

Minnesota *Resorter* *Resorters Helping Resorters*

Education:

CMR Fall Conference • Oct 31st – Nov 2nd

Marketing:

Ten Things I Wish I Knew Before I Sold my Resort

Legislation:

Remote 2021 Legislative Session



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A PUBLICATION OF THE COMMUNITY OF MINNESOTA RESORTS



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Self-inspection is an important part of having a septic, but hire a professional at least every 3 years to perform a full 21-point inspection.



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Minnesota Resorter

Resorters Helping Resorters



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Spring 2021

Vol. 37 No. 2

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About the cover: This photograph was submitted by Kim Bowen, Crow Wing Crest 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 Clint Mueller
Community of Minnesota Resorts

Well, summer is almost here! By the time you get to read the *MN Resorter* magazine, many of you will be open and running for the season. The Community of Minnesota Resorts (CMR) wanted to hold off until after Day on the Hill and our Spring Conference before publishing to ensure we can give you all the current information.

So, are you ready for another summer with COVID? How has last year's COVID Pandemic altered your

decisions for this year's run? How do you think people will react when making vacation plans going into the future with vaccines available pretty much to everyone by the first of May? Are guests going to go back to their old vacation habits now that all vacation options worldwide are back on the table, or has COVID started a new vacation trend for many families? I'm afraid we will not know the answers to those questions until after this summer when our guests are checking out to go home. Have we (the resort industry) done enough to change their vacation habits permanently? That was one good thing about COVID; it brought back family values and family time, which is where we excel.

After all the information we received last year on how to safely open our resorts and now a year later with new information on how the virus survives and spreads, what will you do

differently? A lot of us ran Ultra Blue Light equipment to kill the virus, sanitized our outdoor equipment multiple times a day, had no contact registration for our guests, went to a six-day week and allowed a day for cleaning, had our guests bring their pillows and sheets, had our lodge or store hours reduced or not even open, canceled all group activities, and had our guests wear masks and social distance. What things are you going to continue to do, and what things are you not? I think we all found that we could save some time and money when we eliminated certain things, not to mention our sanity. But do not forget, it's what our guests want that counts! They were forgiving last year with so many unknowns about COVID, but have their minds changed?

Hopefully, by being a CMR member and taking advantage of the free membership until September 2021, the CMR has given you enough information from our School of Resorting classes, workshops and conferences, cracker barrels, and updates from our office manager regarding the Centers of Disease Control and Prevention and Minnesota Department of Health guidelines to assist in making decisions easier. Just remember, now is our time to shine! They are here now taking vacations, and we want them to come back year after year, so do everything you can to make that happen, spoil your guests and keep them happy.

The CMR finished our Spring Conference via Zoom, and it was good to see so many faces I have not seen in a while. We had good attendance, and I thought all the speakers were excellent. Everyone seemed optimistic that this year will be as good as last year for resorts. I guess only time will tell. I wish you all a problem-free and prosperous Summer.

Clint Mueller
Balsam Beach Resort

Submit Your Nominations for the Community of Minnesota Resorts 2021 Resorter of the Year



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

HEADED FOR COLLEGE?

APPLY FOR A CMR SCHOLARSHIP!

To build on our motto of *Resorters Helping Resorters*, one of our goals is to provide scholastic achievement within the resorting community. There are four scholarships available: the Carol Kirchner Memorial Scholarship (since 1999), the Pine Insurance Scholarship (since 2012), the Minnesota Resort Sales Scholarship (new in 2020), and the CMR Scholarship (sponsored by our members). Plus, through the generous donations of our sponsors, ALL four scholarship award amounts have been increased to \$750 to better assist applicants in their academic endeavors. The scholarships are to be used for tuition and/or related fees for students in pursuit of their academic or vocational advancement. 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. Associate Members are not eligible for scholarships.

Who is eligible to receive a scholarship?

- A senior in high school who is planning to attend a four-year college, a community college, or a vocational/technical college.
- A current college undergraduate or vocational/technical school student.

Specific submittal guidelines are provided on the scholarship application which can be found on the CMR website at <https://minnesota-resorts.com/scholarships/>, or by contacting the CMR office at:

CMR@Minnesota-Resorts.com or
320-212-5107.

Applications are being accepted
now up through the
DEADLINE TO APPLY OF MARCH 15, 2022.

WELCOME TO OUR NEW COMMUNITY OF MINNESOTA RESORTS' MEMBERS

We'd like to take this opportunity to welcome these Resorters 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 Jim Wherley 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

- Shay Fortier and Steve Krogen
Adventure North Resort, Walker
- Robert and Jennifer Weeks
Agency Bay Lodge, Walker
- Gary, Lori and Ross Coyer
Cabin O'Pines Resort and Campground, Orr
- Steve and Lynn Gribble
Cozy Cove Resort, Dent
- Darin and Jessica Zanke
Island View Resort on Nest Lake, Spicer
- The Onraet Family
Jessie View Resort and Campground, Deer River
- Juli, John, Matt, and Mindy Evers
Kimp's Kamp, Dent
- Beth and Jason Klinski
Knotty Pines Resort, Nevis
- Zack and Rachael Bialka
Lake Emily Resort, Emily
- Aimee and Preston Osborne
Lakewood Lodge, Deer River
- Jay and Judy Malstrom
Loon Lake Resort, Vergas
- Samuel and Heather Openshaw
Otter Tail Beach Resort, Battle Lake
- Joy Barnick
Pocahontas Resort, Dent
- Stuart and Andrea Swenson
Sundance Ridge on Crosslake, Crosslake

New CMR Associate Members

- Justin Zak, *Aquaglide*
- Shane Stillwell, *CabinKey*
- Angela Domenech, *Cloudbeds*
- Karen Vivian, *Northland Lawn Sport and Equipment*
- Peter Henkels, *Paddle North*

New Retired Resorters

- Bob and Su Ugstad, *Formerly Balsam Bay Resort, Deer River*

EDUCATION

Resorter of the Year Award 2020

By Kim Jamtgaard, Wildwood Resort



Every year the Community of Minnesota Resorts (CMR) presents the Resorter of the Year Award (ROY). The CMR usually awards the ROY Award at the Fall Conference. However, due to the oddness of this pandemic year, it was awarded at the Spring CMR Conference.

To be considered for the award, resort owners must:

- have been CMR members in good standing for the previous three consecutive years under the same ownership,
- have demonstrated the ability to maintain a prosperous and progressive resort,
- have a history of helping and mentoring other resort owners/operators,
- be involved in community activities,
- not have been a ROY award winner in the last five years, and
- not be a current member of the awards committee.

In essence, the award is given to the resort owners who exemplify the spirit and goals of the CMR and live the motto *Resorters Helping Resorters*.

