

WACO BOARD OF DIRECTORS MEETING

September 7, 2016

Merry Mac Campground

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

ABSENT:

Scott Kollock called the meeting to order at 10:04 AM.

MARK HAZELBAKER REPORT:

Mark passed around his rewrite on a proposed seasonal contract. Mark told a story about a park that is still using inappropriate words (ie. lease, landlord, tenant, etc.) on their seasonal agreement.

Legislative update: Mark wondered if at our Fall Workshop we could do a fund raiser for Joel Kitchen.

Abandoned vehicles: The issue of abandoned trailers still remains to be an issue for campground owners. No procedures for removal that apply to abandoned vehicles apply to trailers.

Scenic Byways: The state is suggesting more scenic byways which could have a negative effect on a campground entrance.

Room Tax: There are still issues with room tax situations.

Adam & Mark are going to have a phone conference to discuss the flood plain issue that would have a huge impact on several parks. Adam is working with Joe Knilans to make plans to meet with the DNR and is asking for Mark's help.

There is a move to have campgrounds charge a room tax on camp sites.

Mike Dricken made a motion to approve the agenda, seconded by Randy. Motion # 090701 was carried.

PRESIDENTS REPORT:

EXECUTIVE DIRECTOR REPORT:

~~ New Chicago show: WACO will have a 10x 30 space at no cost. The date is January 13-15, 2017 in Schaumburg.

~~ Tourism Federation of Wisconsin - Lori checked in with Jason to determine it if we should continue to pay the \$750 fee. Lori is suggesting that we not join again. Bud Styer made a motion to not join TFW next year, seconded by Mike Dricken motion # 090702 passed.

~~ Lori needs a budget for the ARVC auction in November .Leland Nelson made a motion that

Lori spend \$500, seconded by Bud Styer. Motion # 090703 passed.

~~Jim Klapanek would like to introduce the new person on the staff of the Dept. of Agriculture at our Fall Workshop. The ideal time would be Wed. Oct. 5th at Beantown Campground between noon and 1:00 pm.

~~Trade member issue from Convention. Tent and Table had a slide they sold on consignment from another company that was defective. It is the boards feeling to not get involved in this issue.

~~Membership Update: 111 members, 78 are ARVC & WACO, 33 are WACO only.

~~Printing Program: We have not had good response yet.

~~Web Site: Lori does have analytics that she passed around to the board.

~~Social Media: We have a good following that is growing. Lori found out that you can use "Geo Fetching" on all social media platforms.

~~Membership Goodwill: Lori is concerned that she does not have notifications when a member has issues (deaths, sickness, problems.)

~~Directory Distribution Program: Lori reported that she had been notified that WACO was out of directories - she investigated and found a source that gives her an additional 4000 copies.

~~New Rental Website: There have been several campgrounds sign up but the office has not received pictures yet.

~~Jim Kersten donation: Lori and Jim have discussed how to spend his appx. \$10,000 a year donation. He has thoughts that he would rather not pin point how the monies are spent but have the board decide how to best use the monies.

~~Country Fest directory distribution was very successful.

~~Associate Membership: Lori checked out other states as to how they format that program. Their program are: If you are an associate out of state member -they would be non voting members and they can get in the directory and go to convention and they would have a fee of \$200 per year.

Convention:

Speakers ?? Ideas? Time Management ideas, spending more time on the business. Lori feels that the Serve Safe & CPO is still necessary. She still wants to do more on social media. Lori would like ideas and suggestions for entertainment. Everyone thought that the Youth Apprentice program should be repeated. It was suggested that maybe some audience participation game shows would be fun.

Kids Kamp: Right now the cost is \$95 per child - the board feels we should keep the price the same for 2017.

Convention Sponsor Program: Up the electric fee to \$50 for the vendor booths.

Literature Distribution Program: We have no one signed up yet. The advertising committee will update and inform the membership at the Fall Workshop. Lori is also going to send out on Constant Contact notice to encourage members to sign up and get their art work in.

Indian Head Advertising Renewal: The cost is \$1850. Leland Nelson made a motion to pay for this renewal, seconded by Mike Dricken. Motion #090704 passed.

ARVC UPDATE - BERT:

ARVC is good financial shape.

There have been some employee changes at the ARVC office.

There is an Excom meeting next month.

Bud asked who will be on the Council of Delegates at the ARVC meeting in November. Randy Sondalle and Jim Button have volunteered. Bud will draft a letter to send to the membership asking for volunteers also.

FINANCIAL: No report

COMMITTEE REPORTS: We did not break into committees this month.

ADVERTISING:

PLANNING & DEVELOPMENT:

PAC Report: Bob sent out the checks we approved last meeting. The PAC balance is \$2174.00. Lori will contact Jason to ask him for suggestions on who we should be sending contributions to.

MEMBERSHIP SERVICES:

FALL WORKSHOP: We went over the schedule for the workshop that will be held Oct. 4 & 5th at Rustic Timbers. An updated revised notice will be sent out within the next couple of days.

SECRETARY'S REPORT: The minutes from the June 2016 meeting were read. Bert Davis made a motion to accept the minutes, seconded by Becky Gussel. Motion # 090705

Our next meeting will be October 3, 2016 at Stone Harbor Resort in Sturgeon Bay at 1:00 pm

A motion to adjourn was made by Randy Sondalle seconded by Bert Davis. Motion #090706 was passed.

RESPECTFULLY SUBMITTED,
Judy Buchta, Secretary