

WACO BOARD OF DIRECTORS MEETING

June 15, 2016

Evergreen Campsites

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

ABSENT: Pat Rehwinkel

Scott Kollock called the meeting to order at 10:05 AM.

Leland Nelson made a motion to approve the agenda, seconded by Mike Dricken. Motion #061501 was carried.

PRESIDENTS REPORT:

Update on Log Cabin Campground: Teresa has not given Lori any updates. John is doing better.

Update on KOA Hixton: Jim is terminal.

CAMPGROUND CODE UPDATE:

The June meeting in Door County was successful.

The DOR told Adam there is no good news on the taxation issue for park models. Jason from WMC is going to take on our cause with this taxation issue.

EXECUTIVE DIRECTOR REPORT:

~~**Convention Review:** All reviews were very positive. A couple of suggestions from campground owners were in regards to having repeat speakers.

The board feels that the venue was positive with the majority of people.

Lori did note that she has already been working on new speakers and subjects.

Randy suggested that we do the CPO class again and he spoke with

Matt from Carrico Pools who would be willing to give us the same deal.

We are booked at the Stevens Point Holiday Inn through 2018, The hope is

that the hotel will be adding on to their facility and that would help us in the future. Lori suggests we go up to \$600 for vendor booths in 2017. The price for outside cabin space will be \$700. Bob talked about the revenue increase this year. We had a convention profit of at least \$50,000.

~~**New Chicago Show:** Lori send out a survey getting owners opinions on whether they would attend - she did not get any responses. Lori will check with the Dept. of Tourism and see if they would like to have a booth.

~~**Literature Distribution:** The following are the shows Lori feels we should do:

Milwaukee Super Show (4000), Chicago Super Show(4000), GreenBay (6000), Madison (3500), Minneapolis (2000), Milwaukee (3000), Rochester (1000), Rockford (1500).

The price for all shows would be \$1350. or \$250 per show.

~~ New ARVC procedure. The new membership forms have been sent to the membership. There is some confusion from the board as to how we present the monies that are due and what the wording should be to explain to our membership that we will be a partnership with ARVC.

THE FOLLOWING IS THE SUGGESTED VERBIAGE TO PUT OUT TO THE MEMBERSHIP:

In early 2016 ARVC has reorganized. WACO will continue its partnership with ARVC. Campgrounds may now opt to be a member of WACO without joining ARVC. Those opting to only pay WACO dues will not be eligible to benefit from ARVC programming, including the music licensing program.

~~Printing Program: Lori would like to have the program all ready to go by Sept./Oct. The pricing will remain the same.

~~Quickbooks: There are still a couple of issues with how to organize the income & expenses.

~~ Lori encouraged us to put videos on our web site and on facebook . Lori will encourage our membership to do the same.

~~Jim Kersten (Hidden Valley) talked to Lori about making a large donation to WACO. Lori needs suggestions as to how that money should be used via what program. Jim's thoughts are to have maybe a plan to train managers (similar to Ogelbay).

~~This weekend is Country Fest (Cadot) and Lori would like to pass out directories there.

~~WACO is going to be a sponsor on the Gilbert Brown football camps.

~~ Lori asked about out of state campgrounds being an associate member. Other states have this program and they charge from \$300 - \$500. Lori will put a proposal together and we will decide at the September meeting.

FINANCIAL: Our Accounts Receivable are in the positive this month.

ARVC UPDATE - BERT: ARVC issues were previously discussed.

COMMITTEE REPORTS:

ADVERTISING:

Becky talked about a new program that would involve campground rentals advertising. There will be a whole new website developed. The cost would be \$250 per campground. That would include the printed material (30,000), stuffing in the bags and the web site.

PLANNING & DEVELOPMENT:

PACC fund balance before convention was \$4066.74. We raised \$2435.00 at convention. We sent a check to Ron Johnson for \$1000, leaving a balance of \$5501.74. Jason from WMC suggested we send monies to Senator Leah Vukmir, Rep. Joe, Senator Devin LeMahieu, Rep. Joel Kitchens, Senator Luther Olson, Rep. Keith Ripp. Mike Dricken made a motion to send a \$500 check to each of those 7, seconded by Adam Malsack., Motion # 061502 was passed.

MEMBERSHIP SERVICES: Fall Workshop Tours Update: The September Fall Workshop

will hopefully be hosted by Wisconsin Riverside Resort, September 13 & 14th. The October Fall Workshop will be held at Beantown Campground in Door County October 4 & 5th.

~~Customer Service training: June 21, 2016 will be held at Evergreen Campsites. Lori will facilitate the class.

OUT OF THE BOX: Jim Button reported that he went to Washington DC to the RVIA meeting.

They are requesting a study to show what the outdoor hospitality does in this country.

Our fall board meeting schedule is:

Sept. 12th at Wisconsin Riverside Resort

October 3rd at Beantown Campground.

A motion to adjourn was made by Mike Dricken, seconded by Adam Malsack. Motion #061503 was passed.

RESPECTFULLY SUBMITTED,

Judy Buchta, Secretary