

**WACO BOARD OF DIRECTORS MEETING**

**OCTOBER 1, 2018**

**HOLIDAY INN & SUITS EXPRESS**

**12858 26<sup>TH</sup> AVE**

**CHIPPEWA FALLS, WI. 54729**

**Attending:** Joyce Stenklyft, Scott Kollock, Mike Dricken, Laurie Adams, Jim Tracy, Mark Stefan, Jim Button, Bert Davis, Bud Styer

**Absent:** Julie Michaels, Pat Rehwinkel, Adam Malsack, Ashley Weiss

Scott Kollock called the meeting to order at 2:08 pm

Jim motion to approve the agenda, Bert seconded. Motion carried (#011010)

**Presidents Report:**

**Scott:** Parks becoming members. (Goose Island, County owned park). Would county run parks be beneficial to WACO, something to think about?

**President:** Scott

**VP 1<sup>st</sup>** – Bert

**VP 2<sup>nd</sup>** – Bud

**VP 3<sup>rd</sup>** – Adam

**Treasurer** – Julie

**Secretary** – Joyce

**Executive Director Report:**

**Strategic Plan:**

**Lori:**

Updates members that were absent last meeting on what are the biggest priorities, what to spend time and energy on, and what projects are value added.

**RV Update:**

Sending a request to finance to add \$1,200 to show expense. The free booths are going away, a couple core companies buying up shows.

**Convention/Vendor/Selection for Entertainers:**

Would be great to get volunteers to head different sections of the convention.

### **Auction Committee:**

Looking at new auction software, would love for some people to call vendors and ask for donation items. **Bert**; Can you guys put together a list and give each board member a section and a scripted intro.

### **Website/Social Media Update:**

In the strategic plan, the program we have will work out fairly well. Biggest thing is making sure the data base talks to the website properly.

### **ARVC CEU'S:**

Jeff is going to help get information on that.

### **ARVC Contest:**

How do we do it? **Bert**, we just tally up the numbers in January, if we are there we're there, if we are not we are not.

### **Foundation Update:**

Golf cart tickets will have to be drawn on the date that are on the tickets. The \$100 tickets are going slower than hoped. Get support on that at the fall work shop. **Mike**: maybe have a sheriff draw the ticket. **Towns Association Convention**, It would be great to have someone at the booth to give information on WACO. **Jim B**: we need to educate them on who we are. **Mike**: Brochure on how we work with townships, counties and government to make sure things are done properly. **Scott**; just a basic overview of what WACO is about. **Lori**: Think it's good to have a WACO bag there.

### **Camp Session:**

Pretty much wrapped up. Bev says she will look up somethings that will work for Sunday Funday. Does anyone know if anyone is up for an award? The Board agreed no issue with leaving after the trade show.

### **WRVDA Update:**

Doing great building a relationship with them! We are doing something for their convention, they are going to do something or ours. They would like us to do a WACO panel, **Jim T.** is going we need more. Its Dec. 6 Great Wolf Lodge at 2:15pm. **Bert**: would like a reminder email in November. **Scott**: can be there. **Jim B**; will send Lori Information to send to everyone.

### **Video Testimonials:**

Are we still going to do them, If so when? **Bert**: Yes, and Yes. **Jim B**: we can get it to the new members.

**Scott**: Yes, we should do it. **Bert**: take 5 mins and throw out some topic ideas

1. Benefits of the Association
2. Networking
3. Advertisement
4. Trade Show
5. Attachment to WMC
6. Mentoring

7. Fresh Ideas
8. Education Seminar
9. Opportunity to see other Campgrounds
10. Relationship with the Department of Tourism
11. In put on with the Code gets re-written

**Mike:** Should WACO send something to Mary Ellen for job well done. **Lori:** it is important to do that.  
**Joyce:** Pride of America will give WACO and Lori a great testimonial.

#### **AVRC UPDATE BERT:**

ARVC is in great shape financially. Going to be putting money into marketing, education, etc.

**Convention:** Looks good. Membership up and down.

**Enrollment:** Full Registration 245 same as last year.

#### **Board Seat:**

**Bert:** In 2<sup>nd</sup> term with two years left and the board needs to start thinking about the next one to take over the seat. It will be a great idea to start now It's going to be an uphill battle.

#### **Health Insurance:**

Almost impossible, working with a company named Galligar

**Lori:** The National Restaurant Association may have an option.

**Bert:** ARVC has a cool new program; it links data bases together in real time. It does exit interviews and helps gain information on why a member left the membership.

**Scott:** Updated the absent members with information from last meeting.

**Jim B:** Will check for a sponsor for steaks

**Bud:** Will bring 100 pounds of 12 count shrimp

**Lori:** In contact with Michelle about bigger coffee cups on getting permission.

**Mark:** If Lori gets permission he will get the cups

**Lori:** Great to have Man Cave again but break it down into session. Would Jim B, Bert and Pete be willing to do that. Overall evaluations were good. Jim B says yes.

**Bert:** Really likes the folder with all the information.

**Bert:** Motion to approve minutes from pass meeting. Mike seconded. Motion carries (#011011)

**Bert:** Motion to adjourn meeting. Scott seconded. Motioned carried (#011012)

