoom and participate in the entire day, or for those sessions they could make time for. We never want to eliminate the value of attending in person, but desire to provide alternative opportunities for all members to participate.

Your CMR recently purchased new technology called Owl Pro that allows you to capture everything with a 360 degree camera, microphone and speaker during a meeting so everyone can be seen or heard. This technology along with the use of Zoom allowed for a hybrid workshop that was much more robust and interactive. Thanks to Kayla Daigle and Joanna Wallenberg for their expertise managing this new technology throughout the day.

The day included speaker Keila McCracken, from Peacemaker Services in Bemidji, discussing the stress cycle, how to recognize stress, and how to eliminate it. As resorters we can sure use those tools throughout the year! Another presentation was given by Rebecca Rowe and Marina Lovell from the Small Business Development Center on how to evaluate the health of your business and planning to assist on improving the health of your business profitability. Do you know if your resort is profitable and in a

good financial position? A good question for each of us to answer in relation to our resort or campground.

A lunch and learn session was graciously sponsored by rezStream and Jeff Hebrink who provided us different ways to improve our website performance. rezStream is one of our CMR Associate Members, who supply products and services vital to our resort and campground operations, and we thank them for supporting the CMR and resorts throughout Minnesota.



Of course, there was time for interaction, meeting new friends, and learning from each other. Important aspects of each and every CMR get together.

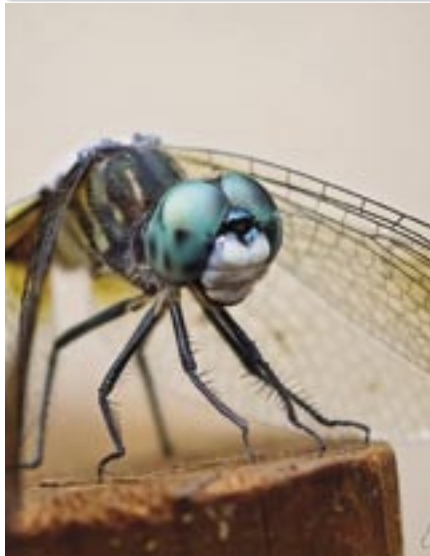
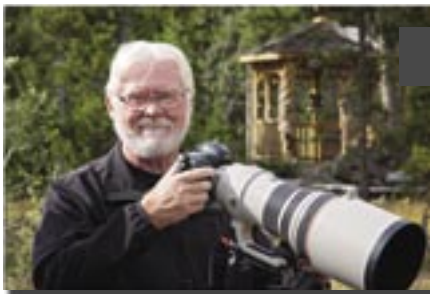
We will provide the presentation slides on the CMR website www.Minnesota-resorts.com scroll to Membership at the top, on the dropdown click Education, then click Spring Workshop. We will also provide the contact information for the presenters in the event you desire to contact them for additional information regarding their presentations.

In an ongoing effort to provide added value to your membership there was no required cost to attend this year's Spring Workshop. Instead, there was a donation request put forth. We thank all of those who donated to offset the cost of the workshop and the new technology implemented to provide the best platform available for hybrid learning.

"Resorters Helping Resorters", your CMR working for you through Education.

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Resort Expansion Opportunity: Own TWO Resorts

By Karen Senger, Minnesota Resort Sales Licensed Agent

There is more than one way to expand a resort. Mike and Tracy Boldt were thinking outside the box. In 2019 they purchased Cedar Point Resort on North Star Lake in Marcell, Minnesota. There were many things that attracted them to this resort such as a variety of cabin sizes, great resort layout, campground, gathering areas and adjacent lake homes. In addition, the business was strong and there is land that may be available for future expansion opportunities.



