

# **YOUR RESORTER REPORTER**



**Happy New Year!**

**We would like to take this opportunity to thank you for your ongoing membership in the Community of Minnesota Resorts, and look forward to the new year with great anticipation. We hope your 2020 is one filled with great accomplishments both personally and professionally.**

**With the new year, your Board of Directors is planning a Board retreat to be held January 16th and 17th. They will be discussing the future goals and objectives of your CMR. This retreat is held approximately every two years and sets the agenda for each committee (Marketing, Education and Legislative).**

**If you, as members, have ideas on how the CMR can function better to meet your resorting goals and objectives, please submit them to Clint Mueller-CMR President at [clintm@paulbunyan.net](mailto:clintm@paulbunyan.net).**

**Look for a recap of this Board Retreat in a coming issue of the Resorter Reporter.**

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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Here are some helpful hints for navigating the external links in this newsletter.

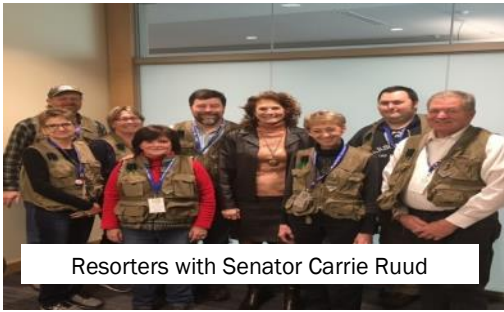
When you click on a link to external content, you will be connected to that content. To return to the newsletter from that content, just close the new window that opened by clicking the back arrow in the upper left hand corner. You will then return to the Resorter Reporter and be able to continue to page through its content and connect to other links.

## Community Of Minnesota Resorts Calendar of Events

January 1st	Happy New Year!
January 9	School of Resorting Class (see page 5)
January 16th & 17th	CMR Board Retreat
February 25th & 26th	Day on the Hill <b>Sign Up Now!</b> (See Pages 3 for details)
March 15th	Scholarship Application Deadline <b>Apply Now!</b> (See Page 45 for details)

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





Resorters with Senator Carrie Ruud

## All Aboard! CMR Day on the Hill February 25th and 26th

Email [info@sunsbay.com](mailto:info@sunsbay.com) to sign up now!

### Help Protect Minnesota Resorts!

In order to remain a viable segment of the Minnesota tourism industry, resorts need legislation in place to protect their legacy and longevity. Day on the Hill is an opportunity for us to communicate to legislators how best to implement legislation that allows resorts to function in the most favorable business environment possible so that the tradition of the "up north" Minnesota resort vacation exists for generations to come. Through Day on the Hill, the CMR has, and will continue, to influence future legislative decisions by informing legislators how issues impact resorts and the travel and tourism industry in general. The legislators DO listen, and want to hear from the individuals they represent. The more attendees, the more we can voice our message: the more voices, the more we are heard. Click [here](#) to see a video about "Day on the Hill" and to learn more about the CMR legislative efforts.

We have now determined our leave behind gift! It is a 12 inch high boat that will sit upright on legislators desks or shelves. What is a leave behind gift you ask? The CMR is known for providing gifts to legislators that make them remember us and reinforce our message. The boat is representative of a primary resort activity and one that all families can enjoy. We will place the CMR name and logo on them along with our list of issues on the bottom. Doing this reinforces with legislators who we are and reminds them of our issues whenever they look at it on their shelves.



Stay tuned! We are discussing having a School of Resorting class where you as members can assist in preparing these boats by painting them and applying our logo and issues list. If you can't join us for Day on the Hill, this would be a way for you to help ensure it is a huge success, and have some fun at the same time!

Now we are determining the theme behind our leave behind gift:

Ideas include:

- Help Minnesota Resorts "stay afloat" and support the CMR legislative agenda.
- "All aboard" to support the CMR and Minnesota Resorts.
- Help "row the boat" and support Minnesota Resorts.

**WHAT DO YOU NEED TO ATTEND?** Cost to attend is still being determined. These costs are offset by our Silent Auction proceeds. The remaining cost to attendees covers the bus ride, hotel room, dinner on the evening of the 25th, lunch on the 26th and all snacks. Cost, bus stops, and daily schedules will be communicated once established.

**REGISTER NOW BY E-MAILING KRISTIN WHERLEY AT:** [info@sunsbay.com](mailto:info@sunsbay.com).

Please provide the following:

Name (s) of who will be attending, resort name, telephone number, email address

Also, email Kristin if there is an item you feel should be included as part of our legislative agenda at the capitol. Look for additional information as the date for Day on the Hill gets closer!



### Applications are being accepted now!

In building on our motto of "Resorters Helping Resorters," one of our goals is to provide scholastic achievement within the resorting community. There are 4 scholarships available: the Carol Kirchner Memorial Scholarship began in 1999, the Pine Insurance Scholarship in 2012, our new sponsor Minnesota Resort Sales begins in 2020 and a CMR scholarship sponsored by our members.

