

## **WACO BOARD OF DIRECTORS MEETING**

**SEPTEMBER 17, 2018**

**Riverbend RV Resort**

**W6940 Rubidell Rd**

**Watertown WI, 53094**

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

**Absent:** Jim Button, Bert Davis

**Scott Kollock** called the meeting to order at 10:07AM

**Pat Rehwinkel** made a motion to approve the agenda, Seconded by Mike Dricken. Motion was carried. (011004)

### **Presidents Report:**

**Scott** Discusses Loris strategic plan, executive director duties, what we want done and what we don't want done, and that's an ongoing process. Trying to smooth out the humps, and our organization is doing good. Lori will discuss it further.

President – Scott

**VP st** – Bert

**VP 2** – Bud

**VP 3** – Adam

**Treasurer** – Julie

**Secretary** – Joyce

### **Executive Director Report:**

**Lori** discusses secession plan of the board. Having 2 or 3 different options. Most important thing is when we say something as a board we should stand by it and support it. The WACO handbook, it was sent to planning and development to be updated. We have the strictest financial guide lines in the whole nation. We have a 4 step process someone in our office enters the information, CSAW accounting looks at the information, makes any accountant entries, then the board, Financial committee looks at it and then Hawkins Accounting does the tax returns. The Board needs to be able to explain to people how Severson and Associates works with the Gilbert Brown Foundation & with WACO. The Handbook also talks about the committees and who is responsible for what areas. That is a big part of the strategic plan, like Scott said how much can you actually take on as a board member and how much are you responsible for taking on. This will be a project over the next few months.

**Scott;** Lori has compiled information and given it to us, it's up to us to look through it and check some stuff off. Why are we doing something's that gets to be too much? We don't have the resources to do everything for everyone.

Severson and Associates is very flexible. Any new opportunities for WACO we go to it and distribute WACO directories.

**Scott** goes on record to say we don't have a problem with Severson and Associates. Just ideas, then we have to look at it and say, do we expect Lori to do all that.

**Jim T.** asks Lori S. what would she like for them to do with the strategic plan?

**Lori S.** explains when everyone breaks into Committee group; we will look at all the things everyone can help with.

**Scott-** We have to narrow things down so we can have direction for Lori.

## **STAFF**

**Lori-** We have a new accountant on board to make the billing process better.

- a. \$1500 of re-mapping work that needs to be done.
- b. The classes are not all in there correctly.
- c. Password is needed

**Lori-** asks the financial committee to look into the fix of the mapping.

**Lori-** We are doing an extensive search for office help . They are running \$20 an hour. We have a couple that could be good additions to the staff, but what exactly are the skill sets the board thinks we are lacking?

## **Jim Kaplanek**

**Lori-** I got an email, and he wants to be put on the agenda for Oct. so I moved some things around and got him on the agenda. In the past when any of the uppers wanted to attend, we made a way. Jim and Reed have been good partners.

**Lori-** At the end of the month Bud, Mark And I will have a phone meeting with Jim and Reed. They are a bit excited about seasonal subletting.

**Joyce-** what are the problems with subletting?

**Bud-** Explains why subletting is dangerous

**Adam-** I'm going back to Joyce's question, the legal stickiness is what worries me the most. But on the other side of this, why would a campground want to do this? I can see some parks and corp. owned parks starting a little B&B + make a revenue off cabin stays.

**Bud-** the words Adam just used would get people in a lot of trouble. And we all worked to hard not to become this.

## **RV Shows Update**

**Lori-** so everyone knows what is in the show distribution number, that includes our people help, getting the booth there, getting all the materials there and all the send outs. Booth cost are going up this year. Rob was bought out and Camping World owns them now.

**Lori-** Will refer a TV show Discussion to the advertising committee – TV show with Gilbert at Madison and or Green Bay.

**Bud-** What would the cost be?

**Lori-** Maybe a \$5000 sponsorship cost – Lori to gather costs

**Lori-** We are acquiring partnerships with the Camping World and Cabela's of the world. Carla has spent a lot of time talking to these companies. Im asking for a little budget for some used displays to go into these stores.

**Lori-** asks for a budget donation for the ARVC Convention, We gave \$500 last time. The board says yes to \$500.

## **Convention**

**Lori-** The lobby area will be used for entertainers. You will be able to go out there and book your entertainers for the year. They still have to be trade members and they still have to pay for their booths.

## **Auction Committee**

**Lori-** An auction committee will be formed to create a larger auction item database.

## **Sponsorship**

**Lori-** If they are sales person, they will have to pay the \$2500 fee. Because they will be representing their product, and this allows them to do an infomercial of sorts at convention.

## **Convention Meals**

**Lori-** A few members have asked me about the meals being catered in. We are not allowed to cater in. We have really special deals with the hotel, and don't pay for space, so we have to support the meals to get the rooms free. They make their money off of the bar and food.

## **Website Update**

**Lori-** The May problem, the banner was not moving. Our host guy stopped hosting and still was charging his customers. The site was marked as being not secure, but the problem was many of our members sites were not secure.

- a. **Fixes-** QTH is handling the hosting part of it and a few more \$20 fixes.
- b. **Digi Save-** A company out of La Crosse, have a program of \$250 a month. They review what you can do differently and you have total control.
- c. The analytics were suffering .

