

Minnesota **Resorter** *Resorters Helping Resorters*

Spring 2016
Vol. 32 No. 2

Education: CMR School of Resorting

Marketing: EMT Conference

Legislation: 2016 Day On the Hill



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COMMUNITY OF MINNESOTA RESORTS**

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SEPTEMBER 1, 2016 DEADLINE

The Community of Minnesota Resorts (CMR) selects, through nomination by its members, one resort and resort owner that has shown a dedication to the improvement of the Minnesota Resort Industry by adopting and carrying out business policies and practices that reflect a personal pride in the industry as a whole. They also live up to the organization's motto of Resorters Helping Resorters by involvement in community activities and by displaying a willingness to help other resort owners to successfully operate Minnesota resorts.

You can go to the CMR website www.Minnesota-Resorts.com, scroll to the bottom of the homepage and click on Membership. Then, by using your User Name & Password you will get into the Members Only sections and click on Applications then print a copy of Resorter of the Year nomination form.



Mail the completed form to:

Community of Minnesota Resorts

PO Box 358

New London, MN 56273-0358

If you need further assistance please contact Vicky
by emailing CMR@Minnesota-Resorts.com or calling 320-212-5107.

Minnesota Resorter

Resorters Helping Resorters



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Spring 2016

Vol. 32 No. 2

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About the cover: Photograph submitted by Crystal Bakker, Appeldoorn's Sunset Bay Resort on Lake Mille Lacs.

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 Karen Senger
Community of Minnesota Resorts

Every member of the CMR organization had the opportunity to be involved with renaming our organization. We are still the CMR, but it now stands for Community of Minnesota Resorts. Notice the new logo? You spoke and we listened. We are actively using the new name and logo. Thank you to everyone that participated in the process. It was a long time coming.

The CMR Marketing Committee is working hard on your behalf rebuilding the CMR website. They are working with Faster Solutions on this project. Many hours go into this process and I want to thank the Marketing Committee for taking on this venture. With our name and logo change, it was the right time to start this project.

I, as well as a number of other CMR members, attended the Explore Minnesota Tourism Conference in Bemidji in February. It was the first one that I was able to attend and I was surprised to see that over 400 people attend this conference. Did I learn something? Yes and included in this magazine are a couple articles from some CMR members that attended. One thing that

was clear, tourism is important to Minnesota. At the conference's award banquet, I was honored to award the CMR Resorter of the Year award to Finn'n Feather Resort on Lake Andrusia near Bemidji. Jason and Timberly Christianson accepted the award on their behalf and Dave and JoAnn Fallis. Theirs was one of the awards acknowledged at the conference.

By the time this is printed we will have already had the CMR Day on the Hill and the CMR Spring Workshop. I plan on attending both. Hopefully, I saw some or many of you there. What will have also started is the work associated with spring. I am excited for the season. When our season closes in the fall, I am ready for a break. But, in the spring, I am ready to see guests again. I do love this business! Even though we all have resorts, we are all different and what we need from the CMR organization changes as well. Perhaps you need more advertising suggestions, crackerbarrels to have your boat rental issues solved, insurance questions answered, exit strategies discussed, legislative issues addressed. Your needs change based on your individual situation. That is one of the many things I enjoy about the CMR. What you get out of the CMR and your involvement changes. If your involvement is supporting the CMR by your annual dues, participating and/or attending workshops and conferences, working on a particular project, reading and/or responding in the Yahoo Chatline or assisting in the writing of new legislation, it is all appreciated.

I wish everyone a great spring!

Respectfully submitted,
Karen Senger, Cedar Point Resort

PLEASE SHARE YOUR PHOTOS



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 so you can easily find it when you are ready to send her your best pictures. *Thank you in advance for sharing!*

Minnesota Resort History

By Kim Bowen, Crow Wing Crest Lodge

I've been doing a little research on Minnesota's resorts. I wondered, "When was the *hey-day* of mom and pop family/fishing vacation resorts in our state of 10,000 lakes?"

Was it 1946, just after World War II, when suburbs of cities really started developing and folks might have felt the need to go north to lake country to cool off in hot summer months? (When did air conditioners become common household appliances?)

Was it 1955, a decade later when perhaps word had spread that going *up north* with the family to a cabin by the lake sounded like a good idea (and anyway the neighbors could afford it, why couldn't we?)

Perhaps 1972 was the year in which the highest resort count was recorded. Maybe it was pre-WWII? And if so, what were the socio-economic factors in our state that might have played a hand in affecting the rise of our Minnesota resort culture, emphasizing a value on lakes and family recreational opportunities?

Here's what I've found out- going backwards in time, because it was easiest:

Minnesota Sales Tax Records (*report published from MN Revenue, March 27, 2015*):

- 2013 - 810 resorts
- 2005 - 955 resorts
- 1995 - 1,248 resorts
- 1985 - 1,378 resorts

After contacting my local Hubbard County Property Tax department, I found out that resorts were not classified as their own status (separate from commercial hotel/motel/lodging) until a proposal amending the language on the statute got approved on May 27, 1977. The Minnesota Department of Revenue adopted a new classification class for *commercial seasonal property* sometime between 1953-1973, but I haven't found a clear date, and no real annual reports of this data yet.

The Minnesota Department of Health (MDH) was a little challenging to navigate through and I got stumped in attempts to find historic data on number of resort licenses issued through the years. However, what I DID find was this: *A snapshot of Minnesota resorts 1960-1970*, Uel Blank, Helen Jensen, Susan Wagenhals – Minnesota's Lodging Industry, Statistics and Characteristics: Extension Bulletin 386-1975, Hospitality Series No. 1, 1975.

Here are some highlights:

1966 - 3,002 resort licenses were issued by MDH.

1970 - 2,527 resorts.

- 97 percent had less than 10 cabins/units average number of cabins was 7.4.
- 10 percent of resorts stayed open all year (90 percent were seasonal).
- 10 percent of establishments were built before 1930.
- 33 percent of establishments were built between 1930-1944.
- 46 percent of establishments were built between 1945-1959.
- 11 percent of establishments were built after 1960.

Between 1966-1973, there was a 26 percent reduction in number of resorts - very comparable to Wisconsin's numbers.

Minnesota's total lodging capacity in 1970 (including motels/hotels/bed & breakfast/resorts) tallied available cabins as over one half of the capacity.

During this time period, 93 percent of resort proprietorships were individual. Partnerships were not popular (fewer than five percent).

Between 1960-1970, 56 percent of Minnesota resorts did not change hands (less than 13 percent had more than two owners).

In 1970, motels and resorts controlled 435 miles of Minnesota water frontage (large portion of the water frontage was above average quality).

91 percent of resorts were cabin only resorts.

618 of the 2,527 resorts had trailer sites (125 of them had over 21+ sites).

Average number of trailer-hook ups: 8.7.

334 of the 2,527 resorts had tent sites.

As to what year was the *hey-day* of Minnesota's resorts? Well, we can't point to a single year, per say, but here is an excerpt from the bulletin which gives us a great macro view:

"Minnesota resorts reflect changing travel and recreation patterns. Some resorts were built before 1900 in the steamboat-railroad era. Improved roads and more automobiles between 1930-1944 created the first wave of volume resort construction. One-third of present resorts (in 1970) were built during this time. The resort-building boom flourished from 1945-1960 in this post WWII era. (Almost half of the resorts in state were built during this time.) Since 1960, Minnesota resort construction has been sharply curtailed, thus reflecting: interregional competition from other states and nations (other areas now offer water and resorting facilities) and the loss of Minnesota's advantage of natural air-conditioning due to technological advances such as:

1. Trends toward mobile, sightseeing vacations in which national parks and historical shrines are visited.
2. Improved long-distance.
3. Travel on freeways.
4. Increases in air travel - people seeking different travel and tourism experiences."

