



**RESORTER REPORTER**  
**Community of Minnesota Resorts**  
**www.Minnesota-Resorts.com**

**Message from the CMR President**

I hope to see many of you at the **CMR Spring Workshop!** It is scheduled for **April 12th at Boyd Lodge.** If you haven't received the invitation in the mail yet, it should be coming shortly. The invitation was also added to the membership page of the website as well. It is going to be a good one. I look forward to seeing so many fellow resorters during the craziness of spring.

Your board has been busy again. Notice the new logo? Yes, it was finalized and we really like how it turned out. I would like to say thank you to Jennifer Bateman, Two Inlets Resort, for working with so many individuals to get this done for all of us. As we have stated before, we are still the CMR. It just stands for Community of Minnesota Resorts. We are Resorter Helping Resorters.

I think that with the spring-like weather that we have been getting, many of us are starting to get the itch to get those spring projects started. Personally, I think.....wow.....spring is really coming soon. I better get started on some of my "winter" projects. Because, soon the spring projects will need to be started.

So, enjoy the spring-like weather. I hope to see some of you at the CMR Day on the Hill on March 22nd and March 23rd, the CMR Spring Workshop on April 12th or perhaps, since we seem to spend so much time in them, at a home improvement store.

Respectfully,

Karen Senger, Cedar Point Resort, Marcell, MN

**Spring Workshop will be Tuesday, April 12, 2016**

**Boyd Lodge in Cross Lake**

We are so excited about this year's workshop! It won't disappoint. Some of the topics are:

- "Rebooting Your Marketing"
- DNR Forestry will be giving us some great information on plants and tree's
- Panel of Resorters will be addressing Communicating with your Customers; and Trip Advisor Reviews

Of course we will have time for crackerbarrels and time to catch up with other resorters.

Pre-Workshop Classes will be April 11th also at Boyd Lodge.

- 9am until 12 noon, Lake Service Provider Class. You can register through the DNR on-line now: [https://webapps11.dnr.state.mn.us/aquatic\\_invasive\\_species\\_training/authentication/login](https://webapps11.dnr.state.mn.us/aquatic_invasive_species_training/authentication/login) This class meets the requirements for those (most of us!!) that are required to maintain this certification through the state.
- 1pm to 5pm, Heartsaver CPR/AED Certification Class: This class is great for those looking for a refresher as well as someone who has never taken a course like this before.

**Flyers have been mailed and information is on the CMR Membership page on the CMR website.**

## CMR Day On The Hill, March 22 & 23, 2016

Day On The Hill is fast approaching! Have you reserved your spot yet? We'd like to see as many attendees as possible so that our voice is heard regarding issues affecting our resort businesses. **We can't do it without YOU!**

Each year during "Day on the Hill" members of the CMR travel to the Capitol to meet with legislators about issues that have a direct impact on our resort businesses.

**We also have fun at Day On The Hill.** We have added a tour of Landmark Center on the evening of Tuesday March 22nd. We will travel from the capitol directly to the Landmark Center for our tour at 5:30 until 6:30. The tour is sponsored by the CMR through funds raised at conference via the silent auction and is free to all who attend Day On The Hill!

Then after the tour we head back to the hotel for dinner at approximately 7pm. We have a room reserved for a group dinner adjacent to the Green Mill restaurant. This will allow all of us to converse, share resort experiences, and just enjoy each other's company while we enjoy a good meal. (This is one of the meals that is at your expense.)

**Who should attend?** Everyone who desires to operate their resort in the most favorable business environment possible. **Do you need to be a lobbyist to attend?** No. This is our chance to provide our input to legislator on proposed/existing legislation so that they can cast the most informed vote possible. The more input they receive from a broad representation of our industry on items that affect us, the better. That means we need as many CMR members, from all over the state, to attend as possible.

We are currently looking at the following issues that could affect our businesses or already are:

- Preserving Post Labor Day School Start
- Licensing of Vacation Home Rentals
- Changing Minnow Retailers License-attempting to eliminate or combine the required transportation license
- Supporting efforts and ongoing funding of Explore Minnesota Tourism
- Opposing DNR hospitality competition. (A representative from the DNR is tentatively scheduled to speak to us about Camper Cabins at the capitol, and allow for a questions and answers session.)

