

W.A.C.O BOARD OF DIRECTORS MEETING

DECEMBER 12, 2018

EVERGREEN CAMPSITES & RESORT

W5449 ARCHER LANE

WILD ROSE, WI 54984

(920)622-3498

ATTENDANCE: Scott Kollock, Bert Davis, Lori Severson, Julie Michaels, Joyce Stenklyft, Laurie Adams, Mike Dricken, Jim Budden, Jim Tracey, Bud Styer, Pat Rehwinkel

ABSENT: Adam, Ashley Weiss, Mark Stefan

Jim Budden make motion to approve agenda, Mike second, motion carried (#011013)

PRESIDENTS REPORT:

Scott; Towns meeting Update; It went very, got an even bigger eye opening to the importance or the power that Gilbert and the guys have for getting us in touch with people. Our booth was definitely the biggest and best thing going there and everybody wanted to be there from the political candidates on down. It really opened some doors and made it easy to get to know some people. Just one more example when people question why we are associated with Gilbert. **Lori;** It was good, it also helped us more with the hotel in Stevens Point, they were in trouble and we were able to help with bringing Gilbert and the guys along. **Scott;** The RV association meeting went ok, did a panel and trying to have a partnership. Towards the end it kind of went off track. But we think it will still be good. **Lori;** The RV dealers that was there called and still want to work together. **Bert;** Explains the round table, it is a group of business men and women who just cares about how to make more money.

Bud; Spoke to Mark, and he thinks the new Governor is going to have a whole new office. It should be someone at each of the listening tours from W.A.C.O. **Lori;** Stephany thinks Jill Billings will be the new Tourism person.

Have the booklet for the listening tour, a directory, information about Stephany and how she worked with us, and end with we certainly support whatever you choose, we just wanted to make you aware of this qualified candidate.

PRESIDENT: Scott

VP#1- Bert

VP#2- Bud

VP#3- Adam

Treasurer- Julie

Secretary- Joyce

EXECUTIVE DIRECTORS REPORT;

Lori;

White Tail Ridge needs help on going to the board on expansion. Bert & Jim will go up to help her.

Fairs Association; convention in January, we paid for a booth as GBF. We have not heard back from her yet. We want to get the entertainment from there to come to our convention.

DATCAP UPDATE; telephone meeting with Reed, Mary Ellen & Jim for Heavens Up North health inspector wanted them to have records of everyone in and out her camp, forcing her to get an upgraded reservation system. She was fine with her documentation and it was all taken care of.

RV SHOW DISTRIBUTION UPDATE; 17 Milwaukee Super Show, 17 Chicago, 17 Madison, 17 Minneapolis, 17 Milwaukee, 17 Green Bay, 16 Wausau. Accidently purchased a booth at Oshkosh so the girl that did that will be running the booth. We will be attending all other 7 shows.

CONVENTION UPDATE; 26 campgrounds registered, 75 people, 92 Booths. Should we keep day passes the same? Full registration was decided. 6 Show sponsors at 5k, 5 presenting sponsors at 2,500, 3 Beer sponsors

CONVENTION PROGRAM HIGHLIGHTS; Devante Adams is signed for sure, Billy Riggs is signed for 3,500 instead of 7,000. He will do a program for the kids and then for adults.

DIRECTORY UPDATE; Printed and in the warehouse. Flyers being delivered today at 10:30am. 36 total campgrounds that participated in the printing program.

W.A.C.O/ARVC MEMBERS; 183 WACO & 120 ARVC, Need 17 parks. 66 ½%

CAMP UPDATE: Panel : Vendors speed dating was really popular from Wade, and they like to be included in everything, invite vendors to cracker barrels, personal visits to their booths. Membership is down across the states, Paying more attention to social media links. Young professional presentation, Disaster preparing.

WEBSITE/SOCIAL MEDIA UPDATE: Information inside packet. Will go over the data base in depth at later date.

FOUNDATION UPDATE; Still need dates to be filled in.

Testimonial Video; Should be done soon. January Meeting maybe.

January Meeting; 1/22/2019 Marks H. office.

Mark H.

Big changes coming in the state gov../ First six months will be a big fight over the state budget./ They will be trying to figure out who is going to take the blame on the transportation mess./ Very possible the will retain Stephanie./ Very possible Sheila at DatCap will retain her job also./ DNR is going to be ran by the environmentalist again./ Garry would like to help with getting WACO's voice heard./

Question To Mark; about Putting information into the new Governors hands about WACO and Stephanie. **Mark;** Anyone in the governors position should not take anything from anyone's hand right now, Leave that part to Garry Goyke for now. A better way would be to have a few Campground owners shake his hand and say something about Stephanie's work with tourism. It would be good to get someone to the meet and greets with the Gov. (**We want to make sure you Continue our appropriate investments in tourism and that includes keeping Stephanie in as the director of tourism**)

ARVC UPDATE;

BERT:

Convention was great, had a really good turnout.

Should we make a position about standing up about the public lands being leased out?

ARVC is in a really good position right now.

ADVERTISING;

Getting people to the RV Show on Sunday morning. Meet Gilbert and play a game. **Bud** (Buzzed in Madison) Maybe using 5k in WACO Bucks.

PLANNING AND DEVELOPMENT:

Just waiting for the list of legislators. Bert, would like to start turning in the other half of the expenses. Seats available for region 3, someone from Wisconsin could hold another seat, could have two.

Pat makes a motion to put a line item for \$2000 ARVC Travel, Mike second , motion carried (#011014)

MEMBERSHIP;

Making calls from the data base for vendors for convention. Hall of Fame Inductee?

Laurie is finishing up for fall tours.

Joyce Nominates Julie's campground for Hall Of Fame.

FINANCIAL;

Scott;

AR REPORT:

Number is high. But it's the time of year. Working on the budget for next month. Need to ask Jim K. about the donation. (Bud said he would call and ask him)

Budget for annual meeting for Lori, on agenda for next month.

Jim B.

Meat for Convention, recommends the 8oz steak. \$3.00 a steak.

Bert makes motion to approve the minutes, Jim second, motion carried (#011015)

Pat motions to adjourn meeting, Scott second it, motion carried (#011016)