### **Social Media Update**

**Lori-** I had a J1 student that was great at social media. She put pics of every campground on Instagram. She also created videos from the pictures and posted them on the WACO website . She tagged all the campgrounds on twitter and Facebook,

### **Directory Distribution Update**

**Lori-** we are always looking for new places to distribute. If you don't call the places that had them before, and we just send them they will send them right back. If the board has any ideas they are welcomed.

### **Portage County Update**

**Lori-** We pretty much have that under control. They did exclude licensed campgrounds, and the same thing in Marquette County.

**Scott-** They came up with this new thing that you can only have 15% of your total sites can be cabins, just out of the blue type stuff. They had a meeting and said they were gonna exclude us from all that. It's still an ongoing issue with zoning.

### **Big Bend Update**

**Lori-** still an on-going issue

**Jim T-** Who puts the directory together?

**Lori-** We do.

**Jim T-** Could we maybe put in ideas to do something different?

**Lori-** Absolutely, we welcome it!

### **ARVC CEU'S**

**Lori-** still no answer on that. When I go to Convention maybe Barbs new person will have information on looking at the number and how do we offer that.

### **NFPA1194**

**Lori-** We don't need to talk about the refund code, But the distribution part, you will see on the budget where it went. We brought that for every campground.

### **ARVC Contest**

**Lori-** Not sure how we are going to win. We don't know our numbers until December.

### **Foundation Update**

**Lori-** Golf cart tickets, we are going to give the cart away at the next fall work shop. We also have \$100 tickets, where you win \$10,000

## **Camp Session For ARVC**

Carla and Lori are going to ARVC. Rooms are expensive, so the board decided Lori should look at the agenda and budget accordingly.

Camp gets one vote, my vote is for Joanne from New Jersey to be on the ARVC board. If that's ok? The board agreed. Wisconsin is in charge of Sunday funday, and the board decided to allow the group to go out and do one of the items on the list of top ten things put out by ARVC or choose something else.

## **Town Association Convention (Oct 14<sup>th</sup> and 15<sup>th</sup>) Stevens Point (Gilberts roll)**

**Lori-** Mark has been trying to get us in front of this group for years. But Michelle called me and wanted to know if I could get Gilbert and the guys to help them keep the convention there? I could use a little help on getting it all pulled together. Scott will help with setup if needed. Bud will attend. The Governor has confirmed.

**Lori-** I might need someone who could talk about the economic impact we have, things like that. Bud will attend. They will give us a free booth. This is our chance to talk to each of the small towns on understanding what a campground is and what it is not. Its kind of a big deal. And its asking the foundation a lot. If we all could remember what the foundation does for us, would be great.

**Adam-** that's huge.

## **Legislative Update**

**Bud-** cant over emphasize over how important this election is. Bud relayed information about FEMA and SBA.

## **Break for lunch**

## **Break into Committees**

### **Financial**

- a. Accounts receivables
- b. Financial category approvals
- c. Approve expenses
- d. Strategic plan approvals

### **Advertising**

- a. Look at website for ideas and ways to create revenue
- b. Website advertising for 2019
- c. Vicky Frank- wounded warriors

### **Planning & Development**

- a. Big Ben issues
- b. Suggest assignments from strategis planning
- c. WMC events and reimbursements

## **Membership Services**

- a. Convention**
- b. Little bar welcome committee**
- c. New owner welcome committee**
- d. Fall work shop review**

## **Budget**

**Julie-** Madison show we budgeted for 9,000 and it only came out to 7,825. Reason for that is because of what he got from the Gilbert Brown Foundation. We could donate the difference back to the foundation.

**Scott-** Lori was thinking that this would be a good way to donate back to the Gilbert Brown Foundation. It was due because of him, on why we didn't have to pay the 9,000.

**Adam** made a Motion on giving the difference to the Gilbert Brown Foundation, **Pat** seconded it. Motion carried (011005)

**Julie-** looking at a way to fix the mapping, Lori is looking at anywhere from \$1000 to \$1500

**Pat** motioned for mapping getting fixed, **Julie** seconded it. Motion carried (011006)

**Pat** motioned for Severson & Associates to have up to \$500 for used displays for directories, **Mike** seconded it. Motion carried(011007)

**Bud-** we use to get a print out on visitors to each campground.

**Lori-** its in the packets now, the problem is its just a small sample because we lost so many analytics in May.

**Laurie Adams-** Would like to get a larger room for Johns class. Mark, Joyce and I would like to welcome people into the little bar, so everyone would feel welcome. Lori will you get a quote for new coffee cups, then we will table this until next time.

**Adam-** WMC is a great organization, but right now the current administration has a good relationship with the executive branch at the state level. They are a great investment. Continue to develop that relationship.

**Bud-** we have a problem with the department of revenue but we are just a small part.

**Lori-** we have been working really hard with Amy Bliss (RV Association). She was happy with us helping with her provide foundation prizes.

**Laurie Adams-** makes a motion for Bud to have 2 checks for wallet that max \$1000 for the PAC fundraisers. **Joyce** seconded it. Motion carried (011008)

**Julie-** motions to adjourn meeting, Joyce seconded it. Motion carries (011009)