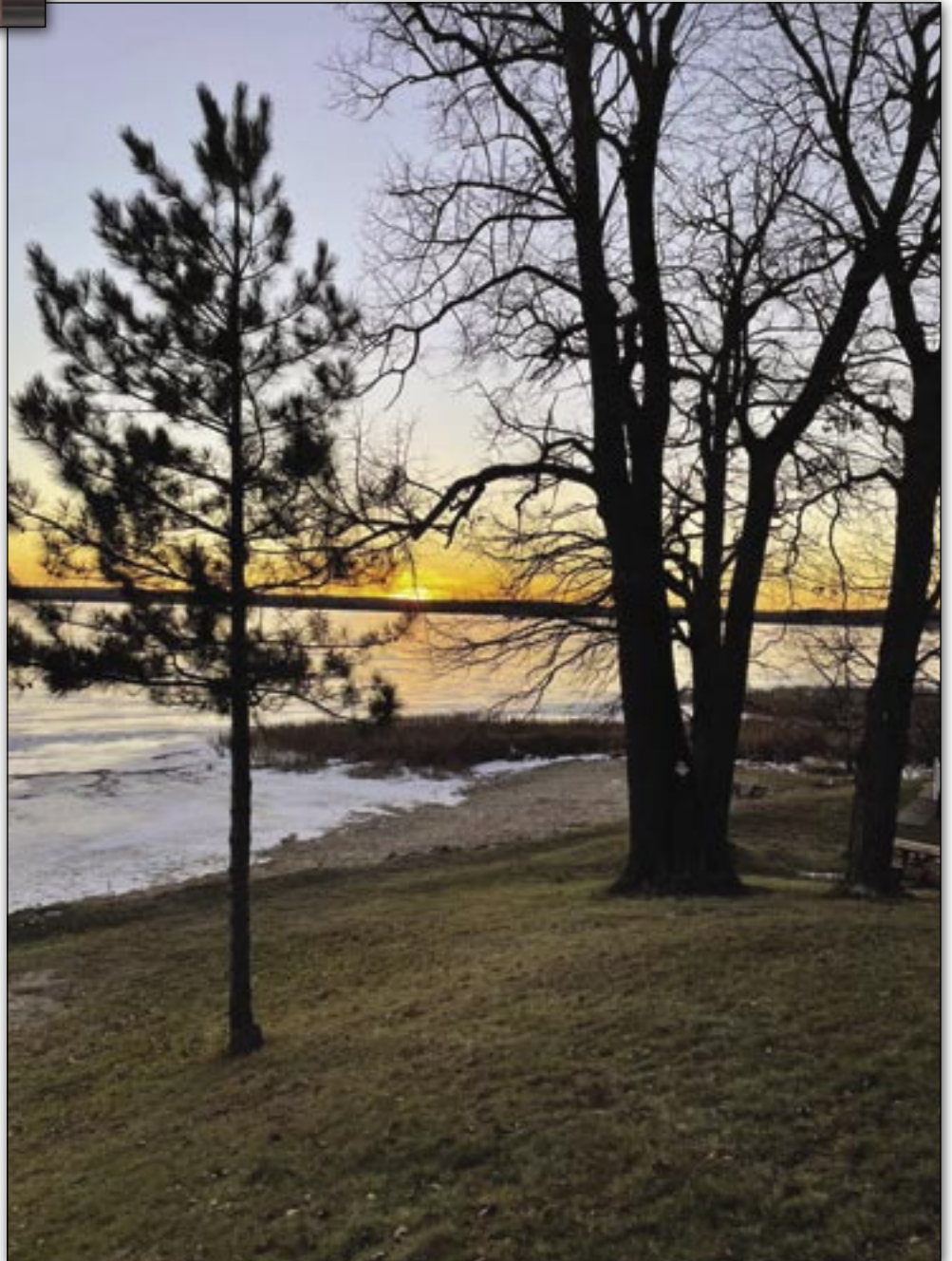
Their plan is always to keep their options open to possible opportunities to expand their already successful business. Part of their requirements included not having it negatively impact their current business, have a good Return on Investment (ROI), not require a lot of remodeling and not be difficult to manage.

After 3 years of owning and operating Cedar Point Resort they were reviewing their options when an opportunity came up that they had to seriously consider. Chapel Hill Resort on Sand Lake in the Spring Lake township came up for sale. They jumped on the opportunity and as of October 2021 they are the owners of two Itasca County resorts!

They were thinking outside the box as to their expansion opportunities. When the space and zoning allow, resort owners can expand on land they already own, purchase adjacent land for expansion or, in the case of the Boldt's, purchase a resort just 20 minutes away. Chapel Hill consists of three cabins. One is a year-round 4-bedroom cabin and the other two are seasonal. The seasonal cabins have full kitchens and bathrooms, too. One has 3-bedrooms and the other 1-bedroom. Most of the year they plan on renting the resort as a whole unit for one family or friend unit or other retreat. Between the three cabins, Chapel Hill can sleep up to 31 guests. They thought this was a great way to expand as well as keep resorting alive in Minnesota, which is an important industry in Minnesota.

Chapel Hill Resort checks all the boxes for their resort expansion plans. Mike and Tracy plan on keeping a close eye on the resort and look forward to their future guests enjoying their new resort. A short time into owning Chapel Hill they already had 5 reservations on the books for 2022.

Resort owners can look outside the box when they do their expansion planning. I am a firm believer in the resort industry. Resort ownership has been part of my family. My husband and I owned Cedar Point Resort for 17 years and sold it to Mike and Tracy in 2019. We now are agents with Minnesota Resort Sales and have seen a lot of interest in resort ownership in the last 2 years, especially because of interest rates and the pandemic. Both resort buyers and resort guests are looking to get to the great Northwoods to live and vacation. Keeping resorting alive and well in Minnesota comes in many ways.



A Day in the Life of Resorting:

CANDY CUT-OFF

By Kim Bowen, Crow Wing Crest Lodge

I've tried to supply healthier options in the snack bar of our lodge for guests to purchase: granola bars, crackers & cheese, nut packages, sugar-free candy, etc. They don't sell. Folks on vacation want to live it up. Diets are on hold. A kid's sweet tooth is indulged; often un-monitored.

A pack of boys burst into the lodge one summer, out of breath from racing each other. [One of the comforts of vacationing at a traditional family vacation resort in northern Minnesota is the sense of immediate community. We frequently collect comments from newbie city guests about how safe it feels on-site. They know we owners check-in everybody personally (all 100+ guests.) Anyone driving in or out of the resort passes directly by our house. Throughout their week-long stay, guests see the same faces of neighboring cabin dwellers at the beach, on the playgrounds, in the lake, on the volleyball court, etc. Kids past the age of 6 or 7 typically roam freely about the grounds with new friends or cousins.]

