

WACO BOARD OF DIRECTORS MEETING

May 9, 2018

Baraboo Hills Campground

E10545 Terrytown Road

Baraboo, WI 53913

**Attending:** Joyce Stenklyft, Julie Michaels, Scott Kollock, Pat Rehwinkel, Mike Dricken, Bert Davis, Bud Styer, Laurie Adams, Ashley Weiss, Mark Stefan, Jim Tracey

**Absent:** Jim Button, Adam Malsack

Scott Kollock called the meeting to order at 10:06AM

Mike Dricken made a motion to approve the agenda, seconded by Joyce Stenklyft. Motion #011001 was carried.

Motion made for Lori to bring a secretary to the meetings – approved.

**Presidents Report:**

Scott updated us on current events in the zoning areas.

President – Scott

VP st – Bert

VP 2 – Bud

VP 3 – Adam

Treasurer – Julie

Secretary – Joyce

\*Update on WMC –

People who attend the Business meeting shall not be charged. Individual membership to WMC is still important.

\*Update on DOR meeting on taxation

No updates... Adam was not present

Update on shoreline/flood plain

\*No updates... Adam was not present

Park Model Taxes

\*No updates... Adam was not present

**Executive Director Report:**

RV Show Plans Updates: 23 campgrounds signed up for Madison last year- we need 10 more.

Lori is working on Holiday Wholesale to get donations for the lemonade stand. Lori feels that we definitely need to keep the lemonade stand going.

Green Bay show is a much higher overhead but definitely a successful show. (Last year over 8000 bags were distributed). This year a TV show may be an option.  
Check in to bumping up the quantity of bags to get us through 2 years of shows.

Meeting last month –

- Succession plan – options were discussed – we will likely adopt the same plan as many other states – Document as many policies and procedures as possible so an easy transition can be made.
- What number is needed to make the WACO office work?
- RVIA sticker could sell as a seasonal – cabin
- WACO has decided to pay for WMC sponsorships for Business Day

### **ARVC update: Bert**

April meeting in Denver – new chapter concept for non partnering states. Create a chapter and an employee from ARVC would keep it going. They are all direct members – ARVC would try to get them together enough to start a State Association.

Cal ARVC discussion.

100% partnering states – may still have some issues – would be nice to know how long we have been with ARVC and how many board members have been on it. Voice Article on how long we have been in the industry.

Iowa wants to be part of Wisconsin – can they partner – Friends of WACO – Structure for this and send out an email to be approved.

### **Financial:**

Voted to approve

Statements – emailed and snail mailed.

Dues – leave them the same Bert made motion Mike seconded

Ask Abe how the cash flow is going so we understand if we have available money for a CD

### **Advertising:**

Website ideas – Meeting with Wisconsin Dells to see what they are doing – will set up a meeting with vecture as well.

New members – opportunity to put you in yellow – Page in directory to highlight new members – year one only.

Website fine – is there a social media person to add to the Severson team?

Video on Facebook and website click here to see Baraboo website- was an example shown of how to get more views.

Coupon – specials and discounts is an important area.

\$300 per show - \$1700.00 for all 7 - 20% discount BONUS

OK to do the Chicago show

Wade from Country Fest – discuss what we can do for the social media program – would he trade for membership?

Pricing for directory alone – dell.com – Wisconsin.dells pricing distribution prices

Website advertising committee social media –Jim from Fox Hill will set up a meeting to see how we can improve our social media and website, coordinating with Lori.

Jim to click to win a WACO certificate- will check out the form.

Stephanie –meeting to discuss advertising.

Webinars – videos – popular on the social media platforms

**Website Update:** New directory is up and running on the site.

**Camp update:** Lori discussed and handed information on putting together a binder with helpful information that all campground owners need to know as well as use to grow their business. Binder could be a great member benefit. This information is on a flashdrive as well.

## **Planning & Development**

Campground school – Score new potential members – credit to membership John/Bud potential buyers

Line item on the budget to be reps – Tom & Judy – Daryl & Patty – Paul Hagen – Creating a budget for this

**WMC Sponsorship:** Mike Dricken made a motion to sponsor \$1500.00 to WMC Golf outing and \$1500.00 to Business Day in Madison, motion seconded by Bert Davis. Motion carried 011002.

## **Membership**

Printing program – Leave as is-

Fall workshop – June 1<sup>st</sup> deadline to send out – Fall workshop price stays the same.

Another level of sponsorship \$5000 presenting sponsorship

WACO bucks for staff - \$100 per day –

**Directory Distribution Report:** The directories are complete and are being distributed.

**ARVC/WACO membership:** We made it at 75%

**Secretary Report:** Motion to approve the secretary report was made by Bert Davis, seconded by Joyce Stenklyft. Motion #011003 was carried.

Financial report: Motion to approve the treasurers report by Mike Dricken, seconded by Bert Davis. Motion approved.

Motion to adjourn made by Jim Tracy, seconded by Mike Dricken, motion approved.

**Unfinished Business:**

**Out of the Box:** Bert recommended that we put together short videos relating to the issues and important topics & show on TV's throughout convention. Also create short testimonials as to what WACO has done for you and show those as well.

\*\*\*\* Next Board Meeting in February work on creating some Video's \*\*\*\* This piece has not been started.

**Old Business:**

**Announcements:**

Respectfully submitted,

Lori Severson, Executive Director