Each year ROY nominations are reviewed by the ROY committee, made up of the previous three award winners. This year the committee members were retired resorters Tim & Karen Senger, Clint & Patty Mueller of Balsam Beach Resort, and Kim Jamtgaard of Wildwood Resort. Usually, the committee visits each resort for a tour and an interview. This year COVID prevented in-person visits, so we conducted the interviews by phone. This year's nominees are amazing people doing extraordinary things with their resorts, so our decision was a difficult one!

The story of our 2020 ROY award winners started on a blind date in college! After marrying, they lived in Minnesota, Iowa, and Missouri - wherever his job managing commercial real estate took them. They focused on raising their family and are the proud parents of two grown children. Eight years ago, they jumped into the resort industry. He told us that the resort had good bones when they took over ownership but needed TLC. Initially, they focused on updating carpets, beds, and *cosmetics*. As time went on, they graduated to more extensive improvements such as roofs, windows, and remodeling bathrooms. When the adjacent property became available, they relocated their own home to the new property and converted their old home into a reunion house. They recently expanded their campground and built a tiny house that they rent out on one of their new campsites.

Their relationship with the CMR began before they had even closed on their resort. They attended a fall conference where they received a warm welcome from members and felt reassured to know that *"people actually do this for a living."* She said she was relieved to know we weren't crazy! What they appreciate most about the CMR is the opportunity to learn from other resorters. He said, *"you can't know everything!"* and that they are constantly picking up information

from others. The thing they enjoy most about helping fellow resorters is seeing others achieve success and ensuring the continued viability of the resort industry. Childhood memories of vacations spent enjoying Minnesota resort vacations inspire them to do their part for the industry so that others can continue to experience resort vacations as they did.

They have taken an active role in the organization by helping with the magazine, serving on committees, and serving on the CMR Board. One-half of this winning couple has acted as the CMR Office Manager for the last four years, and he says he has enjoyed helping other resorters in that role. They believe that they have also greatly benefited from his experience because they are plugged into the industry in a way that they wouldn't have been otherwise. COVID has challenged our ROY award winners as it has everyone. As office manager, he felt responsible for facilitating communications between state and federal government and CMR members, and he worked hard at disseminating volumes of information as it became available. He went above and beyond his role as office manager in fostering discussion related to operating during a pandemic and sharing their business plans and resources.

Together, in addition to their work for the CMR, they have supported their community by being a member of the Chamber of Commerce, serving on their lake association board, the Ottertail Aquatic Invasive Species Task Force, church council, and various church committees. They have also been active at the county and state level advocating for the resort industry.



The resort couple who nominated our winners were new resort owners when the couples met at that first fall conference all those years ago. They became fast friends and supported one another through regular get-togethers. They bounced ideas off each other to help with short and long-range planning and helped each other fill vacancies. The couple who nominated

our Resorters of the Year believes they are deserving of the award because our winners *"are always ready to help other resorts both locally and in greater Minnesota. Both have gone above and beyond to make the Community of Minnesota Resorts a better organization and truly live the motto Resorters helping Resorters."*

I'm delighted to announce the winners of the 2020 Resorter of the Year Award are Jim and Kristin Wherley of Sunsetbay Resort.

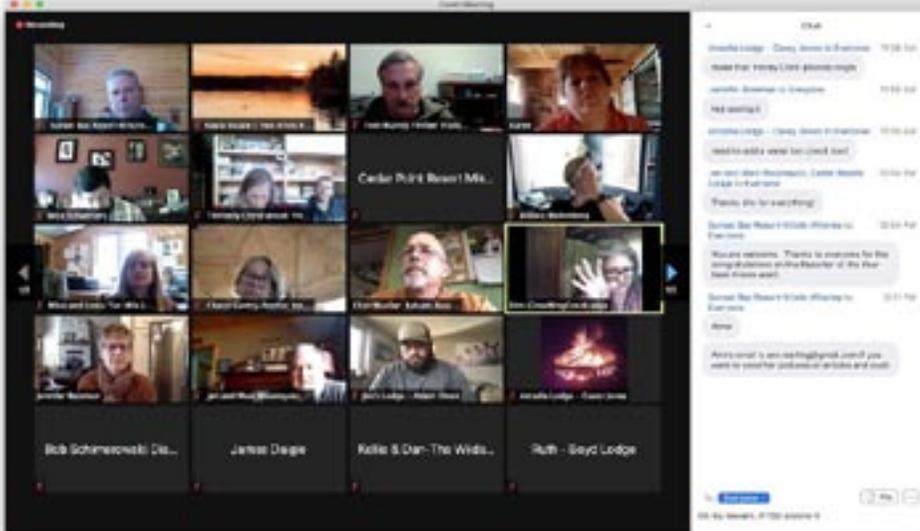
**Want to nominate a fellow resorter for the
CMR Resorter of the Year?**

Visit <https://minnesota-resorts.com/login/> for information.

CMR Spring Conference

By Timberely Christiansen, CMR Education Chairwoman

The Community of Minnesota Resorts (CMR) 2020 Fall Conference was switched to Spring in hopes of being able to hold it in a *face-to-face* venue. However, with COVID still going strong in December, it was decided it was safest to keep the Spring Conference as planned, out of precaution, in Zoom format. Not exactly how we wanted, but it ended up being a great two days of learning.



The Spring Conference was held by Zoom on March 27th and 28th. The first day, Saturday, started at 9 a.m. with a welcome from CMR President Clint Mueller. The day continued with speakers from Peacemaker's, MN Department of Natural Resources, Explore Mn Tourism, Lakes Proud, and Pro Resources. Of course, there were multiple crackerbarrels which were a highlight for many! There is no better way to find answers to burning resort questions than to ask fellow resorters! The day ended with a Resorter Panel discussing plans for the coming season.

Sunday started at 10 a.m. with a discussion about paddleboards from Paddle North. The day continued with recognition of Dave Bergman from Explore Minnesota Tourism and the Resorter of the Year award presentation. To finish the day, the Annual Meeting was held.

All in all, the conference was a great success. With over 35 resorts in attendance, many with multiple watchers, it was a weekend of learning and fun! Even if it wasn't the same as our in-person conferences, we still made ways to see vendors by doing vendor videos and even had a *Live Auction!* I think that counted as entertainment too! We might have to keep those two onboard for more entertainment in the future!

We are moving forward with plans to hold the Fall Conference in Duluth, October 31st – November 2nd. More announcements to come as we get closer! We can't wait to see you all there, in person, to celebrate another fantastic summer!

CMR Spring Conference's Silent Auction Item



Casey Jones, Arcadia Lodge, was the successful bidder winning the two Adirondack chairs and table that was handcrafted by Clint Mueller, Balsam Beach Resort for the CMR Spring Conference's Silent Auction. Auction proceeds go to CMR's legislative efforts.

Spring Conference Vendors

THANK YOU VENDORS!

- Great Places Minnesota
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- AquaGlide
- RezStream
- Viking Log Furniture
- Minnesota Resort Sales
- Cabin Key
- Inn Room Supplies
- RAVE Sports
- Paddle North

2021 Community of Minnesota Resorts Fall Conference

Save the Date!