This bunch bellied up to the bar and stared avidly at soda, ice cream and candy options. Money freshly gifted from parents, apparently the coins and bills were burning a hole in their pockets. I sold them a treat or two each as they wished. Except for gusty sighs, a few audible gulps and the crinkling of wrappers, all was quiet as they voraciously consumed their inciting refreshments. A blonde 9-year-old slapped two one-dollar bills onto the countertop with a thwap! and asked for another candy bar.

"You know, honey, I'm thinking you boys should just try running off this stuff for a while before round two. Have you had supper yet?" A couple of them shook their heads. I had a view out the lodge to the front row of cabins. Little Blondie's mom was sitting on the picnic table in front of Cabin #2, shucking corn. (She and her son had been visiting three times a year the prior several seasons. Recently divorced, I'd been noticing that Blondie was testing more and more boundaries lately. READ: getting lippy with his mother. "That's dumb." "You're stupid." "I don't have to." If it takes a village, I was going to mark a line in support.)

"Well, I have money and I want a Twix."

"Mm. Ya know, a little birdie told me a couple stories about you guys. You must have spent quite a bit on treats yesterday and got a little rowdy? I heard there was some hitting and punching on the vintage arcade machines which you were asked to stop doing."

Two of the boys exchanged meaningful looks. The other two continued ravenous gobbling, hunched over their treats. I was surprised not to hear a few possessive snarls.

"Yah, we went outside."

"Was there also something about hiding gummy bears under sofa cushions in the movie corner?" (I had additionally learned about a broken hula hoop, a whiffle ball stuck in a pool table pocket, unsuccessful warnings, and rather extensive hyperactive motor-mouth activity. My frazzled staff person was beyond ready to go home when she relayed some of her eventful day to me the evening before. Point of fact, it was the ONLY day she worked the lodge. She went back to cleaning cabins on Saturdays instead.)

The silent boy chugged a swallow of Mountain Dew and proceeded to uncurl a grubby wad of what looked like a rather damp five-dollar bill. He pressed it flat with one sticky hand and with the other, brushed a few ice cream cone crumbs onto my freshly swept floor on their side of the counter. With a shy glance to my face to make sure he had my attention, he then pointed out a tube of strawberry *Mentos*.

Bold little Blondie tapped the one dollar bills he'd already offered and boastfully declared, "I'd like another Twix bar now, please."

I considered my options.

"I appreciate the civility. Really. Thank you. But I think I'm going to have to say 'no' on this one."

Four sets of disbelieving eyes gawked up at me. One mouth was frozen open, lips lined with milk chocolate so evenly a Maybelline model would envy.

"You hafta sell it to me. I have money," pronounced the pack leader.

"I don't have to, actually. But I tell you what... if you can get your mom to come in and tell me, in person, that she'd like you to have more candy, I'd be happy to sell it then."

The addictive power of dextrose and corn syrup was clearly whispering its Siren call into an attentive ear. Blondie raced out the door, with the other three boys trailing to see what would happen. I figured that would be the end of that. No parent in two decades had ever come down to the lodge to demand we sell their kid more stimulants. I wandered to the kitchen to clean pizza pans.

Slam Screen door. Blondie was back.

"My mom said I could have the candy bar!"

I dried my hands with a handy dish towel while walking back over to the cash register area. "Is that right?" Impudent nod. "Well, she'll have to come speak to me herself. Why don't you consider some chips or garlic bread instead? I'll sell you anything which doesn't have sugar right now."

"You hafta sell me what I want, I have money," he stubbornly repeated.

I planted my hands on hips and just shook my head.

Then he threw out the ultimate threat, his ace in the hole card, "I'm gonna tell Big John."

Just then, I heard the back door creak open. Heavy steps clomped. Perfect. My husband was hauling in a laundry basket heaped with bags of ice. I had no idea what mood he was in, but it felt imperative to play out the situation.

"Well, here's your chance, kid. Let's tell the big guy and see if that'll work for ya."

Blondie hesitated a breath, then brazenly marched around to the food prep doorway.

I joined the summit in the kitchen and announced, "John, young Mr. Johnson has something to tell you about my illogical financial management and unfair commodity practices."

"Huh?"

The freezer door clicked shut as Big John turned to face us. A cool draft of powdery, baking soda scented air fluttered a wisp of hair away from my sweating eyebrow.

I turned to Blondie, "Just tell him."

"She won't let me have candy!" The incredulous kid complained, complete with outstretched hands, as if to fully emphasize the unimaginable cataclysmic event.

I could feel my spouse's gaze upon my face, as if for a cue. I suppressed a grin.

"Buddy," My diabetic husband lamented with a slow shake of his head, "she won't let me have any either."



School of Resorting Happenings

By Timberly Christiansen, CMR Education Committee

The snow may be falling and the windchill feeling bitter cold, but the winter is moving out! In case you missed it, the School of Resorting has been busy lining up amazing classes for you all winter long.

January 20th we aligned with Banter Software to hold a Zoom class. It was a great way to learn more about their company and all the ways they can assist Resorts.