There are all kinds of other data correlating construction improvements to success rates, breaking down resort numbers and establishment ages, etc. into ten different regions around the state. I laughed when I read about how they labeled some of the general areas of our state. Here a few regional names that caused a giggle: *Vikingland* (Ottertail County - western/north), *Heartland* (from Alexandria north through Leech Lake, Itasca State Park, through Red Lakes and onto border), *Arrowhead* (iron range, boundary waters, Duluth and north shore area), *Pioneerland* (southwest corner of state) and *Hiawathaland* (southeast corner of state).

If there is any interest in further details, I could maybe break the information down a little more in future snippets from this fascinating collection of facts. After all, the 800 resorts in Minnesota have to stick together, right? This is a way to connect us all with knowledge, while appreciating our own unique resort's amenities. *Resorters helping Resorters, yes?*

I am considering ongoing research efforts into the history of Minnesota's resorts. The Minnesota Historical Society has lots of pamphlets and reports, which I would like to request a viewing. If you have articles, links or leads on data of this subject, please contact me, as I would LOVE to collect them and add into a possible subsequent article. Email information you have to share to Kim Bowen at relax@crowwing.com.

Fourth Generation Family Legacy

By Linda Schultz, Ten Mile Lake Resort



Ten Mile Lake Resort, Inc. is a fourth generation owned and operated resort that was established in 1906. Anthony Prohosky, along with his wife Anna, purchased an existing resort on Ten Mile Lake in Otter Tail County from Mr. Bushnell for around \$3,000 and named it Prohosky's Summer Resort. The resort consisted of about five or six cabins and a hotel, some of which were built in the late 1800s and a dance pavilion, which resided over the water. The ice heaves though took out the dance pavilion around 1910.

Anna Prohosky passed away in 1922 and Anthony sold the resort to one of his daughters, Nellie and her husband Fred Schultz (second generation). It was renamed Schultz's Ten Mile Lake Resort. In the 1930s a new dance hall was built and dancing was all the rage. People came from all around for the dances every Saturday night and also came for picnics on Sunday afternoon. As time went on the resort owners became very resourceful as far as acquiring cabins. They used an old chicken house, an old granary, a schoolhouse, a hunting shack and a gypsy wagon to create

cabin opportunities. Today, that gypsy wagon is still used as a bait house.

The resort in the 1930s and 1940s had no modern conveniences such as kitchens and indoor plumbing and consisted of 16 cabins. The cabins also had no refrigerators so ice was cut from the lake and stored over the winter in a big shed and covered with wood shavings and hauled around to the cabins in the summer and put in ice boxes. By the 1950s, the resort had up to 25 cabins. A one-bedroom cabin rented for \$16 for a week or \$3.50 per night during

the 1940s. Now, the same cabin rents for \$135 per night or \$865 per week.

In 1955, Fred and Nellie Schultz (although continuing to be involved in the resort) sold it to their sons Bob and Jerry Schultz (third generation). Both brothers ran the resort along with their wives Anne and Shirley until Bob passed away in 1981. Back in the 1950s, during the hunting season the resort would fill up with hunters and the three women would cook all three meals for all of the men (breakfast was made to order). They spent all day either in the kitchen or in the cabins making beds and cleaning up after the men.

In 1960, the owners went out on a limb and built a steakhouse having no idea if it would be successful or not. Although meals had always been a part of the resort in some capacity or another served out of the hotel



or out of a hamburger shack it had never been the main focus. The hope in building the steakhouse was to add a winter business and enhance the summer cabin business. The first night open, the steakhouse served 30 people and the most popular item, a Ten Mile Special (7 oz sirloin steak) was sold for \$1.75 as a complete meal. It is still the most popular item on the menu today and sells for \$16.95. The steakhouse gained a huge reputation and became very popular and serves over a thousand people a week. It is open seven days a week for lunch and dinner during the summer months. During the winter months, the steakhouse is open on the weekends.

In 1981, Jerry and Shirley Schultz took over the resort (after Bob passed away) and ran it with the help of their two twin sons Pat and Mike (fourth generation). Their primary business was the restaurant but they rented out 13 cabins, had tent camping and RV sites and a few seasonal spots. In 1991, they sold the business to their sons but Jerry continued to work in the business doing the bookwork and helping out. The most important thing that he offered was his many years of experience. The business that he built up along with his wife, brother, father and

grandparents and many other family members was still going strong even though it had under gone many seasons of change. The hard work ethic that was passed on to each generation along with the importance of the customer relationship has been the fundamental foundation in the success of the longstanding business.

In 2005, Pat Schultz was tragically killed in a biking accident leaving Mike and Linda as the owners. This left a huge hole in the business and in the lives of the owners but they knew that they had to keep on going. Just before Pat died, a small tornado ripped through the resort destroying one of the cabins. Pat found some blue prints to be used to build a new cabin so after he died the community came together, took those blue prints and built the frame for a new cabin. Mike, along with many others, spent the winter doing the finishing work. The cabin was named after Pat...The John Patrick Lodge or the JP Lodge.

The focus of the business during the years of 1960s through the 1990s was the steakhouse along with the cabin rentals but beginning in the early 2000s seasonal camping began to emerge as the new focus. All of the overnight camping was eliminated establishing a seasonal only campground. Campground activities were added for the guests which included: a medallion hunt, many potluck and food gatherings, family olympics and a church service to name a few. The restaurant hours were shortened to summer only and winter cabin and fish house rentals were added. The rising costs of food, employees, and other expenditures made it necessary to cut the restaurant hours. Although this took some adjustment the overall outcome has been very positive. The business today has 12 modern cabins, 91 seasonal campsites and a steakhouse. Wintertime is now spent remodeling cabins and many other assorted projects, which are made easier with the newly winterized shop.

The business has changed over the years but one thing always remains the same... *Guests are the primary focus.* Without the guest, the business would not exist so much pride is taken in making that the number one priority. The resort boasts of many four-generation families, which continue to come, and also has three-generation employees.

The future plans for now are to continue to work and to make sure the business lasts well into the future. We are in the process of training and employing our nephew and daughter who represent the fifth generation of the Schultz family. We consider it a great honor and privilege to be in the resorting business.



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Strive for Balance

By Timberly Christiansen, Finn n' Feather Resort



Balance, its what we all strive for. Balance at work, balance at home and balance in ourselves.

As a resort owner, balance can be even harder to find. When your day begins at 5 a.m. and often doesn't finish until your head hits the pillow at 11 p.m., there isn't a lot of time to really find balance. Especially if the phone rings at 2 a.m. because of a "bat in the cabin!"

Growing up at a resort, I often wondered why it was that even though we live on the lake, I didn't know how to water ski. Or, just because we have a fleet of boats, we never go out fishing, other than off the dock. And Lord knows, there could be some really cool movies playing or a new restaurant that has opened, but we'll never make it at least not between the months of May – September.

Yes, this seems to be the way of a resorter. So, as I grew up, and listened to my grandparents say they wish they would have gotten out in the boat a few more times, or went on a day trip to Itasca State Park, I was determined to make a change for my family.

When I found out I was pregnant with my first child, I had visions of boat

rides down the river, swimming in the pool with my little bundle of joy, teaching them how to fish, etc. These thoughts were quickly followed by the dreaded fear of "how will I scoop ice cream with one arm," "what if the baby is crying when the phone rings," "what if I'm nursing and someone needs bait," "how will I be able to watch them when they want to play outside." Balance!

