WACO BOARD OF DIRECTORS MEETING

December 15, 2017

Evergreen Campsites

**ATTENDING:** Scott Kollock, Jim Button, Judy Buchta, Julie Michaels, Leland Nelson, Adam Malsack, Joyce Stenklyft, Mike Dricken, Bud Styer, Randy Sondalle, Becky Gussel, Bob Weiss

**ABSENT:** Bert Davis, Pat Rehwinkel

Scott Kollock called the meeting to order at 10:00 Randy Sondalle made a motion to approve the agenda with some additions from Lori, seconded by Mike Dricken. Motion # 121501 was carried.

**PRESIDENTS REPORT:**

**Update on DOR meeting on taxation**: Adam reported that he worked with WMC on a petition to give to the DOR to have the taxation requirements and reasons behind the statutes provided.

Re-legislation may be the answer to the problem that involves park models.

**Update on shoreline/flood plain** – Adam Malsack: Adam is still working on settling his issues

with zoning and FEMA to achieve what needs to happen to get his new park going.

**Park Model Taxation** – Adam Malsack

**Update on Council of Delegates** **& the ARVC Convention**– Jim Button & Bud Styer: Jim gave a report – Bud Styer was elected as President of the Council of Delegates. Jim felt that it was not a progressive meeting, that it was not handled professionally. Jim reported that no suggestions were made to be given to the ARVC Board. Jim did report that he felt the whole convention was worthwhile.

\*\*Bud reported on the ARVC convention and the COD meeting. Bud reported that he has mixed emotions about the COD meeting. He voiced the same concerns that Jim mentioned.

\*\*Lori reported on the CAMP meetings. Membership is down in most states. Lori talked about the membership numbers in WACO. We are at: Total members: 166; 57 are WACO members only and 109 are WACO & ARVC .

**PRESIDENTS MEETING**: Randy reported on the meeting. There were 12 members there.

Randy talked about some of the issues that were discussed from the various state presidents.

There will be a leadership conference in Colorado on Feb. 7th – ARVC will pay for the meeting, and travel expenses for one person.

Sales Tax issues & updates – Pat Rehwinkel: No report in Pat’s absence.

**EXECUTIVE DIRECTOR REPORT:**

Lori brought up the idea of having regional people available to go promote WACO to non member campgrounds. Lori would like to have the board do an assessment of what the priorities are for the WACO office to pursue. Lori will put suggestions together for us to talk about next month,

**\*\***Ad-lit contract: $3062.00 is the contract amount that Lori has received. Becky will talk to AD-lit and get the price down to $2500.00. The GreenBay area also needs to be added to the contract. The board approves the$2500. \*\* Gift certificates can now be purchased and paid for on the WACO website.

\*\*Text Club Program for Campers: Lori suggested that campers could sign up for a text club. This could be a program that campgrounds could sign up for and pay for. Lori will pursue it some more and report back to us.

\*\*RV Show Updates:

Milwaukee RV Supper Show: Rob Lynch is the VP of this company. He will own the Chicago RV show for this year.

Madison Show Updates: The price needed to go up this year is $325.00. Lori thinks there are appx. 20 signed up.

Green Bay Show: Lori needs to do some checking in to determine the sponsorship – we can provide bags to hand out at the entrance plus we also have to have our booth. The board suggests that we go with the program and see just what the running of the show is all about this year.

\*\*Feb 7-8 Leadership Program in Colorado – should Lori go?

\*\*Bean Bag Tournament: There will be tournaments at the participating campgrounds prior to

June 10th. The two top winners at each park will then participate in a “championship game” at

The campground that will be chosen at the Madison RV show. Each player will pay $20 and the

Prize to the winning team will be $1000 in a WACO certificate.

\*\*WACO Bucks – Lori talked about the different ways that WACO bucks are used.

\*\*Printing Program: 26 campgrounds are participating.

\*\*Website Update: Ecommerce is being used on the website.

\*\*Madison Business Day Sponsorship – PAC/WACO: WACO will give $donation to the Madison Business Day .

\*\* Convention is on track. Speakers have been set.

\*\*Next meeting: Critique the WACO office. The idea of upping Lori’s contract amount to

Accommodate the added work load.

Idea from Scott: Instead of taking monies from the budget for added income to WACO –

Maybe a donation line on the membership form.

**LEGISLATIVE ISSUES:** Bud reported on the legislative issues that are being dealt with for the Wisc. State Parks. We will have our January meeting on Jan. 18th at WMC. Bud has invited state people to be at the meeting. Bud went into detail on the interior information of the report. Two hours will be scheduled at the meeting for this issue.

**COMMITTEE REPORTS:** The board did not go into committee meetings.

**FINANCIAL:** Lori passed out all the Financial pages.

**ADVERTISING:**

**PLANNING & DEVELOPMENT:**

**MEMBERSHIP SERVICES:**

**OUT OF THE BOX:** Leland Nelson talked to the board about the sale of his campground.

The buyers will hopefully be ready to close by the end of the year.

Leland talked about the issue of arsenic in water. He went into detail about the issues of arsenic and the treatment for the problem.

# **SECRETARY’S REPORT:** The minutes from the October 2016 meeting were read. Becky Gussel made a motion to accept the minutes, seconded by Julie Michaels. Motion # 121502

Our next meeting will be January 18, 2017 at WMC in Madison.

A motion to adjourn was made by Randy Sondalle, seconded by Jim Button . Motion #121503 was passed.

RESPECTFULLY SUBMITTED,

Judy Buchta, Secretary