February 15th an Aluminum Welding and Plasma Cutting class was held by Clint Mueller at Balsam Beach Resort. This hands-on class was a great way to learn all about the technique and tips of welding and cutting. This class was so well attended, there is talk of offering another one in the future.

March 2nd CMR Website Training held by Jim Wherley and Kayla Daigle. This class was offered to support anyone who wanted to learn about and make the most of their resort and/or campground listing at Minnesota-resorts.com. Followed by a Crackerbarrel session to ask any questions you wanted to!

March 11th brought another great hands-on opportunity. This time it was to learn Woodworking. Casey Jones of Arcadia Lodge hosted a class on how to build your own headboard or luggage rack.

Are you willing to host or have an idea for a CMR School of Resorting class? Maybe there's a skill or craft you are handy at or would like to learn, if so please reach out Timberly Christiansen at finnfeather@hotmail.com with any ideas.



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BECOME A CMR MEMBER TODAY!

Learn more about membership by going to Minnesota-Resorts.com/membership.

When on the page, click on the “Join the CMR” icon to fill out an application, or print an application to complete and mail in. (Are you a vendor offering products or services resorts would be interested in? Find a CMR Associate Member Application on our membership page also.)

Send printed applications to:
Community of Minnesota Resorts
PO Box 63
Royalton, MN 56373



Questions regarding Membership?
Contact the CMR office at
CMR@Minnesota-Resorts.com
or 320-212-5107

What **RESORTERS** Are Saying About **THE CMR**

I have had the opportunity to go to the annual CMR Day on the Hill. Our presence does make an impact. Little did I know then that our business would greatly benefit from these contacts. We encourage participation in CMR Day on the Hill; you never know when you might need a helping hand!

Our resort is located on Big Sand Lake in Park Rapids. There is only one public access, which means our guests continually use it. The DNR had made plans to renovate this sole public access, which forecast a closing of the access for 6-8 weeks in the middle of summer. Our resort's lakeshore cannot have a boat launch for pontoons or large boats. The closure of this public access would greatly affect our guests and our business. Once we heard about these plans, we talked with DNR about the impact on our business. No changes were indicated. Then we asked for help from our Senators and Representatives, which helped to get a constructive conversation going with the DNR. The final push came from our very own lobbyist, Joel Carlson, who I contacted and asked for help. He connected with Bob Meier, who is the MN DNR Assistant Commissioner. Through these contacts, our voice was heard. The DNR has announced that they will do the project in different phases – keeping the access open in the summer – and only closing the ramp for short periods in the late Fall and early Summer 2022. We are so happy that the DNR came to a creative solution that is good for businesses and lake residents alike!

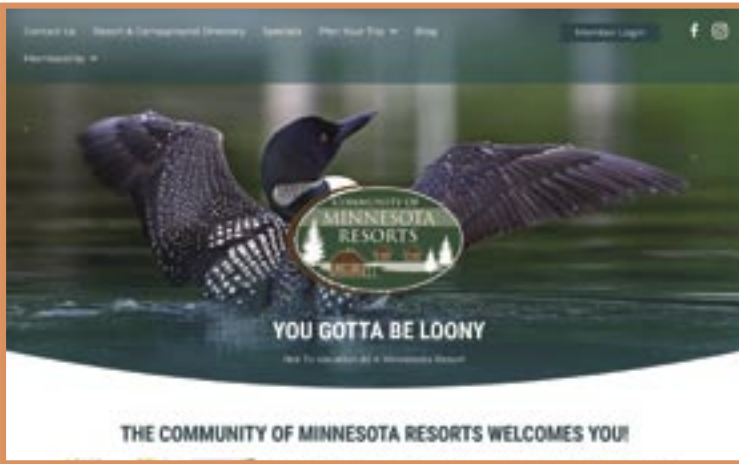
I am so grateful for the CMR, our presence at the Capitol, and Joel Carlson as our lobbyist.

Bonnie and Jeff Brand, Pine Cone Lodge

SEE WHAT THE CMR CAN DO FOR YOU!

EDUCATION

- Fall Conference, Spring Workshop, Resort Tour, and School of Resorting Classes throughout the year
- Groups.io Chatline and Facebook Group – resorters sharing resort experiences
- Members ONLY online resources on CMR website (templates for boat/motor contracts, AIS Guide lines, Employee Forms, Photo Waivers, etc.)



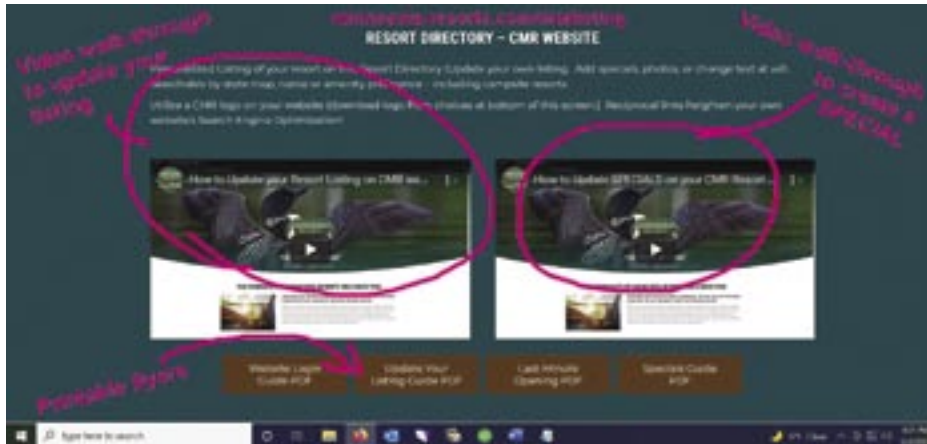
MARKETING

- New fully redesigned and mobile responsive website
- New branding campaign and billboard advertising – pooled and co-op advertising dollars go further with the CMR
- Flash Ads, Banner Ads, TV commercials and Pay-Per-Clicks in pooled advertising opportunities on our www.Minnesota-Resorts.com website

