

WACO BOARD OF DIRECTORS MEETING

September 18, 2017

Indian Shores RV Resort, Woodruff, WI

ATTENDING: Scott Kollock, Jim Button, Judy Buchta, Julie Michaels, Pat Rehwinkel, Mike Dricken, , Adam Malsack, Bert Davis, Becky Gussel

ABSENT: Joyce Stenklyft , Bud Styler

Scott Kollock called the meeting to order at 1:35 PM.

Jim Button made a motion to approve the agenda, seconded by Bert Davis. Motion #091801 was carried.

PRESIDENTS REPORT:

Update on shore line/flood plain - Adam: Adam was at a meeting with Joe and Nancy. Wayne from Rivers Edge was there and talked about his problem with flooding and his issues with moving trailers in an emergency situation when there is a flood. Hopefully the meeting will be worthwhile and progressive for the future. There is a meeting planned with the DNR soon.

Park Model Taxes -Adam: Adam reported that Jason is leaving WMC, Bud is working on finding a new contact there. Lori is going to be working with Mark Hazelbaker to find another legislator for us to work with.

MARK HAZELBAKER REPORT: Mark was not in attendance.

EXECUTIVE DIRECTOR REPORT:

--**RV show plans:** Lori reported that Rob is still working with Camping World for the Milwaukee Show . He has offered WACO a free booth. Lori asked for advice as to why campgrounds have not been in attendance at his shows, both Milwaukee & Chicago.

RE: The Greenbay RV show is more open to doing events at the show with WACO.

RE: The Madison RV show: The price will remain the same. They still want the lemonade stand to continue. They are raising the price in side to \$600.

RE: LaCrosse show: They will comp the fee if Gilbert appears

--**Staff Update:** Lori . reported that Carrie is leaving the WACO office. Lori

has been interviewing MANY candidates to employ. Lori has employed a new gal - here name is Kaylan Smith.

--**CAMP update for November:** No report

--**Website update:** Lori worked on a website program to try to get a better return on the exposure of the WACO website. They would look at random campgrounds and see what their activities are.

--**Social Media update - update on switch to members only section/campers:**

--**Directory Distribution report:** There are still 10,000 issues left

--**ARVC visits update:** Jeff Sims has been traveling around the state to visit various campgrounds. Lori visited 94 campground sites this summer and she was able to sign 6 new members. There are now 131 WACO MEMBERS AND 107 are also ARVC/WACO members.

--**Convention update to date:** Lori wants to focus on having members suggest ideas for seminars.

--**Directory ideas?**

Gilbert Brown Foundation update: Lori would appreciate help from campground owners to host Gilbert's events.

Bert's election plan: "Bert needs to be elected to ARVC" : Lori asked Jeff Sims for all membership numbers from ARVC so that a vote could be taken tomorrow at the workshop.

Lori is going to get the e-mail addresses of all the ARVC members in our region and send out to them. Lori suggested the idea of having a meet and greet at the ARVC convention on that Tuesday and have Bert give a little talk and WACO would provide beverages and snacks. The board authorized Lori to spend \$1500 to use for this venue. Lori will also bring a Packer item to raffle off at this event.

--Lori talked about items she picked up from the Pennsylvania seminar she attended:

How do you deal with progression of campground owners that sell, or board members that have to be replaced or an executive director that leaves.

Lori would still like to encourage there being regional meetings in the state. Lori feels that would be a key to increasing membership in the state.

DIRECTORY ADS: Currently there are 10 full page ads, 1 - $\frac{1}{2}$ page ads; 4 - $\frac{1}{8}$ page ads, 3 - $\frac{3}{4}$ page ads., 1 - $\frac{1}{3}$ page ad 2 - $\frac{2}{3}$ page ads, 1 - $\frac{3}{4}$ page ads.
Piggy back ads: there are 4 at this time.

FINANCIAL: Lori passed out the Financial statements and the Accounts Receivable.

ADVERTISING: No report from committee. The advertising options for members will be discussed at the Fall Workshops.

PLANNING & DEVELOPMENT:

WMC: sponsorship for their golf outing: Jason suggested we wait until the new person comes on board.

MEMBERSHIP SERVICES:

Camp professionals group: The sessions was intended to learn how to be a manager, but more current managers showed up. The session will be combined in the future.

SECRETARY REPORT: The minutes from the May 3, 2017 meeting were read. Becky Gussel made a motion to approve the minutes, seconded by Adam Malsack. Motion #091802 was passed.

OUT OF THE BOX:

Bert brought up the subject of how to use monies granted from a campground sale. Jeff Sims noted that Oglebay is going to be moved to South Carolina. The date is to be announced.

Our next meetings will be October 2, 2017 at Lake Arrowhead Campground. Bert Davis made a motion to adjourn, seconded by Adam Malsack. Motion #091803 was passed.

RESPECTFULLY SUBMITTED,

Judy Buchta, Secretary