So the first child arrived and I quickly learned my parents and grandparents were right. It's really hard to do all the fun stuff while you are busy running the resort. I can remember taking my daughter down to the beach, thinking it will be fun to sit and watch her play in the sand. Little did I know it would end up being so stressful. Instead of sitting there relaxing, my *resorter* brain switched on and my eyes took in the sights. Like wow, it needs mowing over there, and that looks like a dead fish that will need to get picked up, or why is there an extra vehicle parked by Cabin 17, to oh nice, those kids just left the kayak paddles laying on the beach, and yikes, the dog just pooped by the second birch tree in front of Cabin 3, to finally, look, baby eating sand! Yikes! Not to mention the ever dreaded comment from guests "Wow, it must be really nice to run a resort, then you can always do (insert fun summer activity here) all the time!"



We go back to balance! Learning to shut down these thoughts has been a struggle. So has trying to find time to sit at dinner and actually see the faces of all my kids and husband. What resorter hasn't heard the dreaded *ding-dong* signaling a guest coming in to buy candy, or check out a movie, or get bait, or just to visit for a while. So much for warm dinner!

But I was determined to make it different, to actually take some time to enjoy some of the things living on the lake has to offer. We finally decided that we would take Sunday afternoon off! We'd get somebody to watch the lodge and we'd go anywhere! The biggest surprise was guess what, the resort didn't burn down, and the guests continued their vacation, and we came back from our little get away so thankful for a moment away.

Now I'm not saying we went guilt free. But it was okay! In fact it was great! We have tried to continue this, and honestly it hasn't completely stuck. But we still take *moments* away! Sometimes we'll take the kids out for pizza on Sunday night, or get really wild and crazy and go to a movie some night when there are no activities. Or even take the kids on the pontoon for a cruise! It's not always a long time, but it's finding the balance, to learn to enjoy lake living even while running a resort. I am learning to not take any moment for granite and I hope you can to! Find your balance!

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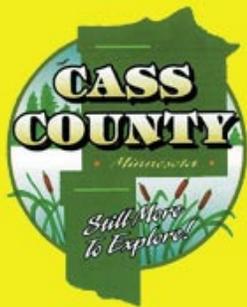
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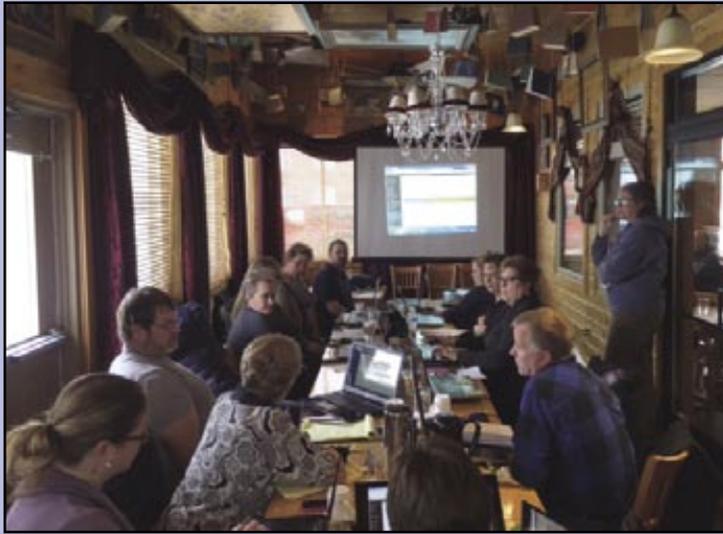
CASS COUNTY BOAT DECONTAMINATION HOTLINE



School of Resorting Teaching Old Resort Dogs New Tech Tricks.

By Sara Simon, Boyd Lodge

Okay, so I'm not that old, and neither were my classmates at the recent *Community of Minnesota Resorts (CMR) School of Resorting Class* we attended. The class was about *Wordpress*- a program used to design and edit web pages – taught by Tony Staniger, Northland Creative out of Nisswa.



As a resorter, I am fairly new to this world, only working at Boyd Lodge and for the Schwieters Family a little over seven years. In a lot of other industries, that's a pretty good stint, but I still feel pretty green when I compare myself to the experience of so many small resort owners in our area who are second and third generation family business owners –they have a *lifetime* of experience and memories. But I am no stranger to family business. I grew up on a dairy farm. I started working in my uncle's restaurant at age 12, and have numerous other entrepreneurs in my family tree. Perhaps that is why now, though I am several hours away from my own relatives, I feel most comfortable working at a small family run resort? I can appreciate (and enjoy) the many hats one has to wear and the hard work it takes for success in this industry.

One of those *hats* I've started to wear is the *computer hat*. Don't get me wrong, I'm no IT expert, we've still *got a guy* for that (we've got a few), but I have been *working* at becoming more proficient with managing the reservation programs, editing our website and social media elements that are unavoidably necessary parts of any business these days. Even if your resort touts a *low tech* or *no tech* getaway you have to be present on the Internet to get them there in the first place. And not just present, you have to be visible, and look good too.

That's where *Wordpress* comes in. We recently had a redesign of our website (which coincidentally, Staniger designed) using

this new program. For our previous web-editing program we had Staniger come out and give private instruction, but had not scheduled training for *Wordpress*, yet. The CMR class was announced at about the same time, and thought it may be useful for us. I did not know what I expected out of the class, but I went in with a pretty open mind. I kind of figured it would be way over my head (information-wise), and my head would be spinning by the end of the day. At least it would be a good way to start to familiarize myself with the new program and I'd get a good lunch (thanks Prairie Bay).

We had quite a variety in our small class of only a dozen: small resort owners with only a few cabins and websites they built and ran entirely on their own (kudos!), employees from larger resorts with official titles like *marketer* and *sales* who were in charge of maintaining very large multi-faceted websites, and a few like me- owners and/or employees from resorts with twenty or so cabins and with websites that *maybe* were designed/put together by someone with a little more expertise, but are being run by us.

For me, this was the best part of the class. I don't often get the opportunity to go to industry events, so this was a treat. I enjoyed seeing the differences in everyone's technological experience and talking about what they were doing or not doing on their sites, and how they were using blogs, Facebook, and Pinterest, for their resort. It reminded me that our guests too, still run the gamut when it comes to being comfortable with technology. It is important (and challenging) to have a web presence that works for, and appeals to everyone. *Wordpress* seems like an easier way to do this. I am excited to work with this web-based software and on some of the great ideas I came away with from this class. I'll definitely be looking for another CMR class to take!





Handi-Resorter's Tips & Tricks — Saving the Shoreline —

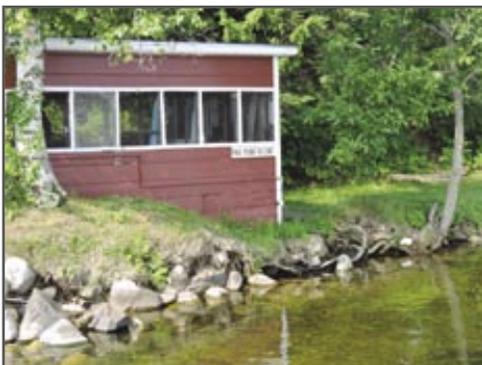
By Scott and Sue Springer, Pike Point Resort



Before: This is how the shoreline looked by the bait house and fish cleaning house at the end of last year's resorting season.



Before: This is an example of the deterioration and erosion that had occurred over time.



Before: Notice the erosion around the tree roots and the undercutting of the shoreline that was created by water movement.



After: The new fish cleaning and bait house that will greet our guests at the opening of the 2016 resorting season replacing the two older structures previously used for these activities.