LEGISLATION

- Full-time lobbyist working specifically for/on the interests of RESORTS
- Join fellow resorters for a Day on the Hill and meet legislators to get our issues heard
- Get real time updates all year long on legislative issues which affect resorts





As you have likely viewed, the new CMR website is up and running.

Have you updated your resort and/or campground listing yet?

If not, why not?

Log on buttons are easy to find (both at top and bottom of any page of the website.) (Forgot how to log on? Go to the Membership Marketing page, scroll down a smidge, and click open "Website Login Guide PDF.")

To assist you in updating, you can view a quick three-minute tutorial on how to update your listing.

Find this video and "how-to" hand-outs by clicking on the "Membership" tab on any page of the website. From the drop-down menu, click on "Marketing." (see photo above)

Other upgrades on the new website vs. old CMR website:

Map on home page. Now potential guests can find you more easily if they are searching a particular area of the state.

Google maps listing: You can tweak/control this yourself when you update your listing.

Specials: You can list a SPECIAL for free as a member! (Actually, you can list several on the same page – view tutorial video clip to learn how.)

Links: You can now add links to your website from both your listing or special (highlight your text phrase and add a link – easy!)

Renew or join CMR membership ON-LINE: Not only resorts and campgrounds, but now retired resorters AND associate members can renew membership easily on-line.

CMR logos (downloadable) on marketing menu drop-down. Feel free to utilize on your own website (reciprocal links always help your own website's search rankings!)

BLOGGERS WANTED!

Wanna make a quick \$50? We are looking for fresh new voices to write a few sentences on a topic for a continuing blog series on the CMR website. You don't have to be a good writer! Just write up a couple paragraphs on a pertinent resort topic (only 400 word minimum). Attach an appropriate photo (give photo credits when appropriate), cite at least one link to an outside website, cite a link to somewhere within the CMR website and voila! We will go through and do some editing.

Contact Karen Senger, 218-256-2288 or ksenger56657@gmail.com

for a document with more details, review topic(s) you want to write about
or get your questions answered.

GARDENING & LAWN TIPS:

- Put a mailbox in garden to store your tools!
- Use Epson Salt in your soil, better than cleaning up egg shells or stinky fish!?!?!?
- For weed control use Commercial grade landscaping fabric or Black plastic.
- Use containers that you can water from the bottom. Saves time! Holds lots of water, you don't need to fill them daily!
- Grow Thyme in the area of lawns where the grass won't grow! Such as under pine trees! It smells good and you can mow over them as well!

IF YOU KNOW OF ANY OTHER TIP PLEASE SHARE!

Contact CMR Editor Crystal Reed
218-839-9120 or crystalr@brainerd.net

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WHO WE ARE

WE ARE A SOCIAL MEDIA DRIVEN TOURISM SITE FOR MN RESORTS AND GOLF COURSES WITH OVER 43,000 FANS BETWEEN OUR 7 FACEBOOK & INSTAGRAM PAGES THAT SUPPORT GREATPLACESMINNESOTA.COM
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Scheduling/Managing Your Facebook Posts

By Erica Nagel, Hyde-A-Way Bay Resort



Scheduling your Facebook posts is not difficult, but the process can only be done by Admins and Editors on the Facebook page. Make sure the person who is going to be handling this task is set up properly.

There are a couple of different ways to create a scheduled post:

1) The first is to go to your page, click the publishing tools, and create a post. Once it is created, tap the blue and white drop down icon and select Schedule Post. This allows you to choose the time and date you want the post to publish on your page.

Once you have your post made, you can check to make sure it is correct or make changes if you change your mind. To do this you'll go back to Publishing Tools, click Scheduled Posts, choose the post you want to edit. Once you're in the Preview, choose to Edit Post and make your changes. You can also use the Actions drop down button to publish, reschedule, or delete the post.

2) The second is to use Facebook Business Suite. This is a separate app to Facebook. Once you have downloaded this, you may find that it will automatically open when you use Facebook as a Page Admin/Editor. You will click on tools, then open the planner. From there choose the date on which you'd like the post to drop, select post, choose which page or groups (if you have more than one), and choose done. This will bring up a new post. After you create your post, click next, and it will give you the options to publish now, save as a draft, or schedule for (date, time). If you don't like the date and time offered, click on the scheduled date and time (it is a blue link) and the screen will allow you to change both the date and time the post will drop.

In Facebook Suite you can go back into the planner to see everything you have scheduled so far. You will see that all of your posts are in the calendar, in a grey box with a small picture of the post or words. Simply click on the grey box to open the post and make any necessary edits.

