

# RESORTER REPORTER



## From the President's Pen



Message from your President:

Happy June!

As I imagine it is true for many of you, even though we had some nice early spring-like weather, it was still a challenge to get all the spring work done. This is true for us. Even though Tim and I are in our 16<sup>th</sup> summer, spring time still is so super busy! But, like I noted in the recent Minnesota Resorter Magazine, everything that HAS to get done WILL get done. That doesn't mean it is painless!! Hang in there-in my opinion Resorting is still the best job out there (most aspects anyway).

**Your Board of Directors.** We had a CMR Board Meeting in Park Rapids on June 7<sup>th</sup>. We didn't have a meeting in May because, like you, we were all too busy getting ready for the summer season. At the meeting we spent some time finalizing the budget for 2017-2018. At the meeting we also voted in Bob Schimerowksi from Diamond Lake Resort to be on the board to fill an open position. Welcome, Bob, to the Board!

**Last Minute Openings:** At the board meeting we also talked about the Last Minute Openings (LMO) opportunity on the CMR website. The cost is only \$5 per cabin or \$2.50 per campsite listing. It isn't for a discount, but rather just advertising any openings you have. A quick reference guide was created (see page 8 of the newsletter) to make it even easier for you to take advantage of this opportunity. Additionally, to make it more visible to potential guests, the Marketing Committee added a link to the LMO towards the top of the page on the new website.

Our next board meeting is scheduled for August 23<sup>rd</sup>.  
Enjoy your June at your resort!

Karen Senger  
CMR Board President

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 back arrow in the upper left hand corner. You will then return to the Resorter Reporter.

## Community Of Minnesota Resorts Calendar of Events

- August 23** Next CMR Board Meeting-open to all members  
8:30 Committee Meetings  
10:00 Board Meeting  
Park Rapids-location TBD
- September 1** Resorter of The Year Nominations Due
- September-TBD** Fall Resort Tour
- October 29-31** CMR Fall Conference  
Arrowhead Lodge  
Alexandria, MN

**Make sure to mark your calendar for these upcoming events!**





## CMR Scholarship Winners

The CMR would like to thank the Scholarship Committee consisting of Bob & Lynn Scharenbroich, Anna Craig, Mark Novotny, and Carolyn Aarsvold who met to review and select the winners of this year's scholarship winners. There were 9 applicants this year, and the committee commented on the quality and worthiness of all the applications which made their decisions very difficult.

All applications were received by Jim Wherley, CMR Office Manager, who reviewed each application submission for the following: Postmarked by the March 15th deadline, applicant was from a resort that had been a member of the CMR for at least 3 consecutive years and is a member in good standing, and submission of all required documents per the application guidelines. Once these items were verified, Jim made the submissions anonymous by blacking out the names of the applicants on all forms and any reference to the resort they were from. Each submission was then given a submittal number to separate it from all other submittals. The anonymous submittals were then provided to the committee members who voted on the applications resulting in the 4 winners. The winners were then chosen to be awarded either the Carol Kirchner, Pine Insurance or CMR scholarships. **At this time, we are pleased to announce the winners of this year's scholarships as follows:**

Jack Bateman, Two Inlets Resort-Carol Kirchner Memorial Scholarship  
Colton Casselman, Lakewood Lodge-Pine Insurance Agency Scholarship  
Courtney Senger, Cedar Point Resort-CMR Scholarship  
Calvin Bateman, Two Inlets Resort-CMR Scholarship

Winners' essays and photos will appear in a future Resorter Magazine publication. The CMR is proud of its ability to offer these four scholarships to our members, and thanks the Carol Kirchner family and Pine Insurance for their generous contributions toward the CMR Scholarship program.

## Resorter of the Year Nomination Submittal Deadline-September 1, 2017

The Community of Minnesota Resorts (CMR) selects, through nominations by its members, one resort and resort owner that has shown a dedication for 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. Click on the nomination form below to nominate the resorter who you feel should be "Resorter of the Year."