Pike Point Resort is located on Gull Lake just north of Bemidji and was established in 1923. Cabin restoration of the nine cabins and new floating docks were our priorities when we purchased the resort in 2010. Over the past six summers and yet this spring, we continue to make those improvements for our guests.

Last summer, we demolished our old fish cleaning house and bait house, which were close to rotting. We built a new building that had both the fish cleaning and the bait inside. Once that was built we knew what our next project was going to be once our guests had left for the summer and after our docks were pulled from the lake. In looking at many of the old pictures of the shoreline it was obvious that it had deteriorated from ice and water erosion over the years. We needed to do something to save the shoreline that was there from getting worse. With the water level being as low as it was last fall it was the perfect time to complete the project.

We talked with the Department of Natural Resources (DNR) and also Beltrami County for the permit necessary to do the improvement. Once receiving the permit was received, the shoreline was prepared by removing the rocks and debris that was there from the past. The 3 to 1 slope desired by the county was then graded. Each county (and DNR) will have their own criteria for your lake and everyone needs to check with them before doing a project such as this.

The designed matting that was required by the DNR was laid down and the rip rap boulders were delivered. When the project was completed we had 165 feet of riprap. We were not going to go that far, but the shoreline to the west was eroding even more than the shoreline closer to the beach.

We are very pleased with the way it turned out and know our guests will definitely see the improvement when they arrive this summer.



After: This save-the-shoreline project has created a beautiful, welcoming appearance to greet our guests, care for their fishing needs, and ensure a stable shoreline for our resort for years to come.



After: The completed project has 165 feet of riprap at a 3 to 1 slope. The original plan was not to cover this much shoreline, however; as we begin work on the project more erosion was discovered that had to be addressed.

The Community of Minnesota Resorts

WHAT RESORTERS ARE SAYING ABOUT THE CMR

I have attended Day on the Hill for three years now. Each year I feel it is more and more important to get involved. Issues that impact resorts such as ours are ever present as new legislation is proposed, or changes to existing legislation take place. Without the involvement from our lobbyist, Joel Carlson, and the member resorts of the CMR, our businesses would be negatively impacted without us even knowing it. Through discussions with the DNR, legislators, and other concerned parties we can and do make an impact. Beyond the meetings with legislators, Kristin and I always enjoy the dinners and rides on the buses where stories are told, new friendships are made and a wealth of knowledge is shared that assists us in making our resort an even better place for our guests.

~Jim Wherley, Sunset Bay Resort

Wow, an excellent day at the CMR Spring Workshop! After 29 years, we still are learning! Boyd Lodge was a great place to meet...so nice to see fellow resorts...the speakers were awesome. I couldn't write fast enough!

The SBDC speaker was so helpful! The forestry guy makes me want to plant trees! Even the pest control guys were very learned in our issues and had lots of good answers! The best...again...was the panel of resort owners sharing...you feel so connected to everyone when you hear them speak of issues we all have!

The cracker barrels always answer questions you forgot you had! Great job to the committee! I'm glad we took time to go!

~Pat Addler

What the CMR Can Do for You!

EDUCATION



Fall Conferences and Spring Workshops - informative sessions and networking with other resorters.



School of Resorting educational classes.



Yahoo Groups - online resort chat room.



Members only online resources on our website.

MARKETING



Your resort is listed on our website www.Minnesota-Resorts.com.



Our site is professionally marketed through links, banners and extensive search engine optimization.

LEGISLATION



Full-time lobbyist working for the interests of RESORTS ONLY!



Day on the Hill- Make your voice heard in St. Paul.



Stay informed on legislative issues that affect our industry.



Join the Community of Minnesota Resorts

YOUR MEMBERSHIP COUNTS!

Your membership in the Community of Minnesota Resorts (CMR) is a good investment for both you and your resort business. Join in the organization's philosophy of "Resorters Helping Resorters." So many benefits await you! Fill out the membership application today and become a member of a unique association of resorters, run by resorters, for resorters. Our focus is very clear!



EDUCATION



MARKETING



LEGISLATION

Resort Name _____

Lake _____

Owner/Manager _____

Years in Resorting _____

Address _____

City _____ State _____

Zip (9 digit) _____

Township _____ County _____

Phone _____

No. of Rental Units _____ No. of Bedrooms _____

Resort E-mail _____

Resort Website _____

Membership investment is only \$18.50 per bedroom
(Minimum \$185 for 10 bedrooms or fewer, Maximum \$962 for 53
bedrooms or more.) Membership rates good through Aug. 31, 2016.

Campground Search Function for \$35 Yes/No
No. of Seasonal Sites _____ No. of Overnight Sites _____

Associate Memberships - Dues \$185 For vendors and for those
with an interest in resorting but not owning a resort.

Amount of check enclosed _____

Please Circle One: New or Renewal

Send to:



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PO Box 358
New London, MN 56273-0358

Questions regarding Membership?

Contact Vicky at CMR@Minnesota-Resorts.com or 320-212-5107

Resorter Recipes

By Pat Addler
Cedar Rapids Lodge

BEST BAKED CHICKEN THIGHS

- ½ cup Dijon mustard
- ¼ cup maple syrup
- 1 Tbsp rice vinegar
- 5-6 chicken thighs
- salt and pepper



Preheat the oven to 450°F. Mix together the Dijon mustard, maple syrup and rice vinegar. Salt and pepper the thighs, then place them in the baking dish. Pour the maple-mustard mixture over the thighs, turning them a couple times to fully coat them. Place the baking dish with chicken thighs, uncovered, into the oven, and bake for 40 minutes or until thermometer reads 165°F. Baste the chicken thighs with the sauce two or three times during the last 20 minutes of baking. Serve the chicken thighs immediately, on plates, topped with the remaining sauce from the baking dish. Serves four.

APPLE CINNAMON WHITE CAKE

- 1/3 cup brown sugar
- 1 tsp ground cinnamon
- 2/3 cup white sugar
- ½ cup butter, softened
- 2 eggs
- 1 ½ tsp vanilla
- 1 ½ cups all-purpose flour
- ½ cup milk
- 1 apple, peeled and chopped



Preheat oven to 350°F. Grease and flour a 9X5-inch loaf pan. Mix brown sugar and cinnamon together in a bowl. Beat white sugar and butter together in a bowl using an electric mixer until smooth and creamy. Beat in eggs, 1 at a time, until incorporated; add vanilla. Combine flour and baking powder together in a bowl; stir into creamed butter mixture. Mix milk into batter until smooth. Pour half the batter into the prepared loaf pan; add half the apple and half the brown sugar mixture. Lightly pat apple mixture into batter. Pour the remaining batter over apple layer; top with remaining apple and brown sugar mixture. Lightly pat apple into batter; swirl brown sugar mixture through apples using a finger or spoon. Bake in the preheated oven until a toothpick inserted in the center of the loaf comes out clean, 30 to 40 minutes.

EASY ONE POT LASAGNA SOUP

- 1 pound lean ground beef (or half Italian sausage)
- 1 yellow onion, diced
- 4-5 garlic cloves, minced
- ¼ - ½ tsp red pepper flakes

- 1 (24 oz) jar Italian sauce
- 8-10 cups low-sodium chicken broth, divided
- 1 (14 oz) can crushed tomatoes
- 2 Tbsp tomato paste
- 2 tsp balsamic vinegar
- 1 ½ tsp sugar
- 1 Tbsp dried basil
- 1 tsp dried parsley
- 1 tsp dried oregano
- 1 whole bay leaf
- 1 tsp salt
- ½ tsp pepper
- 10 uncooked lasagna noodles, broken into approx. 1-2 inch pieces*
- ½ cup heavy cream (optional)**



Cheese Garnish

Mozzarella, Parmesan, and Ricotta cheese to taste

Heat large Dutch oven over medium high heat. Add beef and onion and cook, stirring occasionally until beef is browned. Add garlic and red pepper flakes and sauté for 30 seconds. Drain off any excess fat. Add Italian sauce, 6 cups chicken broth, crushed tomatoes, tomato paste, balsamic vinegar, sugar, spices and lasagna noodles. Bring to a boil then reduce to a simmer until lasagna noodles are tender, stirring occasionally (approximately 20-30 minutes). Discard bay leaf and stir in heavy cream (optional) and 2-4 cups chicken broth to reach desired consistency. Garnish individual servings with desired amount of cheeses. Serves 6-8.

