

WACO BOARD OF DIRECTORS MEETING

January 6, 2016

Evergreen Campsites

Wild Rose, WI

ATTENDING: Scott Kollock, Bert Davis, Bud Styer, Pat Rehwinkel, Jim Button, Judy Buchta, Julie Michaels, Leland Nelson, Randy Sondalle, Bob Weiss, Adam Malsack

ABSENT: Joyce Stenklyft, Becky Gussel

Scott Kollock called the meeting to order at 10:20 AM.

Leland Nelson made a motion to approve the agenda, seconded by Randy Sondalle. Motion # 010501 was carried.

Scott talked about having a Strategic Planning Session. We will have the board meeting on Wednesday, Feb. 3rd at 1:00 at the Clarion Hotel in Madison. The Session would then be on Feb. 4th at 9:00 am. Lori will check into obtaining a room for the meeting at the Clarion.

PRESIDENTS REPORT: Scott turned the meeting over to Lori.

CAMPGROUND CODE UPDATE:

Lori discussed the options for having training meetings in April. The dates are April 5, 6, 12 & 13. Lori will check with the 4 campgrounds (Evergreen, Farmer Jeans or Pine Grove; Smokey Hollow and Stoney Creek) to confirm locations. The idea of sending out invitations to all non WACO members to come to the training sessions was discussed. The board suggests that WACO send out the invitation first to non members and then have the State follow up with the same invite. Lori will work with Reed on that plan.

EXECUTIVE DIRECTOR REPORT:

~~ Literature Distribution: Good news and some bad news. The figures (campgrounds participating in the program) for each show are as follows: Rockford - 26; Wausau --23; Milwaukee--24; Chicago --26; Minneapolis 23; Madison --24; GreenBay--24; Milwaukee --24;

(Average is 27.25 pieces not including 34,062.50 directories)

~~Lori had everyone look at the video program that will be presented at the RV shows.

Lori asked if these videos could be added to the WACO web site for a charge. There was then discussion as to using someone to video the parks and also to have a class at convention on DROP BOX.

~~WACO membership is at 165.

~~Directory Sales are at \$134,667.00. We are budgeted at \$122,000.00

~~Printing Program: there were 26 campgrounds that are participating.

~~Champions was billed late because they were waiting to see what space was still left to be filled that they would take.

~~Convention Update: Speakers are set. Rebecca Klefish is coming on Thursday. For the Wednesday event Lori is considering just going to the Bull Frog only. The convention bureau sponsors the buses for that event. The board suggests that we keep the cost at \$50 per person.

~~ Quickbook accounting update: Bob feels the process is going well.

~~Website Update: The office is still working on some changes. The office is doing a lot more internally with the site. The social media is doing well - there has been lots of messages from customers with positive feedback.

Advertising on the web site -- the girls are still working on the banner ads and they should be up on the site within the next two days.

FINANCIAL:

BUDGET: In general we are on track with the expenses vs. the budget.

The AR summary was gone over. A lot of the accounts that have monies due will be taken care of in the near future.

ARVC UPDATE - BERT:

~~Bert and Bud had a conference call with ARVC - he reported that New Jersey is disaffiliating from ARVC. They would then want to file as a cooperating state. After they file then the decision will go to the Council of Delegates for their recommendation and then onto ARVC.

COMMITTEE REPORTS:

ADVERTISING: Lori gave the update on our web site above.

PLANNING & DEVELOPMENT:

Bob reported on the PACC fund. Jason Colata and Mark Hazelbaker had suggested that they register as lobbyists. We paid \$500 to register Mark and there will have to be a report filed. At the December meeting Jason had recommended that we donate to several legislators and we will wait until the 1st of the year and with Jason's recommendation will make contributions. Adam recommended that we recognize all the work that Jason Colata has done and accomplished for WACO. We will do something to show our appreciation at convention.

INHERITENCE BILL: Bud reported that the version that is going to be voted on sounds very favorable. Jason feels confident that the bill will pass in committee. If it passes in committee then it will go to the general assembly for a vote. Hopefully it could be passed in March. Bud reported that NR115 (Shoreland Development) went through with the budget.

MEMBERSHIP SERVICES: No report this month.

SECRETARY'S REPORT: The minutes from the December 9, 2015 meeting were read. Randy Sondalle made a motion to accept the minutes as written, seconded by Leland Nelson . Motion # 010502 was passed.

ANNOUNCEMENTS:

Future meeting schedule: February 3, 2016 at the Clarion Hotel in Madison at 1:00 pm.

A motion to adjourn was made by Randy Sondalle, seconded by Adam Malsack. Motion #010503 was passed.

RESPECTFULLY SUBMITTED,
Judy Buchta, Secretary