

W.A.C.O BOARD OF DIRECTORS MEETING

JANUARY 21, 2019

MARK HAZELBAKER'S OFFICE

559 DONOFRIO DR

MADISON WI, 53719

ATTENDING: Scott Kollock, Bud Styer, Jim Button, Joyce Stenklyft, Julie Michaels, Mike Dricken, Jim Tracey, Laurie Adams, Ashley Weiss, Adam

ABSENT: Bert Davis, Pat Rehwinkel, Mark Stefan

Lori: Adds 2 items: Nancy M. has a proposal for the board, and then there is a campground sponsorship to discuss.

Jim B. makes a motion to accept the agenda, **Mike** seconded, motion carried (**#011017**)

PRESIDENTS REPORT:

Scott;

Met with Lori this week, we did some budget stuff and contract talk, we will get to that when we get to our financial talk get a little direction on that from everybody. So we can have the budget ok and approved for next month so we can have it ready for the annual meeting.

Mark Hazelbaker:

It has been a very busy off season year for the hotline! We might need to go before legislation for the campground removals. That is what the bulk of the questions have been about. That's really all that's going on right now.

1. A few interactions with lawyers who are not campground lawyers. Spoke to them about the reality that their clients don't have the right to continue to rent the property, they found that in conceivable.
2. Politically, curious if the board has had any outreach from the new secretary of tourism? Lori; has not heard anything, reached out because of the conference. Their conference is when the WACO Convention is. She might be a little overwhelmed trying to put a convention together so soon.
3. Spoke to Gary G. He is willing to work with the board to provide ongoing information and consultation, translation he willing to be the key to the door of the democratic administration to things that have real value, he would be looking for \$300 a month. The way it will work is, he would work with me, warn me if he hears anything, share his legislative updates and basically if

a major issue comes up the board can hire him to put more time in by the hour. He's quite close to the governor. I strongly recommend the board does this.

4. In a good position now. Got the code rewrite a few years ago, got the liability reform, we still have the continuing issue about personal property taxes that's going to continue to be out there.
5. Pennsylvania website issue; people go out looking for people that are not in compliance of ADA laws. There have been pool shake down letters in Wisconsin. Now your website has to be in compliant in 2 major ways;
 - a. The website has to inform people that might be coming to the campground that you do or do not have ADA complaint facilities.
 - b. Websites themselves are supposed to have features that are handicap accessible.
 - c. The person at Mark's office who does the office website is willing to look at websites and bring them into compliance with ADA for about \$150 bucks.
Recommend everyone have that done.
6. Mark will develop a memo telling campgrounds what they have to do and make sure their websites are ADA compliant. Everyone should be telling potential disabled customers what they have at their campground. Lori; WACO website itself had 15 issues with it based on the formula search Mark sent over. Per Mark if you're a small campground, you have a hardship under the ADA.
7. Scott; we are interested in the retainer for the \$300 dollars. Mark: will set up agreement. **Jim B** makes a motion to accept that proposal **Jim T; seconded motion carried (#011018)**

EXECUTIVE DIRECTOR:

LORI:

RV SHOWS UPDATES:

Milwaukee: was horrible, down significantly. No free parking price is up. Suggested not to do it next year, that will help us. We will have more time for the printing program, a lot of campgrounds are not ready by then.

Rochester: a new show we tried was horrible as well. Will not be going back there.

Schaumburg: was bad as well. Bud; the weather was bad there 6 inches of snow.

Still have a bag issue, put in financials hands. We will possibly end up 3000 short this year. Green Bay keeps increasing the amount of bags they request.

Madison Show: very excited. Much more control over print ads, they come to us for approval now. We have really developed a great relationship with Dave from Jerry's Campers, who runs that show. His plan for next year is no campgrounds are allowed in where the RV's are. And if you're not a WACO member you will not get in that show. Excited about doing The Gravediggers Prize is Right. We can use some more prizes for that and some lemon sponsors.

Social Media Attention: (Gravedigger Prize is Right) Bud said he will get behind us on that, special thank you to Laurie from Baraboo Hills. Jess said you have been sharing a lot, Stoney Creek has been doing a great job as well. Anyone that can do that, helps a lot. Madison Holiday Inn will give a special rate to go to that show. We have asked all the campground owners to sell tickets to the show. **Jim T:** Do you need any help that morning? **Lori:** Sure

CONVENTION UPDATE:

124 Booths to date, need 6 additional entertainers. Goal is to have a stage so each entertainer puts on a show. All booths in hall will be entertainers. Would like approximately 80 more booths but we might have to use the little bar.