*You can also replace the noodles with 2 ½ cups uncooked small shells if desired and simmer for less time.

**If you want to omit the heavy cream but still would like a thicker soup then I suggest whisking 2 teaspoons cornstarch with some of the chicken broth and adding to the soup and simmer to thicken.

BLOOMIN' CINNAMON ROLLS

- 4 frozen cinnamon rolls
- 4 Tbsp butter
- 4 Tbsp brown sugar
- 2 Tbsp sugar
- 1 tsp ground cinnamon
- 4 tsp caramel ice cream topping



Preheat oven to 170°F. Grease ramekins with cooking spray. Melt one tablespoon of butter in four ramekins (7-8 oz size) and add a tablespoon of brown sugar. Mix the brown sugar and the butter together. Top the mixture with a frozen cinnamon roll. Place the ramekins on a baking sheet. Turn the oven OFF (this is very important because you don't want the cinnamon rolls to bake yet) and put the frozen cinnamon rolls in the oven to rise for about 1½ hours. Remove the pan from the oven and preheat it to 350°F. Use a pair of kitchen scissors to make cuts around the cinnamon roll (the cuts don't have to go all of the way through). Leave the center uncut. Mix together two tablespoons of sugar and one teaspoon of cinnamon. Sprinkle one teaspoon of the mixture over each of the cut cinnamon rolls. Bake the Bloomin' Cinnamon Rolls at 350°F degrees for 15-20 minutes. Drizzle the cinnamon rolls with one teaspoon of caramel ice cream topping.

Icing:

- 1 cup powdered sugar
- 2 Tbsp butter, softened
- 2 Tbsp milk
- ½ tsp vanilla

Mix together two tablespoons of softened butter, one cup of powdered sugar, two tablespoons milk and half of a teaspoon of vanilla. Drizzle the icing over the Bloomin' Cinnamon Rolls.

Explore Minnesota Tourism Conference Take-Aways

By Tim Senger, Cedar Point Resort

I think that I am never too old to learn. We are starting our 15th year in resorting and I still learn new things. I went to the Explore Minnesota Tourism (EMT) Conference in Bemidji in February. I would like to share a few thoughts and ideas that I came out of the conference with:

1. Instant responses and on-line availability. Not all people have to talk to me to make a reservation.
2. Some guests like to have a *learning experience* on vacation.

Not all guests want to talk with me to make a reservation:

When you book a hotel room, do you call the hotel or book it on-line? For most of us, we book it on-line. We don't either want to, or need to talk with the hotel to do it. More and more people are happy to just book their vacations on-line as well. Not everyone wants to talk with someone to do that. Based on what I heard at the conference as well as talking with other resorters, we are exploring adding the on-line availability as well as the on-line booking capability.

I wonder how many potential reservations I missed because I didn't have on-line availability.



We were holding out on offering on-line availability because I thought that if we were full for one week or for a particular cabin, if I talked to them I could talk them into a different week or cabin. Although I don't think that it is a totally false statement, I wonder how many potential reservations I missed because I didn't have immediate access to availability. Is it wrong to not have availability on-line? Absolutely not, but for me, we are looking at making a change.

Gone are the days of talking with our customers! WRONG. We will still communicate with our guests. That is the fun part of the job. But, we are embracing change and are *making it easier for our customers to vacation with us.*

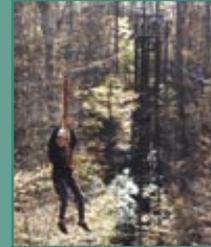
Guests want to have a *learning experience* on vacation.

Make a "potential" guest a guest that actually books a cabin.

An EMT speaker said that many of today's vacationers are looking for learning experiences while on vacation. Obviously, this is not true for everyone. But something struck a chord for me that perhaps this is something that we can offer our guests. Offering a *learning experience* while vacationing may be the one thing that would make a potential guest become an actual booking guest.

We would be remiss if we didn't give this some thought. Just think about it . . . what if we offered:

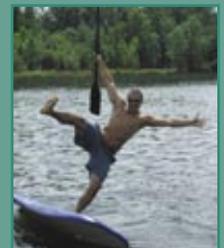
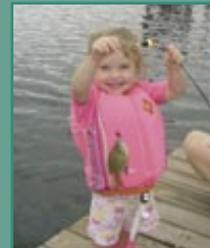
- Sky diving
- Hang gliding
- Zip lining
- Zorbing
- Cave tubing
- Snorkeling
- Helicopter rides.



I think that it is a given, that we would get reservations just because of that.

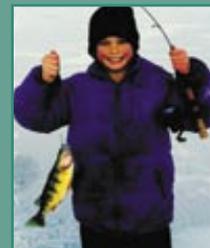
Offering a learning experience doesn't have to be that extravagant. It could be:

- Nature hikes
- Beginner fishing lessons
- Water ski lessons
- How to cook meals over a campfire
- Learn how to drive a boat
- Stand up paddleboard lessons
- Boat safety classes
- Kayaking down a river
- Scrapbooking pages for vacation
- Learn how to clean a northern and get the y-bones out
- Naturalist programs
- Identifying trees and plants in nature
- Basket weaving
- Bird watching and identifying area birds.



If you are open in the winter then perhaps:

- Learn how to ice fish
- Snowshoe lessons
- Cross country ski trips
- Winter camping
- Outdoor winter cooking.



The options are endless.

I have found that amenities that are offered at our resort are great to advertise, but that doesn't mean that guests will use them. BUT, they are there and offered in case they do.

It may also be true for the *learning experiences.*

My wife and I are going to do some brainstorming to see what it is that we can offer our guests and perhaps we will think outside the box on this one.

Informative, Inspirational EMT Conference

By Carolyn Aarsvold, Geneva Beach Resort

As always, the Explore Minnesota Tourism (EMT) Conference was very informative and inspirational, and we were glad that we could spend a few days in Bemidji and see Paul Bunyan in person!

We'd like to share some of the information from the seminar regarding traveler behavior. The presenter was Peter Yesawich, MMGY Vice Chairman, a company that has surveyed traveler's habits, preferences, and intentions for the past 25 years.

Research is showing that travelers are taking more vacations, but they are shorter vacations, averaging three nights. Travelers today are largely optimistic about the future for their children and their jobs, and the general well-being of our country.

Millennials (84 million) plan on traveling more in the future, and they are interested in trying new types of adventures. Once they have visited, they tend to move on to another experience on their next vacation, showing a *been-there- done that* frame of mind. They are trending away from hotel/motels and are interested more in resorts, cruise ships, camping, etc.

Boomers (78 million) like to relax, explore, experience different cultures, enhance relationships and try new cuisines when they travel. They are the ones who nudge their families to plan multi-generational and celebratory (anniversary and birthday) getaways for their families.

Travelers today are digitally elite, with approximately 38 percent using their phone for vacation purposes such as GPS, restaurant location, ratings of destinations, and sharing of comments and photos. They are empowered with greater access of information than ever before.