October 31st to November 2nd
Duluth Convention Center

- Educational Classes
- Large Vendor Show
- Crackerbarrels
- Members' Annual Meeting
- Silent Auction
- Sunday Evening Entertainment
- Pre-Conference Bonus Fun

For more information contact
Jim Wherley, CMR Office Manager
320-212-5107 or
CMR@Minnesota-Resorts.com
to register.

EDUCATION

How I learned everything about my propane gas system the hard way!

By Tom Marnik, Timber Trails Resort

When I bought my resort nine years ago, I knew almost nothing about my propane gas system. I did have some general knowledge about how natural and propane gas goes *BOOM* from my training as a volunteer firefighter, but that was it. So, after a myriad of gas-related problems along my journey as a resort owner, I have become an *expert* by default. I haven't blown up a cabin yet, but I did come close.



At the cabin, you should have a secondary regulator that changes the pressure from about 10 psi to 11 – 13 inches of water column.

Let's start with the basics. Resorts are like mini-cities. We have utility systems we own and must maintain (water, electricity, roads). Our gas supply system is one of them, and it starts at the propane tank. A propane tank is under high pressure, about 124 psi on a pleasant 70 degrees spring day. Most propane appliances (stoves, heaters, hot water tanks, etc.) work at less than 0.5 psi of pressure, so the gas pressure needs to be regulated.

Most systems work on a two-stage regulator system. The first regulator located at the tank brings the pressure down from tank pressure to 10 psi. This pressure is needed to push the gas through distribution lines to each of your cabins/home. At the cabin, you should have a secondary regulator that changes the pressure from about 10 psi to 11 – 13 inches of water column. Inches of water column! What the hell is that? It's the pressure needed to raise a column of water up a tube 11 -13 inches with the end of the tube exposed to the atmosphere. Why do they use that measurement? I think it is to scare people and make them feel dumb so they don't mess around with gas systems and appliances. Maybe for a good reason.

This is probably a good time to cover my butt and let everybody know natural, and propane gas can be dangerous, and you could kill yourself or somebody else if you don't know what you're doing. My take is the more you know about this stuff, the safer you will be.

So far, I have only burnt the hair off my arm once and got a nice sunburn. If you don't feel comfortable working with gas, call a plumber or your gas supply company on a Sunday evening when your guest informs you the hot water is cold.

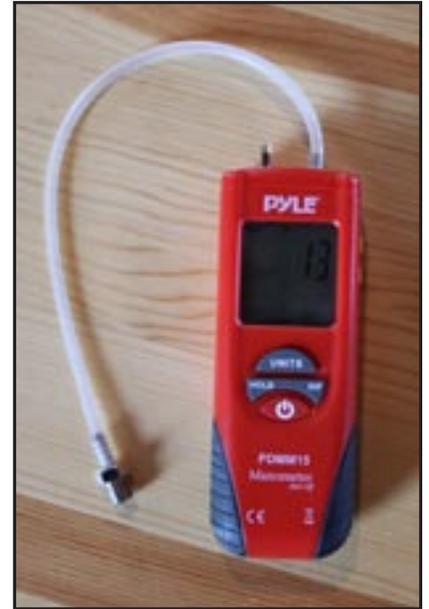
Back to inches of water column. If you do the conversion of 11 – 13 of water column, it equals a bit less than 0.5 psi. This is not much pressure at all. A vital tool I have purchased for working on gas systems is a manometer. A manometer is a device that can measure very low pressures and specifically in the units of inches of water column. It costs about \$50-\$75. Each gas regulator should have a 1/8-inch test port that is plugged. Some have two plugs, both pressure in and out.

Every regulator should have a shut off on the incoming line. Shut that off and hook up the manometer to the port with a fitting and plastic tube, and you can check the pressure after you turn the gas back on. This helps tremendously in troubleshooting a pressure problem. How did I learn that? When a not-so-competent plumber installed my brand-new heating system in the original home I converted to a five-bedroom cabin, he did not check the incoming pressure, nor do I think he knew how to. The furnace kept shutting down and showed an error code of low pressure.

After many excuses from the plumber and an "I can't help you," I figured out how to bypass the low-pressure sensor, and hooray, the system worked. (Not a solution - just a quick fix to get the deer hunter's heat for the time being). One month later, another cabin furnace was having problems. I called a competent plumber, and within five minutes, he checked the secondary regulator and then the primary regulator on the tank with none other than a manometer.

Come to find out; the primary regulator was faulty. I called the propane company, and at no cost, the regulator was replaced, and both of the cabin heaters worked fine. I said to myself, got to get one of those meters, so I did.

The other piece of equipment I have found most helpful is a combustible gas leak detector. I got a nice used one on eBay for about \$100. In-Cabin #8, I had a long-time nagging problem with a slight gas smell in the cabin. I could never figure it out, and it was really minor. I called the propane company, and they came down with this gas detector and found out that a fitting on the indoor hot water tank had an actual small leak.



A manometer is a device that can measure very low pressures and specifically in the units of inches of water column.

Two crescent wrenches later, problem solved. I said to myself, got to get me one of those too. I have used that meter countless times since I got it. It comes in handy when a guest complains about something that smells and maybe it is gas. You walk into the cabin with this fancy device with a column of red flashing lights and beeping sounds, and you look professional. It beat squirting soapy water everywhere, and it helps you sleep better at night. One of those *gas complaints* turned out to be a dead fox under the cabin. I have found faulty safety valves on stoves and faulty hot water tank regulator leaks with this device. They are very sensitive and easy to use. Note: propane is heavier than air and will settle to the bottom of a building. Natural gas is lighter than air and will rise to the top.

When you're putting in other utilities and facilities, always think about *where are my gas lines* before digging. You may not know their actual location but at least go through a mental check of



The other piece of equipment I have found most helpful is a combustible gas leak detector.

each of your utilities. Even when you know pretty well the location of a gas line, you can have a mental lapse and dig up the distribution line to cabin #7 with your backhoe. They usually don't blow up, but you need to be listening for that hissing sound. Don't mess around looking for a local shut-off. Shut the gas off at the tank even if you have to re-light every hot water tank pilot on the resort. I always keep a selection of compression fittings and 3/8-inch and 1/2-inch copper tubing on hand just in case.

If your gas distribution lines are shallow, a foot or less, they are susceptible to

fatigue breaks under your gravel roads. They should be buried at least a foot deep and put in a schedule 80 (Heavy Duty) PVC conduit under roads. During the spring thaw, they are the most susceptible, with the ground not being stable. Tell tail sign is when the snow is melting, you might pull up with your truck to drop off

something at a cabin, and your wife says, "Hey Tom, why are there little bubbles coming up from the ground," and "I think I smell gas." I have had this happen three times now. You start to notice all kinds of little bubbles coming out of the ground during the spring as part of the natural thaw process. Can you say paranoid?