Campgrounds are an area that we need to work on - 42 campgrounds with 114 people attending the show so far. That is actually high for this time of year, we get a flurry in before early bird but it's between 45 and 50 campgrounds sign up the day of convention.

Volunteers to call the WACO Member's, Laurie found it's a good way to talk to them about convention and I think that will give us a good response. If anyone would be willing to make some calls, please let us know and we're happy to give the information. Iowa, Minnesota and Indiana are good targets because they are close. New Jersey will be bringing 10 people right after their convention.

Sponsors:

\$22,600 in cash, \$5,000 of that will be going back to the vendors this year. There will be a lot of different opportunities within the program to win money when you buy from vendors. Hoping we can have a competition between campgrounds for the basket auction, we will have a trophy and a mention on the website.

Scott: This ties in to what we are going to talk about later. The sponsorship part of that, she's got 22,600 in cash we got 50,000 in sponsors but a lot of it is in-kind. Just something to think about when we go into budget. It's hard to put some things into line items.

Lori: Look at the sponsorship sheet we put together and see if you guys are comfortable with it. Don't want the members to think they have to pay more. **Adam You could say this for the little guys;** this is completely optional if you feel like you want to sponsor, great. Any amount is appreciated. We will recognize you at the convention.

CONVENTION PROGRAM LOOK-OVER:

4 sections of The Man Cave, Between Jim B, Scott and Bud you guys can facilitate those please.

Full session on store stuff/super bingo/ Lunch and lounge with pizza/Julie and Shelly doing crafts/Jim and Bert testimonials on how ARVC benefits work for you. Or a WACO benefit. Record them and use them at a later date/Bullheads trip/\$1 Progressive auction/State swimming pool/North American Data/Christine different games and seminar/canoe business/Building Cabin/seasonal incentives/Electric

demand/ campground expansion/Trade show marketing/Bio-coding/Awards/Budweiser/Food course/Hidden in plan site/Brainstorming and Beer/bed bugs/steak and shrimp/ARVC make a fun trivia. Paul/PAC Auction/Septic systems/Super Rv Dealer/Event Planning/Electrical update/ Kids Kamp and the marching band/

Will ask Samantha if she would go over to pool school to give them a quick run-down.

Laurie Adams: Holiday show is March 7th, 8th / **Laurie A:** is also working on the lemons.

Round Table Speed Networking: A topic is given and each person at the table has 30 seconds to introduce yourself and answer the question. Then when time is up, a phrase is used to switch people to different tables. We took it from Fairs Convention. Maybe it will get rid of the click perception.

Wisconsin Fairs Show Vendors (Showcase): Ron Lindbergh Magic and hypnosis, haunted house course./Dance Spectacular/T&C Rodeo/Martika Sword Swallower/ The show will be in the lobby.

Annual Meeting: still have things to workout on that.

Lori; Working on getting The Platters Group for entertainment./Can the board look at your entertainers and check if they are on the list if not ask them why not please. **Bud;** will get his DJ to come. **Jim T;** has the program for games.

Lori; Super Ticket Package Instead of the golf cart this year- Is \$1000 drawing at 11am on Sunday, Website Highlight, The executive Suite for 4 nights at next year's convention!

Laurie A: wants to switch her time with the canoe people.

Adam; I think it's a great spread, could the colors follow the days? The Layout gets better to read every year.

Scott: \$2500 on the floor for the business meeting in Madison. **Jim B, Bud S, Ashley, and Mark H.**

Lori; Attention on the Nancy M Proposal. Nancy has lost her role with the governor and she has opened up her own consulting group. She would be happy to present at the March 15th seminar for \$50. She would do consulting for \$150 an hour or \$600 a month for retainer for the association. **Bud S:** makes a motion to deal with Nancy M for 6 months then re-evaluate. **Adam; second it. Motion carried. (#011019)**

Lori: Need the fall workshop dates. **Laurie A.** Sept. 10th & 11th / Oct. 1st & 2nd

Scott: Have to go through a few things, Lori You can stay or go.

A motion was made to pay Lori a \$10,000 bonus for this year and increase her rate of pay by \$30,000 per year motion made by **Bud Styer and seconded by Jim Button Motion carried (#011020)**

A motion was make to adjourn by Adam seconded by Jim Tracey Motion carried (#011021)