

# RESORTER REPORTER



## Spotlight On Spring Workshop!

Yes, it is time to **SIGN UP** for the CMR Spring Workshop!  
You can do so by clicking this link to an [ONLINE REGISTRATION FORM](#),  
or utilize the one coming to you via US mail!

**WHEN:** Tuesday, April 9<sup>th</sup> 9AM – 5PM (Registration starts at 8)

(There are also optional pre workshop CPR/First Aid and RezStream training classes on April 8th, see registration form for details and cost for these separate sessions.)

**WHERE:** Boyd Lodge, 36539 Silver Peak Road, Crosslake, MN 56442

**WHO:** Every Resort in Minnesota is invited to attend

**Cost:** \$50 per person for the first 2 attendees, 3<sup>rd</sup> and more is \$30 per person. **Non-Member:** \$80 per person.

This is what you can expect:

- **Resorter Panel:** Hear what 3 of your fellow resorters have to say about equipment rentals: What do they rent? How often do you replace them? Do you replace with new or used? Do you have a damage deposit? Do you have renters sign a rental agreement? Do you rent to non-guests? Do you buy 2-stroke or 4-stroke motors? Do you rent fishing gear? Do you rent golf carts? .....

They will also talk about cabin furnishings: Bedding, how often do you replace them? What quality do you replace them with? Do you supply towels? Mid-week housekeeping, do you offer it and, if so, do you supply linens and charge for it? How often do you replace furniture, mattresses, etc.? Do you have TVs in your cabins, if so, what size and type?.....

- **Landscaping:** Learn about ways to enhance your landscaping on a budget, rain gardens. What plants/trees are best for our zones, and much more.
- **Insurance:** It is necessary and there is so much to learn. How about signage, can we still be held liable for personal injury? How much should we be insuring our buildings for? How to plan for disasters.
- **Crackerbarrels:** What interests you? Bring your questions. Crackerbarrel time is the time that we schedule for anyone to ask the rest of the group (fellow resorters.... Experts and novices) their opinion on whatever topics or concerns you have. So, bring your questions.
- **Marketing:** What are the updates that our marketing committee has been working on for the CMR. What is Loony In Minnesota? What about the email campaign and the billboards?
- **Legislative:** The legislative committee will update you on the DOH (Day on the Hill) and other issues that are important to our resorting community.
- **EMT (Explore Minnesota Tourism):** Minnesota's statewide tourism department will give an update on what Minnesota is doing for tourism. What is "True North?"
- **And more:** Some attendees love the breaks and lunch time the best because they can talk with friends and make new ones.

**Again, you can sign up with the attached registration form, or watch for one in your US mail. We hope all of you can attend!!!**

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

- April 8            Optional Spring Workshop Classes  
                   Boyd Lodge, Crosslake  
                   CPR/First Aid  
                   RezStream
- April 9            Spring Workshop  
                   Boyd Lodge, Crosslake  
                   **See Page 1 for details!**
- May 1             CMR Scholarship Winner Notification
- May 11            MN Fishing Opener

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





Day On The Hill attendees with Governor Walz after our meeting to discuss issues facing Minnesota resorts.

## CMR Day On The Hill-Recap

On February 19th and 20th 24 of your fellow resorters traveled to the capitol to visit with legislators about issues facing all of us as resort owners. Click [here](#) to be taken to the Membership page on the CMR website, and scroll down to the heading "Day On The Hill", to see a recap of our efforts and links to the various bills we were discussing with legislators.

## April Fools' Day

So it's April 1st, or April Fools' Day.

Do you know the history behind April Fools' Day? You can click [here](#) to get some information on the day and its origins.

It is also the time of year that sees winter turn to spring, and we as resort owners, begin preparations for the upcoming season. Cabin cleaning, landscaping, putting in docks, cleaning beaches, repairs, etc. No fooling about this though, the season is right around the corner.

# What's in a brand?

**Branding** is the process of giving a meaning to specific company, products or services by creating and shaping a brand in consumers' minds.

**The Community of Minnesota Resorts has initiated a branding campaign to create additional awareness to potential guests of our members and their resort offerings. What image reminds you of Minnesota, lakes, vacation traditions and resorts? Answer: Minnesota's state bird, which resides on our 10,000+ lakes adjacent to all of our resorts.....The Loon!**

The common loon (*Gavia immer*) was adopted as the official state bird of Minnesota in 1961. It is synonymous with the "up north" Minnesota vacation. It can be heard as we gather on the shoreline or around the campfire at our resorts.

## Common Loon Facts

Loons are known for their cries, wails, and yodels - their eerie, echoing calls are a distinctive feature of Minnesota's northern lakes. Approximately 12,000 of these unique birds make their summer homes in Minnesota.

Loons are large black and white birds with red eyes; they have wingspans up to five feet and body lengths up to three feet. Although clumsy on land, loons are high-speed flyers and excellent underwater swimmers (they will dive to depths of 90 feet in pursuit of fish).



