

WACO Board Meeting

April 15, 2014

Merry Mac's Campground

Merrimac, WI

Attending: Pat Rehwinkel, Judy Buchta, Adam Malsack, Bert Davis, Randy Sondalle, Leland Nelson, Bud Styer, Scott Davis, Becky Gussel, Dawn Button, Julie Michaels

Out going Board Members: Dawn Rehwinkel

Absent: Bob Weiss

Prior to the regular board meeting the Executive Meeting of the Board of Directors was held (see separate minutes.)

Scott Kollock called the meeting to order at 10:00 AM

Adam Malsack moved to approve the agenda, seconded by Randy Sondalle . Motion #041501 was carried.

Scott made the recommendation to appoint Bob Weiss on the Board as Treasurer for one year.

Randy Sondalle made a motion to have Bob Weiss on the Board, seconded by Leland Nelson. Motion #041502 was carried.

Mark Hazelbaker: Mark is not present

President's Report:

Scott reported that there has not been much activity on any of the codes. The legislature is out of session now so Scott and Lori met with the Secretary of Agriculture. They are talking about combining Agriculture and Health. They asked what issues WACO thinks there would be with this combination. WACO was the first group they requested a meeting with and there are many avenues to pursue in regards to the implementation of this.

**** State code 178.** Adam talked to us about the 10 foot rule that will be in effect with the new 178 regulations. Adam is saying that in the latest draft of 178 it states that any outside accessories such as decks, sheds and awnings are included in the camping unit. Scott will clarify this issue with Jim Klappanek. Bud has a meeting with the building department. Bud also has worked out a floor plan with Skyline for rentals. Bud is working on pricing that also includes delivery.

****WACO RV show:** The biggest concern for holding it in 2015 in Stevens Point is the ability to access the large room. Scott talked to the Holiday Inn manager about the space availability. Scott feels that the two large areas would be sufficient if that is all that they could supply.

The date we want to have is January 15, 2015 (the week before the Green Bay show.) We will finalize this at the May meeting.

*Scott appointed all members to the committees:

- Financial: Bob Weiss, Scott Kollock, and Randy Sondale
- Advertising: Becky Russell, Adam Malsack, and Pat Rehwinkel
- Planning and Development: Bert Davis, Bud Styer, and Leland Nelson
- Membership Services: Dawn Button, Judy Buchta, and Julie Michaels

Executive Director Report:

*Convention overview: There were a few complaints about room rates, but only because they missed the block dates. Overall very good reviews came from convention. Our overall ratings were high and we just need to fix some little things. Kids Camp was good, but there were issues picking kids up at night. We need to look into some things for the tweens.

*Vendor Evaluations: Low response on vendor evaluations. Some would like a shorter time for selling. Our members are still doing a great job on only buying from WACO trade members.

*Seminar Evaluations: They have been sent to the speakers. Overall everyone liked what was offered at convention and thought the ideas were great.

*Directory Distribution plan: We are rocking at distribution. Lori worked out a plan with BP so now we have 61,000 directories being put into the BP's around the state. Lori has also done this with some Wal-Mart's, with some libraries, and some local Menards. Lori is hoping to work with corporate Menards. By the beginning of May we should be all out of directories.

*ARVC Convention and plan for Election: Bert wants to run in the election and we need to make sure we have all done that needs to be done.

*WACO Website: Lori has put some of this to the advertising committee. We are having questions about the banner ads.

*Literature Printing: We are going to do the printing again and we need one more campground to sign up to run this again for spring.

*Additional Advertising Budget: Lori handed out a book that shows how we are putting our advertising funds. This book shows what we have already done in social media; we are trying to get all our campgrounds set up with a Facebook page. Lori has interns that will help you get them set up. We are going to integrate our WACO Certificates into social media. We are going

to get a Vine account. We will have a total of 2000 hours with our interns. We are going to work on Bulk social media. We are going to get 150 pictures that we can repurpose. We are making week day certificates, so please watch that they are used at the appropriate times.

*CAMP Meeting: Lori has a meeting in May. They are talking about how public campgrounds impact private campgrounds.

