



RESPONSE TO CORONONA VIRUS – COVID-19
HCI RALLY CALLS
877-256-0794

PARTNER RALLY CALL - April 3, 2020

PURPOSE:

Discussion on what bankers need from HCI Partners and what is new in Partner organizations

On the Call:

Ted Nelson
Tina Goeske

Partners on the call:

Wendy Dobrzynski – Circle WI
Ellen Klesta – DuPage, IL
Ann Vogelbacher - Central Iowa Tourism, IA
Katie Bennett - Great Rivers and Routes, IL
Wes Stoner – Myer Hotels, MO
Greg Maxon – St. Charles, MO
Caryn Shulman – Chicago’s North Shore, IL
Karen Ballard - VT
Susan Yarolem – Celebration River Cruises, IL
Jessica Weishahn – Omaha, NE
Eileen Arnold – Real Racine, WI
Jayne Nordstrom– Visit Lake County, IL
Kaylie LeBlanc – Lafayette, LA
Kelsey Meyer – Lincoln, NE
Shirley Davis Conner – Graceland, TN
Joel Friend– Paramount Theater, IL
Julie Kronlage – Travel Dubuque, IA
Lynn Meeham – New Brunswick
Amanda Connick – North Platte, NE

19 Partners on the call from 8 states and 1 Canadian Province

I Report on Bankers Rally Call:

- a. Bankers future travel decisions**
- b. What can Partners do for Bankers**

Ted Nelson summarized the Banker Rally call earlier this week, a summary of which is posted on the [Covid-19 Response](#) webpage. Click through and read those in more detail.

The partners expressed that it is very helpful to learn what the bankers need and want during this time of uncertainty, and will likely begin to adjust their contact with our bankers based on those thoughts.

II What is your organization doing to market during this time?

All of the Partners are struggling with financial matters that directly affects their ability to do traditional marketing and advertising. This is also directly affecting their employment and their colleagues who might normally be working on these things. Between hours cut back, furloughing and firing, nearly every partner has been affected. So, with resources spent universally, the Partners seemed to be thinking and acting in two different almost opposite ways:

1. Those who are attempting to hold in place hoping that things will get better soon. They are also waiting to hear about their qualifications for the PPP and SBA loan programs now available to them to sustain their offices at the very least. They are floundering while they wait until travel has started again to begin building back their resources to start marketing again.
2. Those who have been given just enough resources to plan for the future. Creating new ways to keep their name front and center and to set themselves up to be in a strong position when travel resumes.

This comes from the many decisions that state and organization officials and senior management are making. From one state whose Governor has told hotels they can take no future reservations at this point for any reasons unless it is to serve the Covid-19 emergency; To those who have a freeze on all spending including staff and operations. Several CVBs have turned their efforts inwards to their membership and community to seek to provide local resources and education for their own members. Most seem to be saying that they are looking to the Fall to begin to see business returning.

III What can HCI do for Partners?

HCI announced on April 2 that we would be offering 60 days of free advertising on our website and in our newsletters to any and all partner members in good standing. This is a time of great struggle for all of our partners and being given the opportunity to stretch their advertising at no cost is a huge help in their fight to stay relevant to our bankers and to their own community.

This seemed to be well appreciated by all and in the first day we had at least 10-12 partners contact us to accept and begin sending us material. Check it out on our new home page – www.heritageclubs.com

This led the conversation to any number of things that HCI can be doing that would be beneficial to our Partners. In the end HCI agreed to pursue these items and will keep membership apprised of our progress:

- Create place for bankers to tell us what they are doing in 2020 and the future – tracking
- Create a search engine for things bankers are looking to add to their travel plans that will bring up the member partners that provide those services – CVBs and Properties
- Create two issues Statements:
 - One to bankers about Partner challenges
 - One to Industry about banker expectations and challenges now and future

As in the past few calls, we concluded that these Rally calls should continue. The next call will be for full membership to include – Bankers, Partners and PTOs