Travelers are getting most of their vacation inspiration from family and friends, search engines, magazine articles, destination websites and visitor guides. Their search for advice and destination ratings comes mostly from travel review websites, family, and search engines. They check for pricing on search engines and destination promotions, and book their reservations mostly through a travel service or the provider's website.

Personalization of their vacation experience is important to all travelers. Destinations can make the travelers feel at home right away by the tone of their web content as they promote their property. Personalization is also important as destinations communicate with the travelers prior to their arrival, during their vacation stay, and post departure.

In conclusion, we feel very optimistic about the future of travel to our unique Minnesota vacation destinations. EMT's marketing plan appeals to both the Millennials and the Boomers, and we appreciate their vision for the future of Minnesota resorts.

Docks

By Lynn Scharenbroich, Black Pine Beach Resort

Docks might be creeping onto your radar soon, if they haven't already. It's an annual spring ritual for most of us. Maybe this spring you're harboring dock dreams. . . time for an improvement, a new configuration, an addition, or an accessibility-friendly change. Here are some resources for all you dock dreamers out there.

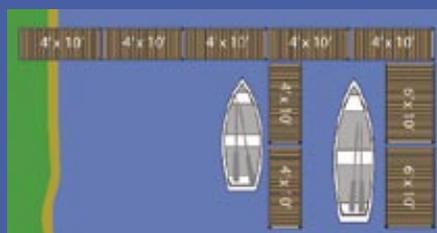
Dock materials: www.doityourself.com/stry/wood-vs-aluminum-dock-cost-durability-and-safety www.examiner.com/article/docks-101-which-dock-system-is-right-for-you

Dock configurations: www.cabinlivingmag.com/cabin-lifestyle/on-the-water/best-dock-layouts

Floating docks: www.doityourself.com/stry/floating-boat-dock-pros-and-cons

Accessibility friendly: www.access-board.gov/attachments/article/590/fishing.pdf, www.adachecklist.org/doc/rec/fishing/fishing.pdf *

* These guidelines only apply to facilities specifically designed and constructed for fishing. Structures that were not built specifically for fishing do not need to meet these requirements, even if people use them for fishing.



Marketing Award of Excellence



Receiving an award at the EMT Conference was Mille Lacs Area Tourism. They won an EMT Travel Marketing Award of Excellence for their #DoTheLake marketing campaign. Tina Chapman, shown in the middle, is the owner of Chapman's Mille Lacs Resort, a long time CMR member, and the director of the Mille Lacs Area Tourism Council.

Travel Marketing Award of Excellence

By Tina Chapman, Chapman's Mille Lacs Resort

#HASHTAG

Mille Lacs Area Tourism Council is thankful for the Travel Marketing Award of Excellence from Explore MN Tourism. It recognizes that we are on the right track, and ahead of the tourism curve, but we have much work to do. We will not rest until our regional tourism businesses are fully booked, overwhelmed, and back to exact. We are thankful for EMT and their relentless advocacy for Lake Mille Lacs.

One of the components of our marketing plan was the use of social media and incorporating a hashtag. We chose #dothelake.

Although we are using it to brand a whole area, it could certainly be used to brand your own resorts on the social media channels you use.

Choose a relevant hashtag and encourage all your guests, family, friends, etc. to post photos and use it. That way when people search the hashtag all of the photos and comments will come up for all to view. If you have a big event, associate a hashtag with that as well. It's a great way to show what your resort is all about and be sure to incorporate #onlyinmn along with it to get exposure with Explore Minnesota Tourism.

CMR Resorter of the Year Award



CMR members Timberly and Jason Christiansen, Finn n' Feather Resort accept the Resorter of the Year Award at the Explore Minnesota Tourism (EMT) Conference. Pictured (left to right) Director of EMT John Edman, Timberly and Jason Christiansen, Finn n' Feather Resort, and CMR President Karen Senger.

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What Day on the Hill Means to Me

By Tom Marnik, Timber Trails Resort, CMR Legislative Chairman



CMR members gather on steps at the Minnesota State Capitol in between meeting with local legislators during the Day on the Hill event.

Well, the 2016 Day on the Hill (DOH) is now successfully over but the efforts continue. I was lying in bed this morning trying to formulate what I was going to write about for the DOH article. What came to me was “*What Day on the Hill means to me?*” So here we go:

What DOH means to me: is after a long driving trip from Des Moines the day before the DOH, I was up making new name badges for everybody at 3 a.m. Since, we are now the Community of Minnesota Resorts (CMR), lots of little things need to be updated. By the way, I was not forced into this tight 3 a.m. deadline, I’m just a big procrastinator.

What DOH means to me: is directing 23 resorters around to four different rooms in two different building being used as our home base. With the Capitol Building under construction only the State Office Building and the New Senate Office building are available.



Construction continues on the Capitol Building but does not curb the success of CMR’s Day on the Hill.

Being able to schedule a single room to use as home base for the attendee was just not a reality this year. Joel Carlson and his assistant, Tami, did a great job under the circumstances to accommodate us using anything from our usual big meeting rooms to a few broom closets. Our leave-behind prop this year was a child’s beach bucket and shovel with the saying *We Dig Your Support*. Well, 125 buckets require three big boxes. We also had boxes of fishing vests we wear and other stuff. It was fun coordinating where all of this would go and keep track of it all, plus my plans to get this all done seemed to change every 10 minutes. I had to keep calling our bus driver, Terry Duhn, a former resorter and super nice guy, to tell him to meet us in a different spot/time. You know, resorters are worse than cats when you’re trying to herd them! Next year, the Capitol Building will be totally complete and I am told it will be a wonder to experience. You should come next year just to experience it.

What DOH means to me: is getting our issues across to the state representatives and senators, both the sinners and the saints. If you haven’t been to a DOH you’re saying to yourself what does he mean? Well the saints are those legislators that generally support the issues that are important to the resort industry and tourism



CMR members meet with their local legislator to discuss pending legislation and its impact on the resort community. (l to r) Roger Lykins, Lykin’s Pinehurst Resort, Bob and Lynn Scharenbroich, Black Pine Beach Resort; Senator Carrie Ruud, and Sue Paradeis, Shing Wako Resort.

in general. The sinners, well, not so much, but they may have constituents that have a different focus. We make an effort each year to thank our saints and work on converting the sinners. What is also interesting to me is trying to understand the true drivers of how decisions are made as opposed to what is said on the surface. Get to the real motivator and you then can move policy in your direction. This is what Joel Carlson our lobbyist brings to the table. There are a lot of dynamics going on and he is the master of sorting them out.

What DOH means to me: is sorting through all of the issues that may affect resorting and tourism and figuring out where best to place our efforts. This year we had a bill introduced by our saints, SF 3022 and HF 3393, which would significantly close the exemptions available to school districts to start their learning year prior to Labor Day. This bill will be difficult to move forward in this short legislative session but at the very least; it gets attention of our plight to have a full season and counters the opposition.

Not as earth shaking, but no less important, we also lobbied to exempt resorters from the requirement of having to have a separate vehicle license to carry more than 12 dozen minnow/leeches from your local minnow dealer to your minnow retailer establishment. We have discussed this with the DNR and we are optimistic that this change will be included in an omnibus bill this year. Additionally, we annually support Explore Minnesota Tourism (EMT) and their efforts to promote tourism across the state. EMT has two bills this year seeking additional funding. The first is for \$850,000 to promote **new** community events. Examples of this would be things similar to the Walker Eelpout Festival and Moon Dance Jam concert. Second is a bill for \$300,000 to do a special promotion for the Mille Lacs area to help counter the negative publicity effects of the walleye fishing restrictions.