[Resorter Of The Year Nomination Packet](#)

## Find The Spot Game

Do you have new or returning guests who still don't know where various buildings (fish cleaning house, shower house, bait barn, etc.), or other items (ice machine, launch, life jackets, etc.) are at your resort? Anna from Black Pine Beach Resort has come up with the "Find The Spot Game" where guests are provided a photo and are challenged to find the spot where that item is at on resort property. Guesses are entered in a drawing for a prize, and it allows more guests to explore the property and educate them in a fun way where various items can be found. Below are some examples:



### FIND THE SPOT!

*\*All spots are on the BPBR property.*

Let us know your guess to be in a drawing for a prize!

Hint:

Baby bunny greets the morning! He might not know how many can look out their different cabin windows at the same time and see him.



### FIND THE SPOT!

*\*All spots are on the BPBR property.*

Let us know your guess to be in a drawing for a prize!

Hint:

Don't be fooled by the classy look, a lot of gutsy stuff happens here.

## New CMR Website Must-Dos To Verify Website Content!

First, go into the CMR website <http://minnesota-resorts.com/resorts/> to the resorts page and find your resort. Under the state map, click "View All"-it will pull up all 151 listings on the CMR site. Then click Sort List A-Z. Then find your resort. If it is listed, great! If it is not, your resort has somehow not been uploaded to the new site. Email Jim at [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com) so the issue can be resolved.

Second, do a search for your resort by region. Under #1 "Find Your Vacation Today", click on the region your resort is in. Then under #2 Next "I am interested in..." , click on cabin. Then click the box "Find Your Vacation". Did your resort show up in this search? If so, perfect. If not, there is a problem and you need to edit your resort listing to include the region your resort is in.

Third, do a search using the Advanced Search Tool on the right hand side of the same page. Type in your resort name, city and lake then hit Search. Did your resort show up in this search? If so, perfect. If not, your resort listing may not include the city and lake you are on and needs to be edited.

Fourth, did your listing show up with your resort name, but have this picture? (Almost 30 current listings do.) This means you need to edit your content and add your own photos from your resort. This is a stock photo placed in your listing because there weren't any of your resort photos provided.



Finally, does your listing show your resort name and your address under it, but nothing else except closed parenthesis like this (...) and the word More? If so, you need to edit the content in your listing to describe your resort, input amenities, and fill the fields that provide potential guests the insight into your resort that will attract them to rent from you.

Here are the tutorials again to assist you in logging on, editing your listing, etc.

[Log In Guide](#)

[Dashboard Guide](#)

[Edit Your Listing](#)

**IMPORTANT:** Do not assume that all of the content from your listing on the old CMR website transferred over to the new site correctly! You must go into your listing and review all of its content for complete accuracy and update it. No one knows your resort and what your website content should be better than you, so please verify your content to ensure it is complete and accurate. This is a very important aspect of your membership, and we want to ensure that ALL listings reflect your resort in an accurate manner. Do not allow your listing to be incomplete go in and edit it and give it full content today!

### Other Hints:

Now, on the home page of the CMR website, two resorts are randomly featured each time a guest first enters the site. (They show up under the area in green where it says Plan Your Stay.) If you move your cursor over the largest of the photos the name of the resort and lake it is on appear. This is very nice, but when I saw this I changed my feature photo to show my resort name in it because just looking at the photo as a guest without the resort name it looks like a photo of just another cabin, or another fish. We recommend putting a picture with your resort name in it to personalize it so that people know what resort they are looking at.

Remember, now you can put in 5 photos, so all 5 would show up on this main page when your resort is randomly shown. Guests want to see the personality of your resort, so be sure to put in 5 photos!

## Associate Members-Edit Your CMR Website Listing Now!

As an Associate Member you should also be logging into the CMR website under the Member Login and editing your listing. Put a photo in your listing, detail products you sell or highlight a special offering specific to CMR members. Members want to review your product offerings, so make your listing as complete as possible.

Many listings do not currently have descriptions of products or services offered. Keep in mind, some content may not have transferred over from the old website, so you need to update and edit your content.

Need assistance? Contact Jim at [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com)

### 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.

### 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://minnesota-resorts.com/wp-lib/wp-content/uploads/2017/05/2016-2017-CMR-Board-Members-and-Staff.pdf>

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.