Lastly, an area I did not expect to have problems occur is the spring/fall cleaning activities. Each year the cabin cleaners would pull each stove out to clean behind them and, if possible, lift up the top of the stove to clean the burners. Well, come to find out, the opening of the top each year fatigues the aluminum gas burner line, and eventually, they split. When the guest says there is a problem with the stove burners, and you go to investigate, and you fill the top of the stove with propane, it eventually goes whoosh, and flames come out, burning all your arm hairs.

After removing the stove from the cabin, I was able to replace the bad burner line. The cleaners do not lift up the stovetops anymore. If you have regular copper supply lines to the stove, they will eventually form a crease and split as they are flexed each time the stove is moved. I have been on a program of replacing these supply lines with a flexible CSST (Corrugated Stainless Steel Tubing) gas line. It is a stainless steel line with a yellow vinyl-coated jacket. A small gas leak is usually not a big deal and, with a diligent investigation, can be easily fixed. A broken gas stove supply line is nothing to fool with. When the cabin cleaners call on the walkie-talkie, "There is a really strong smell of gas coming from cabin #4," shut the gas off immediately!

We Are Minnesota Resort Sales North



**Minnesota
Resort
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Ten Things I Wish I Knew Before I Sold my Resort

By Karen Senger, Retired Resorter and Minnesota Resort Sales Agent

Where do I start? Maybe the history. Tim and I purchased our resort, Cedar Point Resort, in 2001. We were so excited, and we thought we were so prepared. In many ways, we were prepared. But, as the years went on, we realized that there were things that we wished we had known ahead of time, but that is another article. Fast forward 17 years when we listed and sold our resort.

As we went through the process of listing our resort for sale, we thought we were prepared. And, like when we started our resorting career, we were mostly ready. But, as we went through the process, we realized again that there were things we wish we had known ahead of time.

I intend to make your process a little easier. I think that all of this makes sense. But some are easy to overlook. Go through this list. Some of these things can be done YEARS before you want to list and sell your resort. There are certainly more items that I could have added to this list. But I tried to trim it to just ten.

1 Locate your titles and check the name: It is frustrating to replace a title on short notice. First of all, find the titles for all your property that require a title. Keep them somewhere where you can find them. Depending on what is being sold with the resort and what you are keeping, make sure that the titles reflect that. If there is something that you are keeping, it needs to be out of the resort name. That can happen closer to the time of closing. You need to talk to your accountant or CPA regarding the expenses and depreciation aspect.

2 Keep good books: This is important. Your books/income are what is ultimately going to sell your resort. Having a highly sellable resort consists of many things. Making sure that your books are good should be #1. Ensure that ALL your income is reflected in your books, especially for the final three years of your resorting career. You may pay just a little more in taxes (I am NOT a tax expert by any means, check with your expert), but it will pay off in the end. Banks look at several things, but the primary focus is the official books and tax statements for the most recent three years.

3 Survey, Plat Map, or Drawing: If you have a Survey or Plat Map, find it. It is helpful to have that handy. If not, then draw out by hand a map of your property. Identify these items: buildings, wells, septic drain fields, septic tanks septic lines. If you know, identify where the electric lines or gas lines are. While you are at it, mark your electric panels. Take the time to make sure that the electrical panels are clearly marked. It would be frustrating for new owners to scramble for the correct breaker or fuse if something pops.

4 Document your procedures: Sure, you have drained the water at your resort 20 times. But the new owners haven't. If you want to have another map indicating where all the shut-off valves are, that would be helpful. Also, document the process of starting up and shutting down. Think of questions they will be asking. Or, more importantly, questions they don't know to ask: What do you do with fish guts, when do you ask for deposits, are there guests with special requirements, what guests want you to launch their boat, which ones have snuck in a dog or extra guests without paying, who are the people that you have blacklisted and why, when and

where do you do advertising, who do you offer discounts, which local charities has the resort donated to in the past...

5 Equipment List: As noted above, find the titles. But, also document the major equipment that is being sold with your resort. Keep a list of the year, make, model, and serial numbers. You can always remove items before selling. But, you will be starting with a comprehensive list with the needed information.

6 Email. Although this is a little thing, I didn't do it but wish I had. Make sure you have a separate personal email. It is hard to separate it once all your personal contacts are using the resort email. It can all go to one inbox, but the email that the sender uses is different and can easily be split when you sell.

7 Improvements: Think about your long and short-term plans. Are there things that you can do now that will benefit you when you are ready to leave, resorting? Think about what you can do now that will increase the value of your resort when the time comes. Don't skimp on maintenance. If you are busy, perhaps you can skip a year. But, no more than that. Keep things maintained. You will be happy you did. Your resort will look better and be easier to sell.

8 Go through photos and documents: If you have been at your resort for a while, you probably have photos. Go through the photos and decide what you want to keep and what you want to leave behind. If there are personal or sentimental items that aren't needed for the resort, make sure to identify those. Go through your documents at the same time. This goes for paper documents and electronic documents. It is easier for you to transition information to the new owners of your resort if they are organized ahead of time.

9 Advertising, passwords, login info, contacts: This can be overwhelming if you are doing it last minute. But document this information. Make sure you know your login info for your social media and other accounts that you have to pass onto the new owners. You want the new owners to succeed. Try to make the transition a little easier. Keep an ongoing contact list of your vendors (i.e., fishing guides, suppliers, marketing contacts, print shops, mechanics, snow removal, lawn maintenance, pet groomers/boarding, local professionals, local attractions, etc.). If you have advertising materials, have the electronic originals available, or know how to get them.

10 Clean out closets, garages, sheds. I think many of us are guilty of not going through those closets, garages, and sheds. It is so much easier if you do that as you go or at least every couple of years. Then, when it is time to move off the resort, you know that you have everything that you wanted. Most resorters leave lots for the new owners. But if there is a special tool, artwork, or piece of furniture that you want, you don't want to leave it simply because you forgot about it.

I hope to help other resorters be as prepared as possible before they list their resort for sale, no matter how or when you choose to sell it. You will only buy your resort one time and will only sell your resort one time. There are lots of things to know and consider. Some of these things I learned because we listed and then sold our resort. Other things I learned because after we sold our resort, we studied and got our real estate sales license and are working for Minnesota Resort Sales.

Happy Resorting!



HANDY RESORTER

Kids Credit - FUN MONEY

By Kathy Marnik, Timber Trails Resort

Here is a neat way to teach your child a lesson in finance. Pre-pay \$10 for a spending card (like a debit card) for use at the resort store. As your child purchases items, we will *punch* the amounts used, once they reach their limit, they are done. This way they won't be asking you every day "can I have a dollar"... "I need a quarter"... "I want an ice cream"... you get the idea! On the back of the card is the child's name and cabin # for safety reasons if lost and found. If the card is not used in full, a credit will be issued.



Screen Savers

By Clint Mueller, Balsam Beach Resort

Are you tired of fixing the screens on your cabin or patio doors? Here's a solution: We put these screen savers on our doors.