What DOH means to me: most of all, is the lively conversations, comradery and fun I see between the resorters attending this event. From the bus ride back and forth, to the time organizing the days' events. To the Legacy Center tour and interesting but long winded one-man gangster play about the good old days in St. Paul to the evening dinner at the Green Mill restaurant. Conversations about carpet tile, Apple iPod encryption, marketing your resort on Craigslist, taxation, Nude resorts, the latest floatie toy, screaming goats, the presidential race and dogs and cats, the conversations are endless and diverse. CMR is a unique organization in that it embodies its motto *Resorters Helping Resorters*. Everybody freely exchanges ideas and truly is working to help others succeed. Other associations and industries may work on issues, which affect the group as a whole, but they are tight lipped when it comes to giving away their *secrets*. The CMR is special in its culture of sharing *secrets*. The best way for you as a CMR member to get the most of what's special of our organization is to get involved in events like the DOH, conferences, workshops, writing articles for the magazine and contributing to the board. Your efforts will be paid back tenfold via a most robust business and all around personal satisfaction.

I would like to thank all of the 2016 attendees both regulars and first-timers for their efforts and CMR Legislative Vice-Chair, Jim Wherley, for his efforts in organizing this experience.

I look forward to seeing you at the next Day on the Hill.



DOH 2016 Testimonial:

My most fun experience at the DOH this year was my visit with Josh Heintzman, Republican, District 10A. Usually, I would rank riding on the bus and crackerbarreling with my fellow resorters as being top of the list, but this year my visit with our local area legislator took top honors. The group of resorters who visited Josh was Roger Lykins, Sue Paradeis, myself, and my wife, Lynn. Josh was supportive of our issues; Post Labor Day school start, excessive regulations regarding transporting minnows from a wholesaler to a retailer, and EMT's strategies for supporting resorts with this year's focus on tourism events. Our 15-minute scheduled meeting ended up lasting nearly an hour. The time flew by. I walked away with a genuine feeling of support from a legislator and a smile inside after watching his face light up when he opened his packet and saw a copy there of our *Minnesota Resorter* magazine.

Looking forward to next year's DOH.

~Bob Scharenbroich, Black Pine Beach Resort

DOH 2016 Testimonial:

This year was my first time attending DOH. I wasn't quite sure what to expect going into this, but was pleasantly surprised. The days were busy, informative and lots of fun! To be able to speak to legislators about issues and concerns that we have as resort owners and to be heard and listened to was a great opportunity. It helped me to better understand the legislative process. It also made me realize how important it is that we have a time and place to speak up and have our voices heard. That opportunity alone is priceless! DOH was a great opportunity to be together with fellow resort owners; many who have become friends and to meet new resort owners as well. It was yet another time to be able to share stories, experiences and have some fun! We are truly a **Community of Resorters** who are here to help and support one another and I was very happy to be a part of it! I encourage everyone to get involved and if you haven't been to DOH, give it a try. You may be pleasantly surprised just as I was and have a lot of fun!

~Katie Barton, Hidden Haven Resort

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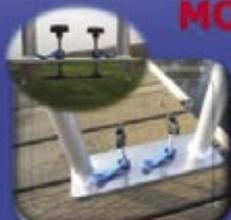
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Kathy's Kraft Kerner

By Kathy Marnik, Timber Trails Resort

Pipe Cleaner Butterfly & Dragonfly Craft

The kids will love making these pipe cleaner crafts in all different colors and combinations.



Supplies

- 3 Glitter Pipe Cleaners
- 5 Pony Beads
- 2 Larger Beads or Buttons

Instructions

Make the body: Fold a pipe cleaner in half. Fold up the folded end a bit so the beads won't pass through.

Place 5 pony beads on both ends of the pipe cleaner. Place the larger bead, or button on to form the head. Push all the beads to the bottom (folded end) of the pipe cleaners. Form the 2 ends of the pipe cleaner into spirals to form the antennae.

Make the wings: Form one pipe cleaner into a circle. Twist the ends together, but leave one inch at the end for attaching it to the body of the insect. Then twist the circle together in the center to form a figure 8. Do that with the remaining pipe cleaner as well. Attach to the body, between the head and the next bead, by twisting the 1 inch protruding ends of the pipe cleaners around the body of the insect. Reshape the wings and antennae.

Pipe Cleaner Butterfly Magnet

All you need are some colorful pipe cleaners, and glue and you can have a world full of butterflies.



Supplies

- Pipe Cleaners (in a variety of colors)
- Glue
- Googly Eyes
- Magnet Stripe

Instructions

Step #1: Take one of your pipe cleaners and curve it in half, attaching the ends together. Bend the center of the loop to create a heart shape. You will repeat the process a second time.

Step #2: Repeat the same process as Step #1. Only this time use a different color and make them a little smaller.

Step #3: Take one pipe cleaner of each color and twist the ends of them together, to create one wing. Repeat this process for the second wing. Flatten out the ends of each. Set these aside for a moment while you create your butterfly body.

Step #4: Take two different colors of pipe cleaners. Twist them together. Bend it in half.

2016 Legislative Debates Many Unresolved Issues

By Joel Carlson, Community of Minnesota Resorts Lobbyist

As the legislative session drives to its close on May 23rd, many of the marquee issues of the session remain unresolved. Struggling to reach agreement on a few of the easier issues, legislators are still flummoxed by tax cuts, transportation, capital investments and early education.

During the run up to the session, legislative leadership promised quick action on two bills that seemed like easy pickings; extending unemployment benefits for laid-off Iron Range workers and repealing the prohibition on updating Minnesota’s driver’s license identification cards (ID) to conform to Federal security mandates.

The unemployment bill was bogged down for weeks over a business-lead push to reduce unemployment compensation payroll taxes by over \$250 million. While the tax cut had bipartisan support, there was strong disagreement on how the two unemployment provisions should be approved. Senate DFLers insisted that the two ideas pass as separate items, fearing that a link between disaster relief and other policies would set a dangerous (and unwelcomed) legislative precedent. After weeks of wrangling the legislature approved both items, in two bills, right before Easter.

Legislation to repeal the Real ID provision also turned out to be a heavy lift. Far from passing in the first week of session, legislators gave final approval to the proposal a month into session. The bill simply allows the Minnesota Department of Public Safety to *talk and plan* about becoming compliant with Federal requirements – the real fight to actually implement the ID plans will not take place until 2017 or 2018. The Federal government has indicated that Minnesota travelers will have difficulty boarding domestic flights without complying, a major drag for business and leisure travelers.

And these were the easy ones....

There has yet to be movement between Governor Dayton and legislators on the size or scope of a tax bill for 2016. House Republicans are pushing for \$900 million in tax relief, a position that is strongly opposed by DFLers. Failure to complete a tax bill two sessions in a row would be unprecedented and hopefully can be avoided.

Discussions on a major transportation plan have produced similar results. A major division exists between Republicans and DFLers on both transportation funding and what to spend it on. DFLers and many business leaders are calling for investments on public transit programs, something that is strongly resisted by Republican lawmakers and their party faithful in their legislative districts back home. A plan to increase a sales tax imposed in the metropolitan area for transit is bogged down, as is a plan to boost the State’s gas tax. While there is agreement that transportation needs assistance - that is where harmony ends.

The parties are about \$600 million apart on a capital-investment bonding bill, they have made no headway on funding early education, the use of police body camera data is unresolved and the list continues. One thing is certain - agreement or not – the session will close on May 23rd.

