



August 2008

RESORTER REPORTER

Message from the CMR President

Hello Resorters,

With summer winding down, most of you are probably ready for a break. August is always the toughest month for me, as my energy and patience are wearing thin. Fortunately I do get a second wind after Labor Day and enjoy the fall business.

Hopefully the summer has been good to all of you and as it comes to a close, we will all be busy soon wrapping things up for the off-season. As you enter the fall, there are some industry issues that you should be aware of and stay tuned in to, such as the DNR's Shoreland Rule Update project and EMT's Private Lakehome Rental study. And please make an effort to attend upcoming CMR events like the resort tours in September and the fall conference in October – I guarantee it will be time well spent.

I hope you will take the time to read through this CMR newsletter and stay up to date on all that is happening in your organization. Staying connected and involved in CMR activities helps you as an individual resorter as well as the industry as a whole.

Dana Pitt
CMR President

Membership Renewal

The 2008-2009 Congress of Minnesota Resorts membership renewal forms were mailed the first week in August. If you have not received your renewal form you can download and print a form from the Congress of Minnesota Resorts website www.Minnesota-Resorts.com. After accessing the website go to the lower left hand corner and click on *CMR Membership*. You will now be at the Membership page, about two-thirds of the way down on this page you will see "Join the Congress of Minnesota Resorts Today" just below that you can click on the download and print button to receive an application form. Complete the form and mail your dues into the CMR office by September 1, 2008. If you have any further question please contact the CMR office by emailing: CMR@Minnesota-Resorts.com or call our toll free number 888-761-4245. Thank you, Vicky Krattenmaker, Office Manager.

Election of New Board of Directors

With the arrival of fall and a slower resort season thoughts turn to new leadership. At the Fall Conference in Duluth the Annual Meeting of the Congress of Minnesota Resorts is held. During that meeting we hold nominations and election of new board members. If you are interested in getting more information about the responsibilities of being a Board Member please contact any of the current board members that are listed on the back page of this newsletter or contact the CMR office at 888-761-4245 or email:

CMR@Minnesota-Resorts.com.

ANNUAL CMR FALL RESORT TOUR

Wednesday September 10th, 2008

The summer is flying by which means it's time for the annual fall resort tour. This year we will be touring four resorts in the Nisswa/Cross Lake area. This is a wonderful opportunity to view some of the many unique resorts out there and hopefully gather new ideas to implement at your resort. This is a true sense of "Resorters Helping Resorters"

The tour begins at 9:00am at Beacon Shores Resort with Dan and Karen Scholz as your hosts.

www.beaconshores.com

Directions to Beacon Shores:

Directions from Brainerd are Hwy 371 N through Pequot Lakes, right (east) on County Rd 16, go 9 1/2 miles, then left on Silver Peak Road. The resort is about a mile down Silver Peak on the left hand side.

The tour continues after this stop to Black Pine Beach Resort where you will be greeted by Bob and Lynn Scharenbroich.

www.blackpinebeach.com

Then we continue on to Lykins Pinehurst Resort with owners Roger and Judy Lykins.

www.pinehurstongull.com

The tour will end close to noon or 1:00 pm at the last resort, Quarterdeck Resort where Alan and Jane Gunsbury will be ready to welcome the crew.

www.quarterdeckresort.com

The Quarterdeck restaurant will be up and running for everyone to enjoy hors d'oeuvres and drinks and a little down time to socialize with your fellow resorters. Please plan to stick around after the tour and socialize with your fellow resorters. You can pack a bag lunch, or The Quarterdeck restaurant will be open if you would like to buy lunch.

Thanks to all the Resorts on the tour!

TV COMMERCIAL

The marketing committee is currently running a TV commercial to market our web site. It is running during Midwest Outdoors from July 5th through September 13th, every Saturday at 9:30 am and 10:30 am. The marketing committee will track our web stats closely to see what type of response we get from this aggressive marketing idea. More info to come at a later date!