Did you know within the Members Only section of the new CMR website you can find many educational items to assist you in running your business?

You can find previous copies of the Minnesota Resorter magazine, Resorter Reporter newsletter, contact legislators, forms and applications and other information that you can refer to long after it has been published.

Just go to the CMR website [www.Minnesota-Resorts.com](http://www.Minnesota-Resorts.com), click on Member Login at the bottom of the page, sign in, and then peruse the member only dashboard to see all the information that is available to you.

Have a suggestion of other items you would like to see on the members only dashboard? Just let a Board member know.

Remember, from the Member Only dashboard you can also refer to our Associate Member sites for products specific to you as resort owners. Once logged in and on the dashboard page, just click on vendor directory on the left hand side and peruse the Associate Members of the CMR for products and services.

## Legislative Update

The CMR monitors the actions of our legislators at the capitol via our lobbyist Joel Carlson. Joel is hired by the CMR to assist us in protecting our member resorts' best interests when it comes to new legislation being proposed, or changes to existing legislation. With the legislative session just concluded, we wanted to update you on the 3 primary legislative items we lobbied for down at the capitol.

### Minnow Licensing Requirement-WE WON!

Did you know that you need a minnow retailer license to sell minnows? Probably. Did you also know that you needed a duplicate minnow retailers vehicle license and vehicle identification to transport more than 12 dozen minnows from where you purchased them back to your resort? Well according to state law, you did need this duplicate license and identification.

That is until this legislative session. Through the lobbying efforts of the CMR, as a resort you no longer are required to have this duplicate minnow retailers vehicle license and vehicle identification to transport minnows if you are already licensed to sell minnows as a resort, you are transporting minnows purchased from a minnow dealer's place of business directly to the resort, you possess a detailed receipt, including the date and time of purchase, and you present the receipt and minnows for inspection upon request.

This duplication in license requirements was not necessary, and was costing us as resorts additional money to be properly licensed. Now you need only the one minnow retailer license!

### EMT Funding-WE MOSTLY WON!

EMT was awarded the funding they sought for localized tourism events in the amount of \$900,000.

They also received \$500,000 for computer and internet upgrades that were needed.

EMT also received an operational fund increase-not as large as we wanted, but still an increase.

### Post Labor Day School Start-WE WON!

There was no new legislation proposed for any schools to start prior to Labor Day in this legislative session. This is a big win as our voice is being heard on how starting school prior to Labor Day negatively impacts tourism and resort stays as a whole.

There were also items we supported on a broad basis that were approved that positively impact resorts.

AIS County funding stayed in place at current levels, and \$900,000 of new funds was allocated to the U of M research center to assist in fighting existing and new forms of Aquatic Invasive Species.

Those resorts classified as 4C commercial, the state wide business assessment tax was frozen at its current rate. Plus, the first \$100,000 of assessed value was excluded from this tax. This assists many small businesses in reducing their property tax burden.

Resorts on state trails can now be included in the Ma and Pa 1C classification. We believe this only impacted 2 resorts statewide, but is a positive for those that it impacted.

We now turn our legislative focus to next year's efforts. One of our focuses will be the revision to extremely outdated child labor laws and restrictions that negatively impact the ability to hire capable workers under the age of 18 at our resorts. If you have others you'd like us to review, let a CMR Board member know.

## Last Minute Openings How to List a LMO on the New CMR Website

With the launch of the new website, many have inquired as to how to list a Last Minute Opening. It is still fairly easy, and somewhat like the old website. However, we wanted to provide the attached guide to give you a step by step on how to list your “Last Minute Openings”. The first thing you must do is click [HERE](#) to go to the Member Login page of the CMR website and login. Once you are logged in, just follow the below guide.

### [Guide To List A Last Minute Opening](#)

Cost is the same, just \$5 for a cabin and \$2.50 for a campsite listing.

**NOTE:** Based on member feedback, there was a recent change to the home page on the website. It now shows the wording “check out our Last Minute Openings,” and when a potential guest clicks on that, it shows all resorts with current listings.

Keep providing us feedback on the website so that improvements can be made that you think potential guests would find appealing or make the site easier to use.