COVID Disinfection Tip

Kim Bowen, Crow Wing Crest Lodge

Would heating blankets, quilts, or pillows in your clothes dryer kill COVID-19 Virus? It seems possible. It appears that we will need to establish what temperature our dryers actually maintain. Different cycles have different temperatures. You can test by placing a thermometer or thermostat inside the exhaust vent where it attaches to the machine. (Remember, you need to test the air temperature, not the temperature of the metal bin inside the machine.) According to *consumerlab.com*, five minutes in the dryer at temperatures of 158°F or above could kill the current COVID-19 Virus. If you have temperatures of over 132°F, you will need 30 minutes. If all your dryer cycles are less than 132°F, you should go ahead and wash with detergent first as normal or look at different options. <http://www.consumerlab.com/answers/heat-to-kill-coronavirus/>



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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:
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PO Box 61
Dent, MN 56528



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
- Yahoo Groups 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



Resorter Recipes

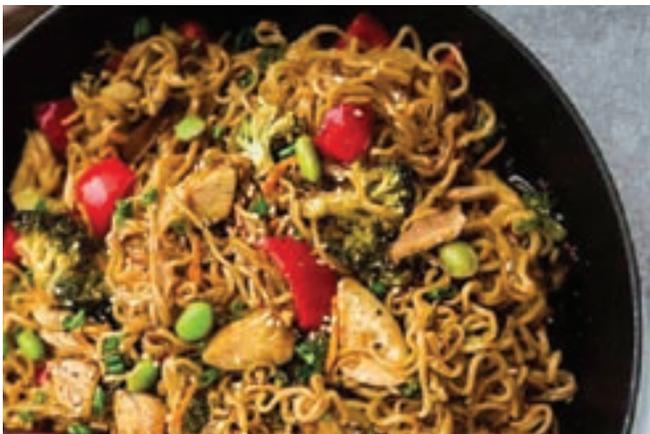
Patty Mueller, Balsam Beach Resort

Quick and easy one pot wonders for our busy summer season.

Chicken Pasta

- 1 Tbsp of olive oil
- 1 lb chicken breast, diced
- ½ onion, diced
- 2 cloves garlic, minced
- 1 tsp Italian seasoning
- 1 Tbsp fresh parsley
- 1.5 oz diced tomatoes, drained
- 3 cups chicken broth
(½ cup more if needed)
- 1 cup heavy cream
- 12 oz penne pasta
- ⅔ cup mozzarella cheese
- ½ cup parmesan, divided

Cook chicken and set aside. Cook the onion and garlic till tender. Add seasoning and the 3 cups broth, tomatoes and cream, bring to a boil. Add pasta. Let simmer for about 15 minutes or until tender and thickened. Add the extra broth if needed to get the pasta done. Mix in the ¼ cup parmesan cheese. Now add the chicken back to the skillet and top with the mozzarella cheese. Cook till cheese is melted.



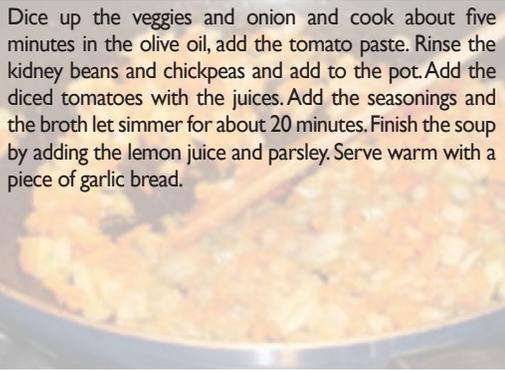
Teriyaki Ramen Chicken

- 2 cups chicken cooked and diced
- 1 green onion
- ½ cup low sodium soy sauce
- 1 cup water
- 2 cloves of garlic
- ¼ cup brown sugar
- 2 Tbsp corn starch
- 2 Tbsp rice vinegar
- 2 bricks ramen noodles
(don't use the seasoning packets)

Using a deep-dish pot. Put your noodles and cooked chicken in pot. Add soy sauce, water, cornstarch, brown sugar, vinegar and garlic. Then cover and simmer about 10 minutes or until the noodles are done and the sauce is thickened.

Vegetarian Minestrone

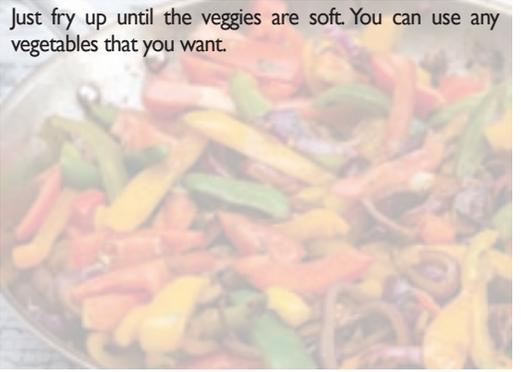
- 1 yellow onion
- 2 cloves garlic
- 4 carrots
- 2 Tbsp olive oil
- 2 Tbsp tomato paste
- 1 - 28 oz can diced tomatoes
- 1 - 15 oz can kidney beans
- 1 - 15 oz can chickpeas
- 1 Tbsp Italian seasoning
- 4 cups vegetable broth
- 1 cup frozen green beans
- 1 Tbsp lemon juice
- 1 Tbsp parsley



Dice up the veggies and onion and cook about five minutes in the olive oil, add the tomato paste. Rinse the kidney beans and chickpeas and add to the pot. Add the diced tomatoes with the juices. Add the seasonings and the broth let simmer for about 20 minutes. Finish the soup by adding the lemon juice and parsley. Serve warm with a piece of garlic bread.

Simple Sautéed Vegetables

- 3 carrots diced
- 1 zucchini
- 1 yellow squash
- 1/2 red bell pepper
- 1 Tbsp cooking oil
- 1/4 tsp basil
- 1/8 tsp dried oregano
- 1/8 tsp garlic powder
- 1/8 tsp salt
- 1/8 tsp pepper
- 1 Tbsp butter
- 1 tsp parsley (optional)



Just fry up until the veggies are soft. You can use any vegetables that you want.

Have a great recipe?

Share it with your fellow resorters!

Contact Ann Warling | 218-821-1031 or ann.warling@gmail.com

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CMR Marketing Report

By Kim Bowen, CMR Marketing Committee Chair

Over the past year or two, the Community of Minnesota Resorts (CMR) Marketing Committee has been paring down its budget, per directives from membership. The idea we are following is the intention to spend more dollars educating members to be better marketers for their own resorts, versus all energy/efforts driving traffic to the CMR website allowing the resort directory to put beds in heads FOR them. We are continuing the path to do both, attempting to find a workable balance. (For instance: we coordinated with the education committee to develop a four-hour marketing workshop via Zoom, which was offered in January, and a five-week dive into Instagram, which was offered last November/December.)