Marketing Committee

Vacation Rental Lodging Study

A meeting was held July 15th about the Vacation Rental Lodging Study. We had many people show up about this issue. I was the only resort at the table. There was Joel Carlson (CMR Lobbyist), MRCA (2), Cabin Owners Association, Association of Minnesota Counties, League of Minnesota Cities, Minnesota Department of Health, Local Public Health Association of MN, University of MN Tourism Center, Minnesota Association of Townships, Department of Revenue and a couple more that I did not get.

We discussed what they were going to accomplish with the study. A report was to be written up by EMT to indicate the magnitude of the problem to the Legislature by Jan. 15, 2009.

We set out to define the issue - health and safety, planning and zoning, taxes, permits and fees, enforcement, etc. They were all brought out.

We then gave terms that should be used to define vacation rental lodging properties - advertising to the public, charging rent whether it be money exchange or bartered, zoning, etc.

It was decided that EMT would work on a definition with all the terms and conditions that were brought out. They will also look at many different states definitions as to try to not reinvent the wheel, such as Florida, North Carolina, Texas, California, and Hawaii.

The Department of Revenue will bring in their requirements for collecting taxes, the Department of Health will bring in their requirements for licensing lodging facilities, Cabin Owners Association will work with the University of MN Tourism Center along with others to determine how broad this is. They will be looking at lake cabins, metro condos, hunting cabins and others.

There was a lot of good discussion that was brought out with this and I think that we will be making a lot of progress. Three other departments that were not there were Department of Labor and Industries for plumbing, DNR for shoreline management, and State Fire Marshall. These will be invited next meeting.

I am reporting to the University of MN on the web sites that you can find cabins for rent. There are 24 web sites just in the first two pages of a Google search for vacation rentals!

Mark Novotny, CMR Legislative Chairman & EMT Council member

Hyde-A-Way Bay Resort, Hackensack

Minnesota-Resorts.com

“MEMBERS ONLY” WEBSITE INFORMATION

Resort Members:

- PLEASE login and update your resort information. Follow the instructions and add a photo to your listing. Remember to Click “SAVE PROFILE” before you exit.
- Look at our new Vendor page. It has a new look & new features. Associates now offer deals/specials to our members.
- Go to the Media page and link the CMR to your website. This will help with search engine positioning. Your customers are looking, so be up to date.

Associate Members:

- PLEASE login, and update.
- You can update your company information, display your products, add a photo, link the CMR to your website, and offering specials to the members.

All Members:

- Check in frequently

Day on the Hill, Spring Workshop, Fall Resort Tour, and Fall Conference information will be updated as it is available.

For assistance or login instructions feel free to contact

Tim Aarsvold at 320-763-3200 or TJA@GenevaBeachResort.com

Congress of Minnesota Resorts Website Stats

2007	Visits	Page Views	Time Spent on site
January	4,568	27,795	9.36
February	3,713	21,584	8.53
March	4,770	27,911	8.59
April	4,002	24,349	8.59
May	4,434	28,159	8.30
June	5,464	34,156	8.25
July	6,003	38,734	8.27
August	3,942	24,042	7.56
September	3,359	13,253	4.56
October	1,900	10,625	4.52
November	1,506	8,018	4.55
December	1,912	10,891	5.17
2008			
January	4009	24772	6.18
February	3456	20532	6.07
March	3419	19629	5.29
April	3284	19280	5.30
May	3547	20370	4.55
June	4399	25318	5.03
July	5394	31256	5.32

With this report we are also told that the leading areas searched for the month are as follows:

January	Bemidji	Ely/Orr	Faribault
February	Bemidji	Ely/Orr	Faribault
March	Bemidji	Ely/Orr	Faribault
April	Bemidji	Ely/Orr	Faribault
May	Bemidji	Ely/Orr	Faribault
June	Bemidji	Ely/Orr	Faribault
July	Bemidji	Ely/Orr	Faribault

Congress of Minnesota Resorts has committed to increasing traffic to it's website thru additional advertising dollars being spent on Google, Yahoo, MSN, and Explore MN. Show your commitment to CMR by adding a LINK to www.Minnesota-Resorts.com on your website, by going to "Members Only"/ "Media" and follow the easy instructions.

