

WACO BOARD OF DIRECTORS MEETING

Sept 14, 2015

Rivers Edge Campground

Stevens Point, 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, Adam Malsack.

ABSENT:

Scott Kollock called the meeting to order at 1:20 pm.

Becky Gussel made a motion to approve the agenda, seconded by Joyce Stenklyft. Motion # 091401 was carried.

PRESIDENTS REPORT: Scott asked for updates on how everyone's summer went. Bud suggested that there be a WACO statement stating what the state policy is in regards to bringing in firewood to our campgrounds.

REPORT FROM ADAM MALSACK (CAMPGROUND CODE UPDATE):

Adam reported that the news from Jason is that has not progressed at this point.

Jason notified Lori as of 8/21 it was at the joint committee for review of administration rules. After that it would take affect in January 2016.

Adam feels that the progress, although somewhat slow, is not bad news.

Lori reported after talking to Reed there will be training sessions for both the campground owners and the inspectors done through the state. Jim and Reed will also be doing a seminar at convention.

Inherent Risk: Bud reported that the legal people painted a pretty negative picture about the risks in campgrounds. The plan now is to have new verbiage written and presented to the legislature.

Cabin Code: ACT 49 Bud has had people at his park from the different departments to talk about the specifics for the building of cabins (electric, plumbing, construction).

EXECUTIVE DIRECTOR REPORT:

** RV program: WACO is going to have an additional show in Milwaukee the first part of January. (Wisconsin RV Super Show.)

The Madison show will be done the same way as last year. Lori is working on a

room rate at the Clarion Hotel. Dave is ok with the \$300 admission show for WACO members. Lori has talked to Dave (Jerry's Campers) about doing A marketing show at the Madison show. Lori would like to make a video of various campgrounds that would be used as a presentation for people at the show to observe what the different campgrounds look like. Lori would love to get a grant to accomplish this program. We could maybe charge each campground to participate to cover the costs. It is the feeling of the board that the answer is to charge each campground \$100 each to supplement the program. Each park would have the same amount of time for that dollar amount. Randy Sondalle made a motion to send out an offer to all WACO members for an infomercial for each member at a cost of \$100, motion was seconded by Bob Weiss. Motion # 091402 was carried.

The RV program was popular in 2015. Lori still has staff to do the stuffing for next year's shows.

****CAMP update:** There is a leadership session for affiliated executive directors on Monday of the ARVC convention week and Lori would have to change her flights to be able to go.

****Midwest Association:** Lori is working with Mark Hazelbaker to investigate the idea of having an association of Midwestern states. Lori thinks, Wisconsin, Michigan, Indiana, Illinois, Iowa, Minnesota would be the states to participate. This association would not be involved with WACO or ARVC, The bulk of the income would come from suppliers. The idea of inviting those other states to join our association was discussed. Leland looked up in the WACO constitution and the WACO bylaws to see if there is specific verbiage stating that all WACO members have to be a park in Wisconsin. We will investigate further as to what could be done. Leland is going to further look into the constitution and the bylaws.

The board at this time feels we should not look into the idea of a Midwest Association but should think through the idea of having those states become members of WACO.

****Membership Review:** We have 100 members signed up at of this date. Lori has made visits to prospective campgrounds and has signed up a couple of them.

****Directory Sales --** Lori had a mock up of another idea she has for directory ads. She passed around a sample. Her idea is to offer $\frac{1}{2}$ price for a full page where there would be half of the page with the park ad and then ads could be sold to neighboring business's to advertise on the page.

****Printing Program Review:** We are going with LaCrosse graphics again.

****Convention review:** Lori has many speakers already as of this date. Lori questioned if we need Bill Botten again? We will skip him this year. We will offer Safe Serve but not Pool Safety.

Chamber of Commerce listing was a success.

** Update on accounting : Lori is learning Quick Books and is feeling confident with the new bookkeeper, Christine.

** Web site issue: Matt has ceased his association with WACO because he is taking another direction in his business. Lori checked in with Michael Moore from Texas to look over our site. His perception is that the data base was not built correctly. Lori proposal to the board is to have Matt show us how to sustain our web site . Michael Moore said he would help us build a new site and basically start over. Lori suggested we put out RFPs and also to have Carrie take on the project. The board advised her to proceed that way.

**Social Media Update: On Face book - Carrie is suggesting that we segregate the campground owners from the campers. Carrie has made a "private chat room" for campground owners.

Twitter is up and running.

Customer Service Training: We had 81 people.

WMC -- Jason would like to come and talk at the December board meeting about a different avenue for contribution monies to legislative causes.

**Gordy's is going to have a display at convention.

** Government accountability board: All is ok with our PAC reports.

**Governor's accountability board: Lori suggested we give a plaque of recognition to Nancy and Joe.

**Lori has signed with Stevens Point Holiday Inn for convention in 2017.

** Dept. of tourism magazine is having a makeover on their directory.

ARVC REPORT:

Bert will be going to ARVC convention.

Council of Delegate for ARVC convention; Randy Sondalle & Bert Davis will attend for WACO.

ADVERTISING COMMITTEE:

** RV travel show. We will do the Rockford show. We are not doing the Sunneyview Show in Oshkosh.

** Indian Head Ad proposal: The total cost for the WACO advertising is \$1825. Bob Weiss made a motion to accept, seconded Leland Nelson. Motion # 091403 was passed

**AdLit distribution: The committee recommends doing as we did last year and including 4 rest areas.

PLANNING & DEVELOPMENT:

PAC PLAN: The invoice for membership is \$775.50 for WMC. Bob Weiss made a motion to continue our membership, seconded by Bert Davis. Motion # 091404 was passed.

Tourism Federation of Wisc.: The dues are \$ 600 for next year. Bob Weiss made a motion to stay members of the Tourism federation of Wisconsin, seconded by Adam Malsack. Motion # 091405 was passed.

The Republican Party asked for a contribution. The committee recommends that we say no to that.

MEMBERSHIP: Jim Kersten donated his certificate for a free ARVC convention and we did a drawing to see who would take the certificate--Randy Sondalle was the winner.

We talked about the workshop for September and October.

FINANCIAL : THE TOTAL ACCOUNTS RECEIVABLE IS \$1148.64.

Bob went over the Profit & Loss statement. WACO is in good shape going into the end of the summer.

PAC FUND:

\$5066.74 is the balance in the PAC fund. We did issue a check for \$1000 to WMC.

SECRETARY'S REPORT:

The minutes from the June 3, 2015 meeting were read. Leland Nelson made a motion to approve the minutes, seconded by Bob Weiss. Motion # 091406 Was passed.

December meeting: Evergreen Campsites Dec. 9, 2015 at 10:00 am.

Announcement: Bud Sept. 22nd is the episode from Hotel Impossible on the Travel Channel that Bud was in. The episode is called "Bit Me".

Jim Button made a motion to adjourn the meeting, seconded by Joyce Senklyft. Motion # 091407 was passed.

Respectfully submitted,

Judy Buchta