

WACO BOARD OF DIRECTORS MEETING  
APRIL 15, 2015  
EXECUTIVE RESIDENCE  
MADISON, WI

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

ABSENT: Bob Weiss, Bud Styer

OUTGOING BOARD MEMBERS PRESENT: Adam Malsack, Dawn Button

The executive meeting was held. ( See separate minutes for that meeting)

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

Leland Nelson made a motion to approve the agenda, seconded by Becky Gussel. Motion # 041501 was carried.

Adam gave a short report in regards to the camping codes.

\*\*He was at the hearing for the code for camping cabins ( 121 & 94 ).The hearing was in regards to rewrite the code to be able to build cabins on skids and to have a portable electric cord and to have transfer tanks.

\*\*Health code DHS 178. Now there is an issue with campfires. According to Reed and Jim Klapanak, they feel WACO agreed to a 10' perimeter around campfires and Adam's understanding was that we had agreed on a 5' perimeter on new construction of a site and there will be no standard on any existing campsites.

MARK HAZELBAKER REPORT:

\*\*Mark would like to have a session for WACO on training campground owners on the legal actions needed to remove abandoned personal property.

\*\*Mark would also like our permission to study the ability to obtain a judgment to remove an abandoned trailer. Mark wants to talk to the head of DOT in regards to have the ability to obtain a title for these trailers and

how to deal with removal.

**\*\*Mark reported on the situation in Oneida County.** They mandated that they can say how many piers that Pelican Lake Campground could have on their shoreline. With the codes as written Pelican Lake would have to do away with many boat slips.

**Park Model issue in Sawyer County:** What course of action can be taken to solve the problem of having park models in Sawyer County? There is a meeting on April 24<sup>th</sup> that will cover the park model issue. Sawyer County is disputing the definition of a park model and are saying they are mobile homes and can only be in a licensed mobile home park. Mark can write a memo to present to the county board stating the interpretation of the regulations along with having the definition from ARVC of a legal RVIA trailer. Leland Nelson Made a motion that the WACO board of directors opposes any local ordinances that restrict the current ability of licensed campgrounds to have park model rvs in their campgrounds. Seconded by Bert Davis. Motion # 041502 was carried.

**DHS rule:** Mark reported that the legislators are moving along with the passing of the code. Mark suggests that WACO work at having an interpretation from the state to the local municipalities and counties that they cannot override what the state code is.

**PRESIDENTS REPORT:** Scott talked about committee assignments. Adam is going off of Advertising and Dawn is going off of Membership Services. Jim Button will be on Advertising and Joyce Stenklyft will be on Membership Services. Adam could stay on the board as a member at large so that he could continue to be our legislative consultant. Scott will officially appoint Adam as a special consultant.

#### **EXECUTIVE DIRECTOR REPORT:**

**\*\*RV distribution report.** Lori handed out a report for all of the RV shows (report attached). Lori asked the advertising committee to check out some of the boat and sport shows that we do not currently attend. Overall the program went very well and all the materials from campgrounds were depleted. Adam inquired as to what the financial picture was this year. Lori will report on the finances when all the figures are in. This figure will

be very important to access what the charge will be in the future.

**\*\*Literature printing program:** Lori talked to Crescent Printing and was quite disappointed with their opinion on the quality of the brochures they printed for the 25000 program. She did explain to them that WACO would never do business with them again. We had 26 runs (campgrounds) this year compared to 16 last year.

**\*\*Directory distribution:** Lori has a staff member that called each RV dealer and others that distribute directories to update that list. WACO is sending 35 boxes (one for each legislative office) to the capital to distribute for us. Lori mentioned that there are many in her CAMP group that will be discontinuing hard copy directories and going to on line directories only. It is the feeling of this board that having a hard copy directory is still important to our customers.

At this time there are only 2 pallets of directories in stock.

**\*\*Convention review:** There were 262 registered members, 94campgrounds and 179 booths. The vendor reviews were interesting. There were many vendors that packed up and left early. Lori referred to the Membership Committee to discuss the options for hours at the trade show. Lori reported that the Friday night entertainment received good reviews from almost all of the vendors and the campground members.

Lori reported on the seminars. There were 9 registered people for SafeServe, 18 registered in Pool certification. Kids Kamp had 29 registered kids, however there were as many as 38 on a high day (down from 70 last year). The bus tour had 26 pre registered people and we ended up with 55 that paid and went.