FINANCIAL:

*Proposal from Mark Hazelbaker: It comes to about \$10,500 so it works out to \$750.00 a month and discounted hourly rate of \$250.00. Leland Nelson made a motion to accept Mark Hazelbaker's proposal for the 2014-2015 season. Bert Davis seconded the motion. Motion #041504 was carried.

*AR Summery is at \$6800.00. Most of this is banner ads that are about a month old.

*RV Dealers as trade members: This is still a good idea especially for those that are bringing trailers into your park.

*The new due structure for ARVC in 2015. They are going to have a base fee of \$135. Plus \$1.25 per site and it caps out at \$775.00.

PLANNING & DEVELOPMENT:

* PAC Fund: we gave \$1000 to Keith Ripp. Our balance is \$4934.00, and we raised \$2255.00 at convention.

*Prospective Owners: Do we have a program where we can have prospective owners be WACO members with out a campground. They are going to research this to see how we can do this.

*Governor Fundraisers: Bud is going to look at what fundraisers are out there for the governor and to see what WMC has out there.

*Insurance Review: we will look at the policy

*Federal Minimum wage: we need to keep an eye on this and let our representatives know how we feel about this.

*Wisconsin Dept. of Safety: They have a form to get on the agenda. This is not applicable to the campground industry.

*Annual Wisconsin Counties Association Convention: Mark Hazelbaker thinks that having a booth at this would be good for us. Bud and Bert think that it would be great for us to hear what is being talked about.

*Waiver Project: do we have a sample to give out to campgrounds. Mark Hazelbaker would like to put a sample together and the committee feels that if Mark can do it in the retainer than to go ahead with it.

*W122050: Mobile Home park and not applicable to campground industry

ADVERTISING:

*Website and Banner Ads: We are going to keep the banner ads at \$500 and tiles at \$400. This is no change from the previous year.

*RV Distribution: Locations for next year, we propose to keep 7 shows. No Fond du Lac or Fox Valley show due to numbers. Lori is going to get numbers and cost so that we can make sure that the program breaks even. We are going to try and get the literature printing program to correlate with the numbers that we need for RV Distribution program.

*Milwaukee Ice Fishing: Do we want a booth at this show; it is in December so we will not have our directories printed at this time so we are not going to do this show.

*Hunting Works: Do we want to become a partner with this program. It is a free program so if there is no catch we think it would be a great program.

MEMBERSHIP SERVICES:

*ARVC Website: ARVC would like us to have an article on our website about the benefits of ARVC.

*Annie's Campground: The issue with Annie's is that she wants her early bird convention dues back since she would not be attending convention. We as a committee recommend that we do not refund the money. The other suggestion was to put the money towards next year's convention. Judy Buchta made a motion that we do not refund money to Annies Campground for convention. Bert Davis seconded the motion. The above motion was rescinded and will be discussed at the next meeting.

*Fall Workshops: We have two dates, Sept. 8-10 and Oct. 6-8. The Sept. meeting will be at Rivers Edge in Stevens Point, by Dan and Kim Glum. They will be able to do meals for lunch and dinner. We are looking at touring Lake DuBay, KOA in Stevens Point, and Wild West in Amherst, Lori will look to the community for speakers and other things to do. The October meeting is still up for discussion.

*Booth Fees for convention: Lori feels that we should keep the early bird fee the same and we will keep the fee the same. We will also stay the same with the sponsor and speakers.

*WACO Staff certificates: we would give them \$75.00 a day for working the convention. Judy Buchta made a motion that we allocate \$75.00 a day per person in WACO certificates as payment for working convention. Adam Malsack seconded the motion. Motion #041505 was carried.

SECRETARY'S REPORT:

Randy Sondale made a motion to approve the secretary's report from the previous meeting, with changes, Judy Buchta seconded the motion. Motion #041506 was passed.

OUT OF THE BOX:

Our May Meeting will be at Evergreen Campsites & Resort on Wednesday, May 28th.

Judy Buchta made a motion to adjourn the meeting at 2:45pm, Randy Sondale seconded the motion. Motion #051507 was carried.

Respectfully submitted,

Dawn Button