

WACO BOARD OF DIRECTORS MEETING

December 9, 2015

WMC Office

501 E. Washington Avenue

Madison, WI

ATTENDING: Scott Kollock, Bert Davis, Bud Styer, Pat Rehwinkle, Jim Button, Judy Buchta, Becky Gussel, Julie Michaels, Leland Nelson, Joyce Stenklyft, Randy Sondalle, Bob Weiss,

ABSENT: Adam Malsack

Scott Kollock called the meeting to order at 9:00 AM.

Leland Nelson made a motion to approve the agenda, seconded by Randy Sondalle. Motion # 120901 was carried.

PRESIDENTS REPORT:

CAMPGROUND CODE UPDATE: Lori reported that Reed wants to have sessions with the campground membership to train the parks on the new code. Adam Malsack has volunteered to host an area. Stoney Creek volunteered for their area, Jim Kersten, maybe Quitewoods South. Would be other locations.

EXECUTIVE DIRECTOR REPORT:

Literature Distribution: Lori reported that campground members are signing up at about the same rate as last year.

RV shows: We need to have 30 booths for the Madison Show and Lori reported we still need parks to sign up for that show to meet our minimum.

Lori still needs people to sign up for the advertising program for the January shows.

WACO membership review: We have 161 members signed up at the present time.

Directory advertising: Delivery is still scheduled for January 1st. The advertising ads are down this year due to the drop in membership numbers

Printing Program review: We have 20 campgrounds signed up at this time.

Convention Review: We have 19 parks signed up currently. We have appx. 45 booths registered.

Accounting: Lori feels that our accountant, Christine, has a better handle on our operation. The WACO office is doing the day to day postings.

WEB Site & Social Media: Lori has the new web site ready. It is very user friendly and

hopefully easy for members to use. Carrie & Danyelle have the Google logistics ready. It is very close to being up and running. Lori had a mock up of the site for the board to look at and give her the go ahead to make it live.

Chicago Advertising option: Lori needs direction on whether to investigate the options for advertising in that area.

ARVC UPDATE - BERT: Scott asked for feelings from those that attended the ARVC convention in November. Bud noted that because we have such a phenomenal convention in Wisconsin that our membership is not impressed with the ARVC convention, however the rest of the country needs to have this venue. Bert talked about the locations for the next three years for ARVC - 2016 will be Ft. Worth, TX, 2017 will be North Carolina and 2018 will be Oklahoma City, OK. There are now three members that are on the ARVC board, Bert is our representative, Bud is on as the Council of Delegates representative and Gerber Industries as a vendor representative.

Bert reported that there is a company called Reserve America that has become a vendor with ARVC. The cost to join for a campground is \$300 per year. The building of "Tiny Houses" has become an issue because there are no regulations for the construction of them.

Bert ran against Dave Bird for the Executive Committee and he won. Bert will have monthly phone conference meetings. Bud was voted in at the Council of Delegates meeting to be the head of that group.

Lori asked what the plan is with ARVC for the State Executive directors.

Bert reported that Paul Bambi thought it would be a good idea for the smaller states to group up into a regional association.

There was discussion about the whole issue of forming a Midwest Regional Association. Bert asked Lori to present her business plan again. We now have only 161 members and Lori feels that being in ARVC has been the big issue with those parks that have not signed up with WACO. Much discussion ensued in regards to the pro and cons of continuing our association with ARVC. This is an issue that has been discussed and digested with this board for years and there is still mixed feelings about whether to disaffiliate from ARVC.

Scott suggested that we plan on having a Strategic Planning Session in the near future to further discuss the membership issues.

Jason Collata came into our meeting to give us updates. DHS 178 is scheduled to take effect February 1, 2015. The dwelling code issue in regards to camping units in the state code had issues. The issues that were in question were settled. The inherent risk issue: There has been progress with the law writers and Jason feels there is positive attitude for the bill to move forward. There will be a hearing for ASA 1 at 11:00am on 12/17. The assembly committee members need to be educated on the issue and Jason and Mark will make plans to accomplish that. DHS inspectors have become DATCAP. We should continue with the same

inspectors - they just will report to DATCAP now.

Assembly bill 144: School start date: It sounds like that bill will not progress.

Jason talked to us about our PAC fund contributions. Jason will send suggestions to Bob as to who we should make contributions to.

Lori asked Jason about room tax issues. Becky Gussel told Jason that she has issues with the fact that in the Dells she has to pay room tax on not just rental units but also on sites. Jason will look into this issue.

COMMITTEE UPDATES: Due to the time element we did not break into committees.

FINANCIAL: The Financial report was presented. The AR report was discussed and explained.

Bob reported that there is over \$4000 in our PAC fund. Jason will make the recommendations on the amount to donate and who to give to.

SECRETARY'S REPORT: The minutes from the October 5, 2015 meeting were read. Bert Davis made a motion to accept the minutes as written, seconded by Bud Styer. Motion # 120902 was passed.

ANNOUNCEMENTS:

Future meeting schedule: January 6, 2016 at Evergreen Campsites
February 3, 2016 at Merry Mac Campground

A motion to adjourn was made by Randy Sondalle, seconded by Leland Nelson. Motion #120903 was passed.

RESPECTFULLY SUBMITTED,
Judy Buchta, Secretary