Mille Lacs Lake Support

Legislators have been working to address the economic downturn visited on the Mille Lacs Lake area resulting from the steady decline in the walleye population in the lake. Once the premier walleye hatchery in the state, circumstances have conspired to deplete the resource to unsustainable low levels. While many lay blame at the feet of the Department of Natural Resources (DNR) for management of the lake, others firmly believe that many factors have contributed to the walleye losses outside of DNR decisions.

In addition to the impact of invasive species present in Mille Lacs, climate change has increased the overall water temperature in the lake and there has been a substantial decline in bait fish. Each of these have contributed to the current situation.

Lawmakers have focused assistance on three main areas; some type of property tax relief, low interest loans or grants, and increased tourism promotion. The state is pitching in when possible by hosting events in the area that highlight all of the amenities and activities around Mille Lacs beyond walleye fishing. DNR is looking a different ways to return the resource to prior levels, and have been promoting angling for other plentiful species on the lake.

...legislative leadership promised quick action on two bills that seemed like easy pickings...

What would your resort like to be when it grows up?

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LEGISLATION

You have to travel a long way back in time to find a national race where the party nominees have taken so long to be selected.

The DNR has imposed walleye fishing restrictions for the 2016 season that include catch and release only, no live bait (except for launches) and time restrictions. These are tough times for the area.

There are no silver linings in the Mille Lacs struggle. However, having significant legislative discussions about how to help tourism and resorting – and recognizing the critical role resorts play in the local tourism economy - has reinforced many of the messages CMR has promoted for years.

Tourism Promotion

The legislature has been giving consideration to creating a fund to help local communities attract events to their areas to boost tourism spending and visits. These local events have positive local impacts and showcase Minnesota and its great natural resources as vacation destinations. The hope is that once established this promotion fund can be

sustained based on measurable positive tourism increases.

Game and Fish

From minnows to bears, the house and senate have been debating a number of changes to Minnesota's game and fish regulations. Several proposals are still in play relating to fish stocking, aquatic invasive species, gross over-limit penalties and more.

The DNR is also promoting a significant amount of capital investment in aging state parks and infrastructure. The DNR has not been promoting expansions of its camper cabin program or others that tend to compete with private resorts, campgrounds and lodging facilities.

Fall Elections

Without doubt, the 2016 election has been a factor for several of the issues at play during this session. All 201 legislative seats are on the ballot this fall, several of which will be open and competitive races due to legislative retirements. So far, 23 incumbents have

announced that they plan to leave the legislature at the end of their current terms.

Taxes and transit are two of the main issues that have been driving local partisan elections. There is a growing unease among Republican lawmakers that compromise on these issues will result in election defeat – not by DFLers - but rather from fellow Republicans. One 20-year veteran of the Minnesota House, Representative Tom Hackbarth, was denied his party endorsement this spring over his votes in favor of the compromise budget in 2015, in addition to other issues. This makes governing even harder. Losing party support makes compromise difficult, if not impossible.

DFLers have the same problems. Several senior DFL members have endorsement battles with fellow party members over votes and changing demographics. It's not difficult to see how gridlock happens given these dynamics.

And, when you add in the unbelievable 2016 presidential race the fall election is anyone's guess. No one thought *The Donald* would be a viable candidate, and the staying power of Bernie Sanders has surprised many. You have to travel a long way back in time to find a national race where the party nominees have taken so long to be selected.

Come to the Capitol in 2017

This is an early pitch to encourage all CMR resorters to come to the Capitol for Day on the Hill in 2017. Some of you were able to see the new Minnesota Senate Building this spring, but the re-opening of the Capitol next year will be something everyone will want to witness. Restored to its original Cass Gilbert splendor, the refurbished Capitol will feature significant new public spaces, reclaimed natural lighting, and original artwork from its 1905 opening. You'll want to be on the bus for this trip!

I hope your cabins are getting opened up and the summer bookings are piling up!

Joel Carlson owns a legal research and government affairs business in St. Paul. He has represented the Community of Minnesota Resorts since 1997.



COMMUNITY OF MINNESOTA RESORTS FALL CONFERENCE

MAKE PLANS TO ATTEND THE CMR FALL CONFERENCE
OCTOBER 30, 31 & NOVEMBER 1, 2016
AT CRAGUN'S RESORT IN BRAINERD, MN

HEADED FOR COLLEGE?

APPLY FOR A CMR SCHOLARSHIP!



Each year the Community of Minnesota Resorts offers four \$500 scholarships to a senior in high school or a current undergraduate or technical school student. March 15, 2017 is the deadline for the scholarship application to be returned to the Community of Minnesota Resorts office. A scholarship application can be printed by going to the CMR website www.Minnesota-Resorts.com Scroll to the bottom of the home page and click on Membership, then by using your Login and Password you will be able to go to Applications and click on Scholarship Application and print a copy.

If you need further assistance please contact Vicky:
CMR@Minnesota-Resorts.com or 320-212-5107
DEADLINE TO APPLY: MARCH 15, 2017

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Enbridge Pipeline Construction In Minnesota

Enbridge is proposing \$5 billion investment in upgrades and expansions of our pipeline system that will not only enhance U.S. energy security, but provide almost immediate economic benefits to communities in Minnesota.

Hospitality businesses who have experienced pipeline expansion are strong supporters.



**Burl Ives, general manager
Timberlake Lodge
Grand Rapids, Minn.**

It's really more than just during construction.

"Pipeline construction is good for the hospitality industry and our local economy, and has been for decades. We experienced at least a 35 percent jump in business during pipeline construction in 2009. Workers and management live in our hotels, eat in local restaurants, use local laundry mats, buy from tire stores and shop at our retail and grocery stores. It's really more than just during construction. They keep coming back."



**Lisa Biller, manager
T-59 Motel
Thief River Falls, Minn.**

We absolutely welcome pipeline workers.

"Most of our current guests are pipeline workers. I have not had one problem with the pipeline employees. They are so nice. We're even expanding to accommodate the workers. We placed an ad about our new extended stay location opening in Oklee, and were inundated with calls from pipeliners. We absolutely welcome pipeline workers."



**Rick Filpula, maintenance manager
Community Campground
St. Hilaire, Minn.**

We doubled our normal income for the campground.

"When the pipeline came through in 2009, we expanded from our normal 20 unit campground to offering 30 units. We doubled our normal income for the campground. I definitely welcome the pipeline workers and pipeline construction. All the businesses in town do. There was at least a 25 percent increase in business overall in town that year the new pipeline went in."



**Doug Howe, co-owner
Sparkling Waters Restaurant
Bemidji, Minn.**

The economic dollars from expansion are just a bonus.

"It was our first year in business when the pipeline construction came through in 2009. Groups of 6 to 8 guys would come in at a time. They always said they'd bring someone back with them. They were so polite. There is no doubt in my mind pipeline expansion is positive. Absolutely. We all use the product, rely on the product and overall it is positive. The economic dollars from expansion are just a bonus."



**Lisa Robson, owner
Evergreen Restaurant
Thief River Falls, Minn.**

Those workers are held to a high standard.

"Mainly my work for the pipeliners is through catering. I deliver meals to them on site. I catered for 140 pipeliners to two locations in March. I feel safe going out to those sites and when pipeliners come through the door, I know Enbridge draws in good contractors with a priority on safety. Those workers are held to a high standard. Bringing them in is wonderful."



**Jerome and Cheryl Peters, owners
Viking Diner and Antiques
Viking, Minn.**

We get the oil where it needs to be without adding more rail cars...

"In 2014, as part of the upgrade project Enbridge worked on, we provided togo meals including 50 breakfasts, 100 noon dinners, 100 suppers and another 50 breakfasts in one day. It's a lot of work on our part, but good business. It's all good, real good for the community. We get the oil where it needs to be without adding more rail cars and trucks."