**Stay tuned for more on the "Loon" and the Community of Minnesota Resorts' branding campaign coming soon!**

## 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 are going on in



your area and around the state.

[Explore Minnesota Events Update](#)

Once at the site, just click on the most recent events update on the site and view your area's upcoming events.

### EMT Express

EMT Express provides biweekly news and tips for the people who market Minnesota tourism. Click [here](#) to be taken to the EMT Express website page. Do you want the EMT Express delivered directly to your email address? Click [here](#).



Plan to Attend an Explore Minnesota Listening Session

In anticipation of the development of Explore Minnesota's 2020/21 strategic direction, Explore Minnesota will be conducting listening sessions in each of the tourism regions.

This is another opportunity for our tourism industry partners to share ideas with Explore Minnesota and provide valuable insight into the issues and challenges that affect businesses, organizations and communities statewide. These listening sessions will help establish priorities and direction for the future, ensuring the agency's resources are effectively put to use to benefit the entire state. All listening sessions will take place from 1-3 p.m. Advance registration (go to <https://www.regonline.com/builder/site/Default.aspx?EventID=2560434>) is encouraged but not required. You are welcome to attend any/all sessions that fit your schedule.

April 30	<b><u>Minneapolis-St. Paul Region</u></b> Eagan Community Center 1501 Central Pkwy. Eagan, MN 55121
May 1	<b><u>Southern Region (SW )</u></b> Comfort Suites & Worthington Event Center 1447 Prairie Drive Worthington, MN 56187
May 2	<b><u>Southern Region (SE )</u></b> National Eagle Center 50 Pembroke Ave. S. Wabasha, MN 55981
May 15	<b><u>Central Region</u></b> Crow Wing County Land Services Building 322 Laurel St. Brainerd, MN 56401
May 16	<b><u>Northeast Region</u></b> Timber Lake Lodge 144 SE 17th St. Grand Rapids, MN 55744
May 23	<b><u>Northwest Region</u></b> Northwest Minnesota Foundation 201 3rd St. NW Bemidji, MN 56601

Find Your True North  
#OnlyInMN

For questions or additional information please contact:

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As a result of a discussion at this year's Community of MN Resorts' conference, we formed a Facebook group that our CMR members are invited to join. Our new FB group will include CMR event information, allow for greater networking, and will hold/organize content that is shared by the CMR.

We invite you to introduce yourself, ask questions, share ideas, and dive into discussions in our new Community of MN Resorts Facebook Group.

We encourage and equip each other by sharing expertise, asking questions, and offering ideas about marketing, hospitality, business logistics, resort management, and other related topics. We've found that FB groups makes it easy to organize and search for discussions, questions, and also get familiar with people within our organization. Experiment a little bit-who knows where this can go!!

Click on the following link to start seeing content and asking questions:

<https://www.facebook.com/groups/cmrmembers/> We have pre-registered your e-mail that is registered with the CMR. If you use a different e-mail for Facebook, just make a request to join the group after clicking the link and you will be approved in a day or two.

Do not fear, the Yahoo Chatline is not going away. We are just adding this enhancement to our ability to communicate as an organization.

We would like to thank Kayla Daigle from Two Inlets Resort for setting up the group and assisting in this process! Please let us know if you have any questions.

## **LAKE SERVICE PROVIDER PERMIT RENEWAL**

Did your lake service provider permit expire in 2018? You can now renew online by clicking this [link](#). It is very easy to renew your educational requirements online versus attending the classroom training.

Not sure if your resort should possess a lake service provider permit? You can click [here](#) to read about whether your resort requires a permit.



## Community of Minnesota Resorts Scholarship Awards

Each year the Community of Minnesota Resorts offers four scholarships to a student in high school or a current undergraduate or technical school student. This year there are two \$750, and two \$500 scholarships available! The scholarship funds are made available to children and grandchildren of CMR members. An eligible member is one who has been a member for at least three consecutive years and is currently a member in good standing. Associate members are not eligible for scholarships.

We want to take this opportunity to thank all of those who have submitted applications for the award of this year's scholarships. A scholarship committee will be meeting during the Spring Workshop to determine the winners of this year's scholarships. Recipients of the scholarships will be notified no later than May 1st. The President of the CMR, or an appointed representative, will notify the recipients and set up a time for award presentation. Recipients of the scholarships, along with their photos and essays, will be published in a future addition of the Minnesota Resorter magazine.

Scholarships are to be paid by check to the school of the recipient's choice after the student has completed the first grading period (quarter/semester/trimester) the following fall. Scholarships may be applied to the second or third grading period of the year.

The student's transcript from their first quarter/semester/trimester must be submitted to the CMR office by June 15th of the school year the scholarship was awarded. The scholarship will not be paid until the transcript is received.

We would also like to take this opportunity to thank the members of the CMR for their sponsorship of two of the scholarships via membership dues, and we also want to thank Pine Insurance Company and the Kirchner family for making two other scholarship awards possible through their generous sponsorship donations.