You can also go back to old posts and choose to reshare or boost your post. If you scroll down, you can see how many people the message reached and what type of engagement it inspired (how many reactions, shares, clicks and comments). It also allows you to see if there was any negative feedback in the form of people hiding or reporting your post. At the bottom you'll see bright Reshare or Boost the post

This can seem like a lot but once you are in the right place, it walks you through what to do next. Please note that in the Business Suite, when you are asked if there are other Pages or Groups you'd like your post to drop to, you can also choose your Instagram account. This makes it so you do not have to make two separate posts if you are using both platforms.

Understanding Social Media

By Erica Nagel, Hyde-A-Way Bay Resort



We understand that our relationships with our guests are important. We know the power of social media - I mean, how can we not at this point? Yet, when we find ourselves swirling 'round in the vacuum bag of life, we forget. Not on purpose, mind you, we just push relationship-building aside because other priorities or situations are in play at that moment. So then, what do you do when you feel like ten minutes now and then is all you have to spare to nurture guest relationships? One simple approach is to pose a problem and ask for advice. The problem can be about resorting, about a life question, or it can be anything at all that provides breathing space (and also serves to pop your brand before your audience's face).

So I'm asking you to think of a question that you get asked. All. The. Time. We have usual suspects:

"Do you have air conditioning?"

"Do you have TV?"

"Allow Pets?"

Basically, insert some commonly asked question here, and it'll do. Pose that question as though you were addressing your guests: "A potential guest asked me _____ today/recently/last summer. I know my answer, but I am curious about what your response, as our previous guests, would be." Or: "A potential guest asked me _____, and I would love it if my past and/or current guests would chime in on your experiences." Yet another way is (if you are open to opinions) ask about a decision you are trying to make for the resort. For example, "I am trying to order new sheets for the beds. I can't decide between cotton and microfiber. Does anyone have a relevant experience to help?"

Remember, you can pose only so many of those questions before you either run out or your feedback dries up. This is where conversation cards come into play. You can buy conversation starters on Amazon for roughly \$20. Some are icebreaker cards for team building, thought-provoking quotes, and experience sharing opportunities. In most cases, one pack of these cards would give you one year (or more) of cards to post once a week. I wouldn't suggest this more than once a week as the idea is to engage not irritate. Perhaps this strategy is best used during the times you know you are too busy to think of or make regular posts. Better yet, these posts can be pre-scheduled in the Facebook calendar to drop when you want them to. That allows you to set up an entire month in less than thirty minutes. For more on how to use this, see Scheduling Your Facebook Posts.

One word of warning: don't think this easy social media approach means it doesn't matter what you post, only that you post. No. It absolutely matters what you post because a) you're a business and you don't want for a page to get into unsavory debates, and b) you want to evoke engaging conversations and shared experiences that leave your audience with a positive interaction and memory. Therefore, make sure when you post that your questions are always innocuous and your answers kind and accepting. Remember that it is also okay to delete comments of those who are determined to ruin the spirit of sharing you are attempting to create. You can either follow up with a private message to that person or you can put a notice on your original post that says, "Please be kind -- comments that aim to hurt will be removed."

Herbal Growing Ideas

By Crystal Reed

Let's be honest. Who remembers to pack the herbs you normally use to go on vacation? Many of your customers like to make their own food once in a while and herbs add much flavor to any meal. So that said, this compact idea might work for you to offer fresh herbs for their convenience.

What is a Herb Spiral?



This compact, efficient spiral utilizes vertical real estate and creates an ideal environment for many types of herbs. The spiral ramp is wide enough for most common herbs and creates a highly productive, energy efficient garden for a compact space. When you water an herb spiral, you water from the top and allow moisture to flow down along the natural curve of the bed. This makes care incredibly intuitive since you don't have to worry about over or under watering. Plants that are on the bottom layer should be ones that don't mind the soil staying a little bit wet, as mint or cress, while the top stays reserved for herbs that prefer dry soil such as rosemary or oregano. Not only does the herb spiral allow you to customize your herb garden according to water needs, but you can also plant based on varying sun requirements. It is best

to place your spiral in a sunny area since most herbs prefer bright sunlight. Once established, herb spirals practically take care of themselves. In many areas, most herbs are perennial and will come back every year. Plus the longer they have been growing, the less water and care they require.



Besides a spiral herb garden here is another idea. You probably have some bricks laying around you aren't using. Check this photo out!

And of course you probably should mark what the herb is! Consider this!



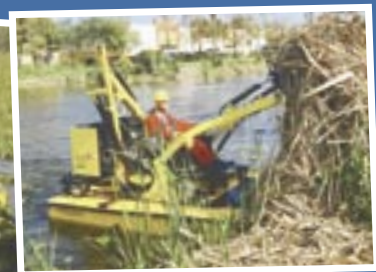
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2022 Community of Minnesota Resorts (CMR) Fall Conference

Mark Your Calendars To Attend This Year's Conference

When: Thursday, October 27th – Saturday, October 29th
Where: To Be Determined

Once we choose the location, fully develop the agenda and finalize all the details they will be announced and available on our website at: <https://minnesota-resorts.com/fall-conference/>.