### New in 2020!

Through the generous donations of our sponsors, **ALL 4 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?

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

**To be considered, the scholarship application must be postmarked on or before March 15, 2020. Please read the submission requirements closely.**

The scholarship application can be obtained by clicking on this link: [CMR Scholarship Application](#)

Scholarship recipients will be notified no later than May 1, 2020.

Any submission postmarked after the deadline of March 15, 2020 will not be considered.

Please note: Recipients cannot be awarded a scholarship two years in a row, but may reapply after this time. Submissions are to be mailed to the CMR office in a sealed envelope marked "Scholarship Application."

Mail To:

Community of Minnesota Resorts  
Attention: Scholarship Committee  
PO Box 61 Dent, MN 56528-0061

If you have any questions or need further assistance please contact the CMR Office Manager by emailing: [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com) or call [320-212-5107](tel:320-212-5107).

**We need at least 10 attendees to hold this workshop,  
so sign up today!  
Contact Kim Bowen at 218-652-3111 with questions.**

**COMMUNITY OF MN RESORTS  
SCHOOL OF RESORTING**



**M A R K E T I N G  
W O R K S H O P**

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**THURSDAY, JANUARY 9 | 1-4PM  
RED RIVER BAR & GRILL | AKELEY**

**\$45/PERSON | CRACKERBARREL TO FOLLOW 4-6PM**  
**RSVP BELOW OR E-MAIL/CALL KIM AT RELAX@CROWWING.COM/(218) 652-3111**

**PRESENTED BY PINNACLE MARKETING GROUP**



## Update Your Web Presence Today!

What is your web presence?

It is all of the websites and social media you subscribe to that require periodic updates to items such as pictures, rates and content. Year end is the perfect time to do this.

Where are you listed now?

- Your own website
- CMR website listing
- Explore Minnesota listing-see below
- Chamber of Commerce
- Local tourism associations
- Outside Travel Agency Listings  
(i.e. Resorts and Lodges, Trip Advisor, etc.)
- Social Media
- (Facebook, Twitter, Instagram, etc.)

**Make sure everything a potential guests sees on the web about your resort is up to date and accurate!**

## 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 to view current or past editions, or to subscribe for EMT Express to be delivered directly to your email.

## Legislative Update-(VRBO and other rentals)

A change in the new year could result in Minnesota cabin owners who rent their properties on a temporary basis paying more for property taxes due to the properties being classified as commercial.

The larger tax bills are meant to level the playing field in a crowded rental market. The Department of Revenue (DOR) says assessors asked for the guidance as the popularity of VRBO and Airbnb rentals have soared. In the past, properties have fallen under a seasonal recreational class-one of the lowest rates in Minnesota's property tax system.

The memo clarifies the classification to a short-term rental and what's known as 3-a commercial-the highest rate in Minnesota's property tax system. Assessors around the state have begun to send home owners who are currently classified as seasonal recreational a questionnaire asking how often and how long they rent their properties versus how often they personally occupy them.

[See a WCCO news broadcast regarding this topic.](#) The Community of Minnesota Resorts favors a level playing field with respect to those who rent their properties to the general public. This includes proper property tax classification based on the primary use of the property, licensing of such properties and regulation through the Department of Health to

## Community Of Minnesota Resorts Board Update

We want to take this opportunity to welcome the following individuals who have volunteered and were elected to the serve on the CMR Board of Directors for the next 3 years:

Adam Olsen, Joe's Lodge, Bemidji

Kayla and James Daigle, Two Inlets Resort, Park Rapids

We'd also like to congratulate the following on being elected as Officers of the Board:

President-Clint Mueller, Balsam Beach Resort, Bemidji, [clintm@paulbunyan.net](mailto:clintm@paulbunyan.net)

Vice President-Kim Bowen, Crow Wing Crest Lodge, Akeley, [relax@crowwing.com](mailto:relax@crowwing.com)

Secretary-Timberly Christainsen, Finn 'N Feather Resort, Bemidji, [finnfeather@hotmail.com](mailto:finnfeather@hotmail.com)

Treasurer-Bob Barton, Hidden Haven Resort, Cohasset, [bob@hiddenhavenresort.com](mailto:bob@hiddenhavenresort.com)

Past President-Tom Marnik, Timber Trails Resort, Remer, [tommarnik@timbertrailsresort.com](mailto:tommarnik@timbertrailsresort.com)

This January the Board is also going to hold a Board retreat to discuss organizational initiatives. This is done every few years to set an agenda and initiatives to be completed over the next few years. This is an important time in the life of your "Community of Minnesota Resorts", so if you have any suggestions on how to make your CMR better, please bring them to the attention of any Board member.

*Happy  
New Year!*

**Click [here](#) to read some interesting facts about the ancient origins of New Year's celebrations. However you intend to celebrate to bring in the new year, may you and your family be safe, and may all of your resolutions for 2020 be fulfilled!**