

## WACO BOARD OF DIRECTORS MEETING

April 20, 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

**ABSENT:** Bud Styer, Randy Sondalle, Becky Gussel

Scott Kollock called the meeting to order at 10:00 AM .

Leland Nelson made a motion to approve the agenda, seconded by Mike Dricken. Motion #042001 was carried.

**PRESIDENTS REPORT:** Scott appointed Bob Weiss as Treasurer trainer and PACC fund coordinator

Scott appointed Julie to the Financial Committee and Mike Dricken to the Membership Services committee.

~~Code Training: Scott reported that all the sessions went well. We had good turnouts at all sessions.

~~Department of Revenue Meeting: Lori reported that the meeting went well. Adam made the case in our favor and the Department will assess the situation. There has been no response at this time.

~~Scott talked about how we will handle situations that involve appearing before a committee. Lori will assess who should be there and who should be the spokesperson.

### **EXECUTIVE DIRECTOR REPORT:**

New Chicago Show. It will be held the 2<sup>nd</sup> week in January. It is being put on by the same promoter as the new Milwaukee show. His idea for a theme for WACO would be a "Play in Wisconsin" area. It will be a three day show held in Schaumburg, IL. The board suggested that Lori talk to him and see what is involved with the space he is offering. The board suggests that Lori offer a proposal to him and that she puts out a question to the membership with the option of offering the show at half price.

- Literature distribution update:

Lori has found out that the CVC's Chambers and waysides will take our left over bags. Lori is going to look into a program to offer to the membership that would promote their offering of gift certificates.

- WACO Membership: There was one new member at the training sessions.
- ARVC member dues: Dues are all paid to ARVC .
- Printing program: We can do another printing if we can get a couple more campgrounds to participate.
- Convention review: The booth evaluations were discussed. The biggest issue with them is the show hours. One vendor questioned if just need to be a sponsor.
- Campground evaluations: 23 supper positive responses. One negative was that Friday night was a let down. The Shark Tank was a huge success. The Kids Kamp went well. The staff questioned the cost - maybe their budget needs to be increased. The auction was successful. Lori passed out sample survey questionnaires - one for members and one for prospective members. Lori will update with suggestions from the board.
- Update on accounting, Quickbooks training is progressing.
- SOCIAL MEDIA: Lori mentioned that using video on the social media pages is what is important.
- There was a notification from Jeff Sims about all the Wisconsin legislative issues that have been passed and also any alerts that are out there.

**ARVC UPDATE - BERT:** Starting in 2017 there will no longer be the terms affiliating and cooperative with ARVC membership. The new word is partnership. ARVC board did pass the new structure at the last meeting - it is as follows: Each state has the option of being 100% partnership where all members are in both WACO and ARVC then the kickback to the state is still 20%. If the membership that joins ARVC is from 75 - 99 % then the kickback will be 10%. Membership that joins ARVC that is below 75% there will be no kickback. Mike Dricken made a motion to accept the agreement proposed by ARVC as stated above and that our ARVC membership is an option to our membership, seconded by Bob Weiss. Motion # 042002 was passed.

**FINANCIAL:** The dues schedule was discussed. Scott suggested that WACO keep the base rate the same but raise the per site amount. The current per site rate is \$3.00 - it was suggested that we raise that figure by \$.25. Bert Davis made a motion to raise the per site rate to \$3.25 for the 2017 season, seconded by Mike Dricken. Motion # 042003 was passed. Scott went over the Equity figures.

Convention bills are not all in yet - those figures will be ready and presented at the June meeting.

There is a CD still at Bancroft bank but it is not coming due until November. We will make that transfer to one of our trade member banks in November.

## **COMMITTEE REPORTS:**

### **ADVERTISING:**

Directory fees: The directory advertising rate will be raised by 5%. The board went over the schedule for all the RV shows as far as where we would do membership stuffing distribution. The board decided to omit the Rockford show and do the new Chicago Super Show. Lori will bring figures to the June meeting that will show an accounting of what the budget was for each show.

Print Special: The number of sheets will be determined after we decide on which shows we go to.

**PLANNING & DEVELOPMENT:** Abandoned issue of Mobile Homes/trailers is being looked at by Bud Styer and Jason Colotta.

**MEMBERSHIP SERVICES:** The committee will discuss the Fall Workshops prior to the June meeting and will go over the plan at that time.

Customer Training: The date discussed was June 14<sup>th</sup> at Evergreen. Lori will also check with Hidden Valley about another one.

**SECRETARY'S REPORT:** The minutes from the March 2016 meeting were read. Bert Davis made a motion to accept the minutes, seconded by Jim Button. Motion # 042004

Our next meeting will be June 1, 2016 at 9:30 at Evergreen Campsites.

A motion to adjourn was made by, Pat Rehwinkel seconded by Bert Davis.  
Motion #042005 was passed.

RESPECTFULLY SUBMITTED,  
Judy Buchta, Secretary