Going into 2020, we had already reduced our marketing budget by 45 percent. Of course, after COVID hit and the board unanimously decided to offer free membership to all resorts in the state (membership dollars being the bulk of our entire association's income), we were operating on a squeaky bare minimum. (Essentially, this consisted of website hosting/maintenance fees and the minimum hours worked by the new Digital Marketing Liaison Karen Senger, retired resorter: averaging 6-10 hours per month.)

By the end of 2020, the contractual partnership with Explore Minnesota Tourism (EMT) garnered us \$14,000 in grant monies. These funds would either need to be used or sent back to EMT. We decided to use them instead of losing them. We chose two campaigns in early 2021:

- Radio spots on BOB-FM. These three radio stations cover 72 percent of Minnesota's population. The stations cater to active Minnesotans with a target audience of 35-54, secondary 55+. You can listen to the radio spot by clicking on the CMR Facebook icon at the bottom of any page of the CMR Website. Search for a recent blog detailing us sponsoring a *Chillin' & Grillin' Giveaway* (February 3-20.) Our grant monies paid for:
 - 400 – 30 second commercials from January 18-March 28. Streaming on *mybobcountry.com* and music apps.
 - 2,000 - Live sponsor mentions February 6-14, 500 on each of the four 30 second commercials on *BOB Outdoors*, Sundays 6 – 9 p.m.
- Banner ads with Orange 142 in February and March. This targeted folks in the twin cities, who have indicated an interest in travel, with income above \$75,000/year. The campaign resulted in 29,683 impressions: 223 clicks for a Click Through Rate (CTR) of .75 percent. The CTR is WAY above the industry average for display banners. The industry average is about .08 - .10 percent, so this seemed to do well.

CMR Website (<http://www.minnesota-resorts.com>):

- New CMR website coming in October/November. Two of our committee members (Tom Marnik, Timber Trails Resort, and Erica Nagle, Hyde Away Bay Resort) have worked to secure a \$17,500 from EMT, which will pay for a new website. Yay! We will not have to come up with funds to do this project. Another of our members, Mike Boldt, Cedar Point Resort, has helped us to secure a new WebHost willing to take on developing a fresh start to our somewhat complicated website for a reasonable price. The plan is to keep a similar layout of an existing website, but with

an interactive Minnesota state map on the homepage with all our members clickable via visible pushpins. There will be filter options (e.g., pet-friendly, winter availability, camping, etc.) The listing of all member resorts will be similar but not exact to what we have now.

- Again, we will be using the existing website throughout the bulk of this season, and we encourage members to use the Last-Minute Opening feature – it's a steal of a deal at \$5 a pop. (Log onto your listing and scroll down to the bottom of your content to add a last-minute cabin opening. There is also a NEW video, "*How to Navigate Your CMR Listing*," from our office manager to assist you. View it on the Education Page, near the top.)
- On the member portion of the website, we hope to get a little help from the new WebHost in making it look a bit more professional. Meanwhile, we have a TON of fresh content recently uploaded: videos of the latest School of Resorting classes, including Non-Toxic Cleaning, Kids Crafts, COVID Procedures, etc., plus four Zoom cracker barrel sessions (topics including "*Where do you get your supplies?*" "*Silver Linings from a COVID Season*," "*Guests Reviews and Feedback*," "*Legislative Resort Issues*," and "*Best Tips & Tricks learned from A/C, heating, plumbing, construction snafus.*")
- Blogs: This has continued to be a positive feature for us. Two years ago, when setting this up, the goal was to publish one to two blogs per month. As resorters, you are most welcome to share any of these posts on your resort's (or personal) social media platforms. Mainly, we established the blog to provide fresh, organic, and appropriate content continually for the website to rank higher for search engines. The numerous spikes in views and clicks to the CMR website each time a blog is posted bears this success out, and we will continue this project.

A Reminder to All CMR Members:

The Yahoo Chat Line has been moved to the new Resorter Discussion Forum using the Groups.io platform. Any member that was part of the original Yahoo Chat line or a new member who has signed up for the Discussion Forum can use your regular selected email account and send your email to resorters@group.io with your resort-related question or response to other member questions. Members who did not sign up for the Discussion Forum and wish to send an email to CMRoffice1@gmail.com with your request, resort name, and email you want to use, and we will get you going.

We've Moved

CMR Blog

By Kim Bowen, Crow Wing Crest Lodge



Can you write a blog? We are looking for new writers to create a few blogs for the CMR Website. We love getting new voices. You don't have to be a great writer! Just jot down a good idea, only 400 words minimum. Attach an appropriate photograph, link to an outside website, link to somewhere within the CMR Website, and voila! You will receive \$25 for the effort. Contact Karen Senger for details at 218-256-2288 or ksenger56657@gmail.com. Use an idea below to get started or come up with one on your own. Then check with Karen before you begin writing to confirm the topic.

Some possible ideas:

- Ice fishing incident, joke, report, or link to DNR information
- Hunting (similar to above for ice fishing)
- ATV Trails
- Biking
- Birding
- Hiking Trails
- Canoe Byways
- Scenic Byways
- Ask a random member resort for an activity picture and sentence describing it (archery, Norwegian Volleyball, BINGO, sandcastle contest, bonfires, etc.)
- Ask a random member resort for a photo of one of their most popular resort amenities (pool, beach, bike rental, playboats, playground equipment, arcade room, etc.)
- Local parks (Itasca State Park, Voyagers, Lost 40, Paul Bunyan State Forest, Chippewa National Forest, etc.)
- Weather-related activities
- Weather in Minnesota
- Holiday warnings (e.g., how to avoid traffic over Memorial Day Weekend, how to keep kids safe during July 4th celebrations.)
- Identify a few constellations in summer for those sitting around a campfire
- Mosquito repellents that work
- How to build a proper campfire
- Easy scavenger hunt list for any family or resort activity
- Pine tree identification
- Edible plants

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LEGISLATION

CMR Day on the Hill Recap

By Mike Schwieters, CMR Legislative Committee Chairman



On March 9th and 10th, the Community of Minnesota Resorts (CMR) Zoomed their way through the MN House of Representatives and the MN Senate. This year's Day on the Hill (DOH) was a virtual event where resorters from across the state met virtually with Representatives and Senators from Willmar to International Falls.

The discussions generally focused on three main areas.

Payroll Protection Program (PPP) Tax Conformity

- CMR pushed for efforts to have the Minnesota tax code align with the federal tax code to ensure full tax deductibility on the PPP Loans.
- Resort Property Taxes
 - Adjust the Resort Property Tax Tiers to align with current market values. The tiers have not been adjusted since 2008 for the 2009 tax year.
 - Assure ownership structure does not jeopardize the resort tax classification, as ownership structures are often created for estate reasons and should not affect the classification.
 - Workforce Housing. Allow resorts to use their cabins for long-term workforce housing in their off seasons. These rentals are not recreational in nature and serve a need in every community. The long-term (workforce housing rental days) should not be included in the 250-day limit of recreational use cap. The current status would bump a resort into full commercial property tax classification if a resort exceeded the 250 rental days.

