

WACO BOARD OF DIRECTORS MEETING

January 18, 2017

WMC Office

501 E. Washington Ave

Madison, WI.

ATTENDING: Scott Kollock, Bert Davis, Bud Styer, Judy Buchta, Randy Sondalle, Bob Weiss, Adam Malsack, Joyce Stenklyft, Pat Rehwinkel, Mike Dricken.

ABSENT: Julie Michaels, Becky Gussel, Jim Button

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

Randy Sondalle made a motion to approve the agenda, seconded by Mike Dricken . Motion # 011801 was carried.

PRESIDENTS REPORT:

Discussion of DNR Parks fees

Update on DOR meeting on taxation - Adam Malsack: Jason expects some communication from them in the near future. Adam is hopeful that we will win this battle eventually.

Update of shoreline/flood plain --Adam Malsack: Adam has been notified that they will form a work group to deal with the situation. Adam suggests that WACO needs to come up with an economic impact analysis in the near future.

EXECUTIVE DIRECTOR REPORT:

****RV Show Updates**

Milwaukee Super Show/Chicago - 3100 distributed at Milwaukee; 3865 distributed at Chicago.

****ARVC/WACO final member count: 167**

****ARVC training in Colorado:** Lori checked into what the cost would be, however, because we are not Partnering we cannot attend.

****Directory Distribution:** At this time we have new people on board at Severson & Assc. There are more people to work with sending out directories. WACO has been able to drop off large quantities of directories in their travels to the RV shows.

****New Rental website (www.Wisconsinrentals.com):** Lori reported that this program is going well.

****Madison Business Day:** We still have 6 spots open.

****Service Dog Issue:** Evidently there are some states that are trying to pass legislature to prove the ability of the pets being a service animal.

****Convention:** Booths sold (96); campgrounds registered (29 parks, 74 people); pool class (4); Kids Kamp (10); ServSafe (2);

Lori suggested that maybe the entertainment venue sponsors could all be grouped together in the trade show.

Speakers/topics review: Joe Knilans suggested a DNR roundtable at convention., Our paid speakers are already reserved. Lori feels there is some grant monies available for reaching the diversified market.

****Member survey approval:** WACO is putting out a member survey to the membership (Packer tickets given as an incentive.) Please share ideas for the survey with Lori.

****Bean Bag tournament:** Explain. The campgrounds that sign up will charge each player \$20 at their campground. Those monies would then be sent to the WACO office and each campground can specify what charity they prefer those monies go to. The top team from each park will play at the championship game on June 10th. Again there will be a \$20 charge per player and those monies will go to the Gilbert Brown Foundation. The winning team will win a \$1000 WACO certificate.

****Camping Coupons:** We are at a high redemption rate (85%). We need to let our members be knowledgeable about how to redeem the WACO certificates. Bert asked for a report from the office as to how the coupons are distributed and where they are redeemed.

Introductions were done by our guests from the DNR. Kurt Thiede, Deputy Secretary; Ben Bergey, State Parks Division Head; Sangy Olson, Division Administrator of Fish & Wildlife and Joe Knilans from the Office of Business. Bud explained the purpose of the meeting with these people. All three from the DNR spoke about all of their ideas for future growth in the State Park system. Their explanations were all appreciated and their communications with those from the board that asked questions were answered and explained.

ARVC UPDATE - BERT: Bert passed out a ARVC report. There was much discussion with the ARVC 2017 Multi Stage Marketing Plan.

CONVENTION IDEAS: There was discussion in regards to encouraging new membership. Several ideas were put on the table .
Lori will send out all the ideas that were discussed and send out to the board.

FINANCIAL: The financial reports were all passed out. Bob explained many of the items.

Lori needs to pay our insurance policy. Randy Sondalle made a motion to approve the bill for our liability for \$581 and the general liability is for \$698, seconded by Mike Dricken. Motion # 011802 was passed, Scott and Bob will go over the budget and will present it at the February meeting.

COMMITTEE REPORTS:

ADVERTISING: Nothing to report at this meeting.

Lori requested purchasing a new display banner for different WACO events. Bob Weiss made a motion to authorize Lori to spend \$1000 to purchase a new banner, seconded by Adam Malsack, motion # 018103 was passed.

PLANNING & DEVELOPMENT:

MEMBERSHIP SERVICES:

SECRETARY'S REPORT: The minutes from the December 2016 meeting were read. Bert Davis made a motion to accept the minutes , seconded by Mike Dricken Motion # 011804.

OUT OF THE BOX: Scott asked Bert to take over the last two years of Leland Nelson's position.

The next meeting is scheduled for February 28, 2017 location to be determined.

A motion to adjourn was made by Randy Sondalle , seconded by Pat Rehwinkel. Motion #001805 was passed.

RESPECTFULLY SUBMITTED,
Judy Buchta, Secretary