**\*\*Web site advertising:** Lori's staff is working on the social media aspect to help campgrounds use those services. The goal for the website is to work at

taking over more of the workings of the site. Lori presented numbers for likes and followers on the WACO social media sites.

**\*\*DNR meeting:** Lori and Bud attended the DNR meeting. They discussed the options that the state is wanting to do to the state parks. Lori feels that their goal is to increase electric sites and adding full service cabins to their parks. They are looking at amenities to increase their revenue --all of which Lori feels is a conflict of interest with private campgrounds.

**\*\* April 29<sup>th</sup> meeting the Dept. of Commerce:** They are looking at combining the DSPS and the Dept. of Financial Institution. They would like WACO to provide them with a list of services each of those departments offer us and what areas they do not help with. Lori would like some help with knowing what all would be involved.

**Lunch speaker:** Jason Culotta from the Manufacturers Assc/ State Chamber of Commerce talked to us during lunch.

Jason talked to us about many issues that are currently being dealt with in the legislature.

**\*\*Dwelling Code issues.**

**\*\*Inherent risk bill:** A language update is needed and then a new bill number will be released.

**\*\*Self Funding of State Campgrounds:** The current proposal is to raise the fee \$2 per night; increase the admission fee to parks by \$3 per person.

**\*\*Public Health Regulators**

**\*\*Worker's Comp**

**\*\*HR Issues:** Unemployment Insurance

**\*\*Transportation Fund**

**\*\*Tax Policy:**

**\*\*DNR Regulations:**

## FINANCIAL REPORT:

Scott passed out the Financial Reports. We do not have the final bill from the Holiday Inn but will have those final figures for next month. We went over the Aging Summary - Lori will get that report updated.

Dues for 2016 will remain the same, ARVC will go up 3% \$140 + 1.09 a site.

We do need to update Quick Books to the 2015 version.

Dues structure for special events will max out at \$3000 (WACO & ARVC combined.)

Lori asked if she has any campgrounds sign up now if they would still get the new member benefit. We all agreed.

Becky Gussell made a motion for Lori to give all of the convention staff

WACO certificates in the amount of \$75 per day each, seconded by Leland Nelson. Motion # 141503 passed.

#### ARVC REPORT:

Bert was just at an ARVC meeting in Denver. There are issues with the Council of Delegates meetings. The feeling is that nothing has ever been accomplished with the ideas that were gathered at those meetings. The ARVC board voted at this last meeting whether to do away with the Council of Delegates -- the vote did not pass. Bert mentioned that he would be interested in being on the Executive Committee of ARVC and will pursue that idea with Paul Bambei.

ARVC is going to go electronic with election ballots.

It was discussed that the states that do not have enough members to join ARVC would consider the idea of regions.

OHE (outdoor hospitality education ): Bert had to pay \$100 to join the program. This program takes the place of the former CPO program. There was discussion on the pros and cons of the feasibility of continuing with the program.

#### ADVERTISING:

Guest Reviews: They want to partner with WACO. The committee recommends that we do not do this.

Chicago Area Sport Show: There are several sport/fishing shows in the Chicago area. Lori is going to discuss with Jim Kerstan what venue he feels would give the best service to southern Wisconsin.

Web Site: So we want to change our web site? There is a lot to consider. Lori will report back next month.

#### PLANNING & DEVELOPMENT:

No PAC report.

VGBA - there was discussion about the expiration date on the grates that were used in members pools. The committee suggests that we publish an article in the newsletter about the expiration date on those grates.

#### MEMBERSHIP SERVICES:

Fall workshop: Sept. 15 & 16<sup>th</sup>.  
Octo. 6 & 7

Trade members at convention: The committee recommends that we keep the times the same as they have been. Because so many vendors left early we recommend that we find an answer to encourage the vendors to stay until the end. The board would like to give Lori the ability to revamp the benefits at her discretion.

IDEAS: More cracker barrels.

#### SECRETARY'S REPORT:

The minutes from the March meeting were not available.

Future meetings: May 13, 2015 Merrimac  
Sept. 14, 2015  
Oct. 6, 2015  
Dec. 9, 2015 Evergreen

Randy sondalle made a motion to adjourn the meeting, seconded by Becky Gussell. Motion #041504.

Was carried.

Respectfully submitted.

Judy Buchta