Post-Labor Day School Start

- Repeal efforts to either eliminate existing laws or allow the Flexible Learning Year. School calendars are already set, and there is no proof; instead, there is evidence that earlier starts have a negative impact on the children's learning. As Senator Carrie Ruud says, "This is the Whack-A-Mole. It seems that most years, it pops up, and then we have to beat it back down."

Full Support of the Additional Explore Minnesota Tourism Funding

- There are two bills, one in the House and the other in the Senate, that provide additional funding in the following areas:
 - \$1,000,000 for Tourism Recovery Marketing Grant Programs
 - \$1,000,000 for Meeting and Conventions Marketing Grant Programs
 - \$1,000,000 for Event Assistance Grant Programs
 - \$1,000,000 for Business-Cooperative Marketing Program

Additional discussions were held regarding the resorts' economic struggle in the Northwest Angle due to the border closures, the four (4) walleye limit proposal, and other resorting business-related concerns.

Bob Meier, DNR Assistant Commissioner, spoke to the entire group. Bob covered various topics from the walleye limit changes, stocking programs, watercraft operator permits, and the significant increase in outdoor-related activities in 2020.

John Edman, Explore Minnesota Director, wrapped up the first day with discussions on the status of tourism in Minnesota. Even though

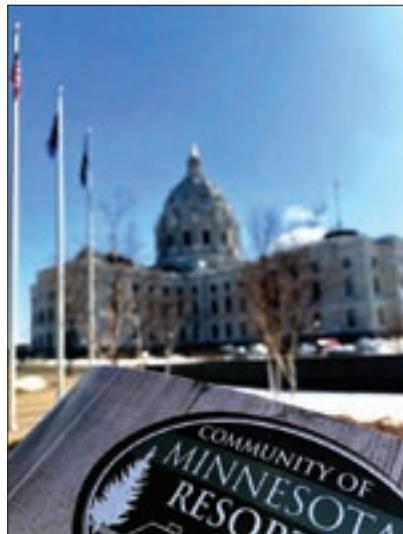
most resorts did ok to very good in 2020, the overall situation was much different, with the state tourism revenues down \$1.7 billion. John discussed tactics to re-energize tourism in Minnesota and the importance that our resorts play in the overall recovery. From a marketing standpoint, Explore Minnesota is focusing much closer to home for now, as traveling great distances is not the focus right now.

On Wednesday, March 10th, meetings continued with the state representatives and senators. Steve Grove, Commissioner Department of Employment and Economic Development, met with our group to talk about the status of the business in Minnesota and the effects of the pandemic on the business climate. There is some cautious optimism as vaccines are rolled out, and we saw later that week a loosening of restrictions in many areas.

In review, many participants missed the face-to-face interactions and the discussions on the bus ride down and back from the capitol, plus the evening get-togethers. There were, however, many positives that came out of the virtual meetings. Attendance was significantly higher than the typical in-person meetings, as there were consistently 25+ resorters on the Zoom calls at any time. We also had many first-time participants that were able to join via Zoom that would not have been able to make the two-day commitment down to the capitol. Plus, for most of the meetings, all the reporters were able to hear what each of the legislators had to say and could ask questions or comment frequently.

On behalf of the CMR Legislative Committee, we would like to offer our sincerest appreciation to all of the Representatives and Senators that joined our Zoom calls. Thank you to Bob Meier, John Edman, and Steve Grove for talking to our group. A special thank you to Timberly and Jason Christiansen, Finn 'N Feather Resort, for their help in procuring the traditional leave behind from the CMR. This year's handout was a metal cut out in the shape of the state of Minnesota with the CMR logo engraved in the middle. Our CMR office manager, Jim Wherley, did a fantastic job of flawlessly monitoring the Zoom calls for both days. *Thank you, Jim.*

Last and by no means least, a genuinely heartfelt thank you to our Lobbyist, Joel Carlson, and his assistant, Tami Lefavor. They did an incredible job in uncharted waters for the CMR. Setting up the scheduled conversations amidst ever-changing legislative schedules was nothing short of amazing. Thank you both!



Thank you to all our Attendees

A big THANK YOU to all the Representatives, Senators, and Resorters who joined us on Zoom for our virtual CMR Day on the Hill.

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2020 Election Recap

By Joel Carlson, Community of Minnesota Resorts Lobbyist

THE PANDEMIC

has been the
overarching issue
of the session.

Setting a budget and writing legislation is a hands-on, people-driven affair that relies on human contact and trust. That process has proven to be extremely challenging during the remote 2021 Legislative Session. Forced to operate via Zoom and YouTube for much of the work, the normal flow of the session and its daily interactions have temporarily been abandoned for the sake of public health and the spread of COVID-19 in confined spaces.

To be fair, both the House and Senate have made the best of a challenging situation. The usual give and

take of a committee hearing are lost during a Zoom meeting. Still, legislators have tried to ensure the public and lobbyists have been given as much access as possible in a closed Capitol. The posting of committee documents and written testimony has been robust, but it is still not the same as working in person.

As the session began, there was some discussion that controversial issues where it's known that no partisan agreement could be reached would be pushed into 2022. That ideal lasted about two weeks. The House and Senate have taken up issues that have sharply partisan undertones, from voting rights to recreational marijuana. While none of these divisive issues will be passed into law, they have consumed a significant amount of legislative oxygen.

Legislators have made progress on assembling a new two-year budget and overall are not wildly apart on the total size of the package. However, how the House, Senate, and Governor get to the \$53 billion plan varies greatly. The session ends on May 17th, and they may go beyond that date to reach an agreement. A new budget must be in place by July 1st, 2021.

COVID-19 Remains the Dominant Issue

The pandemic has been the overarching issue of the session. How to respond to the economic harm from business closures, filling budget holes left by reduced economic activities, and how to address the Governor's emergency powers dominate every discussion.

Senate Republicans have voted repeatedly to end the peacetime emergency that Governor Walz called on March 13th, 2020. The DFL led House has remained united behind the Governor but has agreed the winding down the peacetime emergency will be critical to finishing work on the budget.

Governor Walz has eased many of the previous restrictions on the economy, and we are now seeing places like Target Field host 10,000 fans. Those are all positive steps to a full reopening. While

COVID-19 cases were trending upwards in April, Minnesota led the nation on the vaccine rollout. State Health officials believe we could have everyone that wants a vaccine shot completed by June 1st – which is central to addressing the virus.

A significant issue that remains open as legislators complete the session is how to address the \$2.1 billion of federal funds that are coming to Minnesota via the American Rescue Plan approved by Congress in February. So far, none of the budget plans advanced by the House or Senate include allocations of these funds. There are some restrictions from the federal government on how these monies must be spent, and those details are not expected to be detailed until late May. This could also complicate the close of the session.

“Senate Republicans
have voted repeatedly
to end the peacetime
emergency...”