What is the CMR Fall Conference?

Each year, the Community of Minnesota Resorts holds its annual Fall Conference. This is the primary venue for our members to obtain Educational, Marketing and Legislative information to allow them to navigate their resorts and campgrounds through the complexities faced as part of the Minnesota Tourism industry. Speakers present on topics and matters of importance ranging from social media, website optimization, reservation software, Explore Minnesota Tourism, Department of Natural Resources, expense management and profitability, people management and many others. It is also an opportunity to learn from each other best practices and alternatives to problems that each of us face in our businesses.



Some exciting changes to this year's format!

There never felt like enough time to explore and research vendors' products and services at the vendor show. With that in mind, ***this year we will expand upon our already successful vendor show format and increase its hours to a full day (9am-4pm) on Friday, October 28th***. This will allow attendees more time to explore vendor products and services. ***The vendor show will also be open to non-members and surrounding businesses to attend at no cost.***

For those of you with young families, we are avoiding holding any part of the Fall Conference on Halloween since we know that this is an important day to share with your kids.



Don't forget to Mark Your Calendars
October 27th – 29th, 2022
You won't want to miss it!

Reduce your 2023/2024 annual membership cost by attending the Fall Conference:

We feel so strongly that everyone can gain significant value through attendance, ***that we will reduce your resort/campground's annual 2023/2024 membership fee by the cost paid for the first attendee at Fall Conference.*** You gain the knowledge, network, make friends, get ideas to improve your resort operation, AND reduce your future membership fees! It is a win-win. ***Have more than one person attend from the same resort/campground?*** Those additional attendees pay the stated cost of attendance and those funds will offset the cost of the Fall Conference as has been the case historically. ***Not currently a member of the CMR?*** We will make the same offer of reducing a new member resort/campground's annual membership fee by the cost paid for the first attendee. If you decide not to join, the paid attendee fee(s) offsets the cost of the Fall Conference.

Major Sponsorship Opportunities!

Each year, the Community of Minnesota Resorts has solicited sponsorships of various speakers, activities and meals at Fall Conference. ***This year, we are presenting the opportunity for our Associate Members to become a Major Sponsor of the CMR with many opportunities (outlined on page 20) to promote their products and services to members, and non-members alike.*** From financial services, business planning, social media, furniture, website design, real estate planning and sales, reservation software, clothing/store offerings-our Associate Members products and services are integral to our member's business success. Pass along this Major Sponsor information to a business partner you work with for consideration! Questions? Contact Jim Wherley at info@sunsbay.com, or 218-758-2080.



CMR Fall Conference Major Sponsor Outline and Sign Up

Return this form to: CMR, PO Box 63, Royalton, MN 56373 by July 1, 2022

What you get as a Major Sponsor

Estimated Value

\$500 in flexible spending to fit your business needs. Choose only one of the below by circling the number next to the option:

1. Pay for standard sized booth at Vendor Show.
2. Purchase 40 additional minutes of vendor highlight presentation (see below) for a grand total of one hour. Presentation will be a concurrent session during the Vendor Show on Friday October 28th.
3. Purchase additional ad space in the MN Resorter Magazine.
4. \$500 in mail in rebates off purchases at any CMR member Resort or campground. Just mail in the rebate form(s) with your receipts for reimbursement. Eligible to be used on any purchase at the member resort/campground (lodging, golf, restaurant, bar, clothing, etc.).

\$500

One full color inside back page ad in MN Resorter Magazine. This is distributed as a hard copy publication to ALL Minnesota resorts and campgrounds, and as a link on our website at <https://minnesota-resorts.com/membership/education/magazine-e-newsletters/>. CMR will assign the issue the ad will be published in. Advertiser will submit ad copy and artwork.

\$750

Banner ad on CMR website for one year from November 1, 2022 through October 31, 2023. These will appear on pages assigned by the CMR on our website found at www.minnesota-resorts.com.

\$1,500

20 minute vendor highlight presentation at conference. This will be scheduled by the CMR during the Fall Conference. Presentation can include business introduction, handouts, demonstrations, specials, sales presentation, etc. (Coordinated through the Fall Conference Committee.)

\$500

Acknowledgement of Major Sponsors in online and print materials promoting conference. We will be promoting this via website, FB Groups, Groups.io, Resorter Magazine, emails to chambers, Explore MN, etc.

\$???

Total Sponsorship Value:

Over \$3,250

YOUR COST IS ONLY

\$2,500

This Major Sponsor opportunity is available only to Associate Members, or business partners who become Associate Members of the Community of Minnesota Resorts.

Yes, sign us up as a Community of Minnesota Resorts Fall Conference Major Sponsor!

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Address _____ City _____

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A. Major Sponsorship Cost **\$ 2,500**

B. If paying annual Associate Membership add \$200 (Optional) \$ _____

C. If paying Fall Conference standard booth fee add \$500 (Optional) \$ _____

Total Payment Remitted (add A, B and C and place total here) \$ _____

2022 Legislative Session Slowly Moves Along

By Joel Carlson, Community of Minnesota Resorts Lobbyist

“That is a movie we have seen before, and this session could be a replay.”