As in past years the CMR is providing free motor coach transportation to and from the Day on the Hill Event. The bus route on March 22nd is as follows:

- Park Rapids, Wal-Mart 7:00 am departure
- Walker, Northern Lights Casino parking lot, 7:30 am arrival, 7:40 am departure
- Baxter, Gander Mountain parking lot, 8:55 am arrival, 9:05 am departure
- St Cloud, Shopko parking lot, at intersection of Hwy 10 & Hwy 23, 9:55 am arrival, 10:05 am departure
- Lunch 11:30 am—12:30 pm
- Arrive at Capitol 1:00 pm

The CMR Attendees receive:

- Discounted hotel room
- Motor coach transportation
- Day on the Hill name badge & lanyard
- Crappie year pin for your lanyard
- Event packet with complete issue list, bills, and legislative meetings
- Snacks, coffee, juice and rolls on the bus
- Each morning break: juice, coffee and sweet rolls
- Box lunch at the capitol on March 23rd
- Plenty of time to talk with your fellow resorters
- **Free Tour of Landmark Center on March 22nd at 5:30pm!**

Day on the Hill Hotel information: Country Inn & Suites, St. Paul East, 6003 Hudson Road, Woodbury, MN 55125

If you are planning on attending the CMR Day on the Hill on March 22 and 23, you need to make your own hotel reservation. The CMR has reserved a block of rooms at a rate of \$89.00 plus tax for the night of March 22nd. The rooms are being held under the group name CMR to get this pricing! Call 651-739-7300 to reserve. (If you desire to upgrade to a junior suite cost is \$99.00 plus tax).

**Day On The Hill info continued on next page**

### Day On The Hill info continued:

#### What you need to do:

1. Call (218-758-2080) or email ([info@sunsbay.com](mailto:info@sunsbay.com)) Jim Wherley to reserve your spot, including all from your resort that will be attending, resort name, lake and town of residence, and the location at which you will be catching the bus.
2. Call (651-739-7300) and make your hotel reservations. Remember, mention CMR to get the group pricing.

To attend, your cost is the hotel room, a few meals and your precious time!

**Mark your calendars, and we hope to see all of you at "Day On The Hill"**

## CMR Working with the Department of Health

The CMR is working with the Department of Health, representing resort interests, as they are updating the requirements for the lodging establishments. Our group of volunteers has completed four meetings and is thoroughly reviewing Chapter 4625 line by line and rule by rule. This process will be a lengthy effort, as Chapter 4625 has not been revised in total since the early 1970s.

There are many organizations, cities, and inspectors involved, and discussions are sometimes lively. The Dept. of Health licenses many types of housing and lodging establishments and the current committee is working on a baseline of regulations and definitions that will be used by other committees to set the new regulations.

Our CMR committee is working diligently to protect our resorts—"Resorters helping Resorters". Thank you to all involved.

## Marketing Tip

I just learned this tidbit while attending my local Chamber marketing committee meeting and thought I would pass it on.

If you are not buying advertising on Facebook, then Facebook is burying you! In other words, Facebook has shareholders to which they are accountable. Facebook needs to show a profit, so they are giving the most attention to businesses who spend money to advertise on Facebook. Just because your resort has a business Facebook page does not necessarily mean your posts are being seen by a large number of people. By spending money on ads you create or to boost a post, you increase the likelihood that your resort page will be seen organically. How this is measured I have no idea! And none of us should live in fear of Facebook. But it is something to certainly think about as you plan your marketing campaign for the year.

Jennifer Bateman, Two Inlets Resort, Park Rapids, MN

## Resort Life Pictures

It's fun to take pictures when our resorts are full of guests. It's probably the time of year when we get some of our BEST photos that depict either what *vacationing* at a family owned resort is like, or what *living* and *working* on one is like! If you happen to take a picture during the summer, or any time of the year, that you think is particularly good, PLEASE send it to the editor of the Minnesota Resorter Magazine right away! No need to wait until it's close to printing deadline to send it. The most efficient time to send it is right when you load it onto your computer and realize it's a good one. Please put Ann Warling, editor of the magazine, into your computer's address book [ann.warling@gmail.com](mailto:ann.warling@gmail.com) so you can easily find it when you are ready to send her your best pictures. Thank you in advance for sharing!

## CMR CALENDAR OF EVENTS

March 22 & 23, 2016

Day on the Hill, St. Paul

April 11 & 12, 2016

CMR Pre-Workshop Classes & Spring Workshop, Boyd Lodge Cross Lake

April 12, 2016

Special Membership Meeting

Oct. 30, 31 & Nov 1, 2016

CMR Fall Conference, Cragun's Resort, Brainerd, watch for more details

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## CMR MISSION STATEMENT

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.

## CMR MOTTO

The Community of Minnesota Resort's motto is "Resorters Helping Resorters" We believe that none of us is as smart as all of us.

[WWW.MINNESOTA-RESORTS.COM](http://WWW.MINNESOTA-RESORTS.COM)

Keep your listing current  
on the CMR website.

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