Resort and Tourism Issues

No sector of the economy has been as hard hit during the pandemic as tourism and hospitality. Legislators have focused their attention on relief efforts to the most significantly impacted sectors like closed restaurants, bars, and event centers. Some of the pending federal money is expected to be dedicated to tourism businesses as well. Community of Minnesota Resorts (CMR) has supported this effort to assist tourism, including the plight of resorters on the Northwest Angle that have been denied access to customers due to the closed border between the USA and Canada.

In addition to defeating changes to the post-Labor Day School calendars, CMR has also been monitoring tax changes and game and fish issues. We have also been pushing legislators to conform to Minnesota's tax code to fully exempt Paycheck Protection Program (PPP) loans from Minnesota taxation. We are the last state to conform, and it's a vital issue for businesses in the 2021 session.

The Senate is advancing legislation that would move to a statewide four walleye limit, and it will be discussed in a conference committee with the House towards the end of May. Special four walleye limit regulations are in place on many lakes already; this legislation would make it uniform across Minnesota. There is no change proposed to the possession limit.

Both the House and Senate have attempted to help tourism by funding event and recovery grants – and resort area legislators are pushing to have some of the federal American Rescue Plan (ARP) funds dedicated to tourism promotion.

The House has included an increase in watercraft registrations in their Department of Natural Resources (DNR) bill to help fund aquatic invasive species (AIS) control. The watercraft registrations will be an issue to be resolved as the Senate did not include the proposed increase in their proposal.

Lastly, both the House and Senate have provided some additional funding for tourism promotion. CMR Legislative Chairman Mike Schweiters has testified remotely twice in support of this increased promotion funding, and we are happy to see the legislators respond.

Virtual Day on the Hill

A 2021 in-person CMR Day on the Hill (DOH) was a casualty of the pandemic – but we did our best to make our voices heard virtually. Over two days in early March, we connected via Zoom with legislators and administration officials about issues important to CMR.

Overall, the reaction was positive. Many members were able to participate remotely in the DOH that could not have made the trip to St. Paul. We were able to have more members meet with a legislator in the Zoom room than in our traditional office visits and using this format for some of our advocacy in the future will undoubtedly take place. Thank you to everyone that helped make this a success!

I will look forward to providing you a more detailed report at our next fall conference after the session is completed. Have a great fishing opener and a successful season!

Joel

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

Kraft Korner

Bubble Painting

The first thing is to cover the table –use shower curtains from the dollar store because they clean up nicely, they are reusable, and they are a bit thicker than your typical plastic tablecloth. Put a couple of paper towels underneath each kiddo, because this project has some seriously messy potential!



Supplies:
 Washable tempera paint, a variety of colors
 Dish soap
 4 Plastic glasses
 4 Plastic straws
 White construction paper (but watercolor paper would be especially good)

Step 1
 Mix half a cup of water with a generous squirt of both dish soap and paint. Make sure you keep an eye on little ones who might want to drink through the straws. All of the ingredients need to be non-toxic.

Step 2
 Let the kids go crazy blowing mountains of colored bubbles! Really talented kids can even blow multiple cups of bubbles at the same time.

Step 3
 Lay your sheet of paper over the top of the bubbles to create the imprint. Repeat over and over and over again with different colored bubbles until the design is perfect.



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LEGISLATION

Campground Bylaw Change

By Adam Olsen, CMR Membership Committee

Every year it seems as if the life of a resorter changes. This year was no different. Along with the changes at every resort, the Community of Minnesota Resorts (CMR) also had to adapt to make things work for everyone. Throughout the 2020 season and now leading up to the 2021 season, the CMR Board of Directors met once a month via Zoom. In the early part of 2020, the CMR decided to give a free membership to all who wanted to join as long as they fell within the guidelines of what CMR defined as a resort.

We made other big decisions as well in regard to how we can maintain our motto of *Resorters Helping Resorters*. That last sentence is what we have spent countless hours talking about via Zoom, email, text, or phone calls. The CMR Board of Directors made hard decisions on where to spend your hard-earned money and how we can continue to be a voice for all Minnesota resorts. We have found new ways of advertising while creating more CMR School of Resorting Classes to help advertise our individual resorts. We have found new platforms of communications as other platforms have gone away. We have brought in new resort members and associate members to help continue building our brand. The CMR Board of Directors have volunteered many hours to help make sure we could get through this past year. Even as recently as late March, we penned a letter to Minnesota Governor Walz in support of our friends in the Northwest Angle.

During our 2021 CMR Annual Spring Conference Membership Meeting, we brought to vote another significant change for the CMR. The CMR Board of Directors proposed to allow recreational vehicle (RV) campgrounds into our organization. The conversations for this started in the Spring of 2020. CMR released two Survey Monkey surveys and one of the questions asked was, “*Would you be in favor of campgrounds joining the CMR?*”

Of those that answered the question, the results were:

- *Definitely would* - 25 percent
- *Definitely would not* - 17.5 percent
- *I'm neutral on this* - 57.5 percent

At the end of the meeting, our last order of business was to vote on a bylaw change to allow campgrounds into the CMR.



The old bylaw read:

Minnesota resorts, consisting of at least three (3) cabins, may become members of the Community of Minnesota Resorts, herein after referred to as CMR, by paying dues as the board shall from time to time determine. Membership participation and benefits may be exercised by more than one person representing the resort, and any provision relating to the rights and liabilities of membership shall apply equally with respect to participation, except that each resort shall be entitled to only one (1) vote. In the event of resort ownership change, membership benefits are transferred to the new owner for the remaining portion of the period covered by paid dues.

The new bylaw voted on reads:

Minnesota resorts or campgrounds, consisting of at least three (3) cabins or ten (10) campsites, may become members of the Community of Minnesota Resorts, herein after referred to as CMR, by paying dues as the board shall from time to time determine. Membership participation and benefits may be exercised by more than one person representing the resort or campground, and any provision relating to the rights and liabilities of the membership shall apply equally with respect to participation, except that each resort or campground shall be entitled to only one (1) vote. In the event of a resort or campground ownership change, membership benefits are transferred to the new owner for the remaining portion of the period covered by the paid dues.

After a good discussion between CMR member resorts, that wanted to participate, the bylaw change was put to the vote. All CMR member resorts participating were asked to vote as this was not a CMR Board of Directors only decision. **The vote passed unanimously.** There will still be limitations and we will be working hard to ensure every detail is worked out before we roll out our new bylaw.

In terms of current membership, 91 out of 185, nearly 50 percent of our current membership, have seasonal and/or transient campsites, in addition to their cabins at the resort. As the hospitality industry struggles to survive in these challenging times, the CMR, as a hospitality industry leader, wants to take every opportunity to ensure the survival and expansion of the CMR and the tourism industry as a whole. It will also give the CMR a louder voice in the MN Capital concerning lobbying efforts and solidify our leadership in the hospitality industry.

Share Your Resort Stories or Photos

Send your high-resolution photographs of resort life and story ideas to:

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