The 2022 legislative is about halfway completed – but much of the session work remains. Legislators have not yet agreed to any of the marquee issues that were discussed when the session began 8 weeks ago. Unemployment Trust Fund repayments, frontline worker bonus pay, capital investments, and tax relief will all have to wait until later in the session – quite possibly the final week or two.

Agreements in the divided Minnesota legislature have been slow to materialize in the past, but they have been reached. This year’s session may be like the others – agreements by the leaders very close to the end of session over billions of dollars

of projects and tax relief. That is a movie we have seen before, and this session could be a replay.

But, there is always the threat and potential for gridlock and then nothing is accomplished. The looming election may lead some legislators to question the value of striking compromises with Governor Walz this spring. A successful session may give candidates positive news to campaign on in the fall. Failure can only reinforce with voters the already negative views the public holds in the midterm elections against the party that owns the White House. We’ll know which path they take by May 23, 2022.

Redistricting Map Will Bring Changes For Resort Areas

A five judge panel released new legislative district boundaries on February 15 and life hasn’t been the same since. Multiple incumbents have decided they will not seek reelection in 2022, and more will surely follow.

Several resort area legislators have announced plans to leave the legislature. These members have combined legislative service of over 100 years and will leave a void for advocating for resorts and tourism. Longtime Senator David Tomassoni, diagnosed with ALS in 2021, will be leaving the legislature due to his illness. He has served in the legislature since 1992 and is one of the most well-liked members of either party. A significant and sad loss. Senator Bill Ingebrightsen has represented the Alexandria lakes area for over 20 years, and he too will not be seeking reelection. House members Reps. Paul Marquart, Dale Lueck, Sandra Erickson, John Posten and Mike Sundin are all retiring from the legislature.

Representatives Jordan Rasmussen and Steve Green have announced they will run for the State Senate in 2022.

Several legislators have found themselves in the same districts with each other under the new district lines. Sens. Carrie Ruud and Justin Eichorn are paired and will both vie for the Republican party endorsement.

12 members of the Minnesota House have announced they will run of the State Senate in 2022, the highest number I can ever recall.

Overall, 36 legislators have announced they will not return to the Capitol in 2022 - 29 retirements and 7 running for other offices including Bemidji native House Majority Leader Ryan Winkler who is running for Hennepin County Attorney.

Boat Operator Education And Certification

CMR has been working on legislation sponsored by Sen. Carrie Ruud that would expand motorboat operator training and certification to more residents. The current requirement applies only to those 12 to 17 years old, and the new requirements would eventually apply to everyone born after 1987. The bill would bring Minnesota into line with many other watercraft intensive states that require operator training.

If the bill were to pass, the new requirement for motorboat rental operators (like many resorts) would be to obtain the operator certification number and provide operating rules those renting boats. A short test may be required when giving renters instructions about safe boat etiquette.

The DNR would be required to develop the training and testing requirement with a group of stakeholders that will include CMR. Any new requirements would not be effective for over two years – in July of 2024.

CMR supports training and education of boar operators but the details of the requirements on motorboat rentals are critically important.

Resort Property Taxes

CMR is working to increase the resort property tax tiers so that more of a resort’s value will be taxed at a lower rate. The legislature has not increased the tier since 2008 on resort property. There is legislation pending this year to increase the tiers for both resorts and agricultural lands.

The value of lake property has increased significantly over the past 14 years and the property tax code needs to reflect that reality.

EMT Recovery Grants

CMR has been helping the Minnesota Tourism Growth Coalition promote legislation to help all of the tourism industry recovery from the pandemic. The bill provides \$6 million for grants to tourism promotion groups to attract conventions, festivals, and market our destinations.

The funds would be administered by Explore Minnesota Tourism and have been favorably reviewed by the several committees in the House and Senate.

Thanks to CMR President Mike Schwieters for testifying at each committee hearing from these important promotional dollars.

Virtual Day On The Hill

CMR held its Day on the Hill remotely on March 8 and 9 and it was another great time. We met with dozens of legislators, the new Director of Explore Minnesota Tourism, and the Commissioner of the Department of Natural Resources. While never as much fun as our in-person visits, we made our voices heard.

We lobbied policy makers on resort taxes, boat training, broadband programs, game and fish rules, and EMT funding. The interaction with legislators is always an education.

The planning from the legislative committee was awesome and our leave behind bobbers were a huge hit. Thanks to Clint and Patty Mueller and James and Kayla Daigle for their work getting the bobbers ready.

We a planning to get on the bus in 2023 – we need to fill it up!!

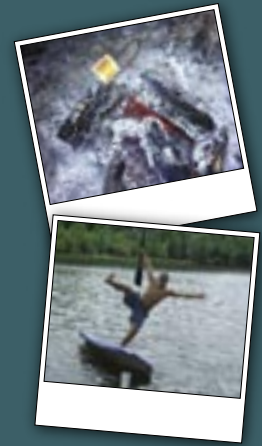
Joel Carlson owns a Legal Research and Government Affairs Business in St. Paul, Minnesota. He has represented CMR at the Capitol since 1997. He can be reached at jdcreserch@aol.com

“Virtual Day On The Hill ...our leave behind bobbers were a huge hit.”

FRONT COVER PHOTOS NEEDED!

Send your high-resolution photographs of resort life to:

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