We are also adding to and changing the website as needed to keep it up to date and interesting. We will accept suggestions and help from any member that has an idea, expertise, and/or time.

Website suggestions, photos for the website, and advertising suggestions are always welcome.

Jim Eickhorst, Marketing

Congress of Minnesota

Kohls Resort www.Kohlsresort.com

NEW MEMBERS

New members/owners since the June newsletter. Please give them a call or email of encouragement and welcome them to the Congress of Minnesota Resorts.

Lodge of Whispering Pines, Dan & Sue Churchill, Owners, John Churchill, Mgr, 3060 Echo Trail (P.O. Box 327), Ely, MN 55731
phone:218-365-2129 email: info@lodgeofwhisperingpines.com

Echo Trail Outfitting & Resorts, Robin & Scott Bunney, 2239 Echo Trail, Ely, MN 55731 phone: 218-365-3156 email: info@echotrailoutfitters.com

Starck's Tamarack Lodge, Jeff & Laura Starck, 4314 Winnie Dam Ln NE, Deer River, MN 56636
phone: 218-246-8515 email: info@Tamarack-Lodge.com

Lakeview Resort, Diane Tuchtenhagen, Thomas Posthumus, 14972 Sakatah Lake Rd, Waterville, MN 56096 phone: 507-304-1046 email: lakevieww1@aol.com

Richardson's Shangri-La Resort, Jason & Audra Richardson, 10969 Sugar Bush Trail, Orr, MN 55771 phone: 218-757-3380

*WELCOME
&
GOOD LUCK!*

CMR Fall Conference October 26th thru 28th

Submitted by: Jason Ball, Conference Committee, Cass Lake Lodge

The Fall Conference will be held October 26th - 28th. It will be held at the Radisson Hotel Duluth Harborview located in downtown Duluth. Room rates will be \$79.00 plus tax. This year there will be many great topics, cracker barrels, and a large vendor show. The Radisson will hold rooms until September 26th so make sure to book yours before the busy season starts. We look forward to seeing everyone there

www.radisson.com/duluthmn

Attention: Associate members Vendor Show October 27th

2009 Annual Vendor Show will be held on October 27th. at the Radisson Duluth Harborview in Duluth, MN. Your information packets will be mailed shortly.

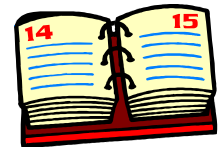
Jason Ball, Vendor Show Chairperson, 218-2009-6843
email: js8ball@hotmail.com

Change of Address, phone number or email address, please contact the CMR Office with the correct information so we can keep our records current. You can email, phone or snail mail the information to:

- cmroffice@tds.net or
- call our toll free number 888-761-4245 or
- snail mail to Congress of Minnesota Resorts, 21403 52nd Street NE, New London, MN 56273

CMR CALENDAR OF EVENTS

September 1, 2008	CMR Membership Dues are due
September 10, 2008	CMR Fall Resort Tour see write up on page 2
September 25, 2008	CMR Board Meeting 10:00 Two Inlets Resort, Park Rapids
October 26-28, 2008	CMR Fall Conference, Radisson Hotel Duluth, www.radisson.com/duluthmn room rate \$79 plus tax
October 27, 2008	CMR Annual Vendor Show, Radisson Hotel Duluth Harborview



Congress of Minnesota Resorts
21403 52nd Street NE
New London, MN 56273

Phone: 888-761-4245

Email: CMR@minnesota-resorts.com

**WWW.MINNESOTA-
RESORTS.COM**



**Keep your listing current on
the CMR website.**

CMR MISSION STATEMENT

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

CMR'S 2007-2008 BOARD OF DIRECTORS & COMMITTEE'S

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Bailey's Resort, 218-547-1464 email:
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