

BOARD OF DIRECTORS MEETING

APRIL 16TH 2019

BARABOO HILLS CAMPGROUND

E10545 TERRYTOWN ROAD

BARABOO, WI 53913

608-356-8505

Attendance: Scott Kollock, Julie Michaels, Joyce Stenklyft, Laurie Adams, Bud Styer, Pat Rehwinkel, Jim Button, Mark Stefan, Adam Malsack, Jim Tracy, Mike Dricken, Bert Davis, Patricia Lombardo, Scott Grenon.

Adam made a motion to approve the agenda, Jim B. seconded motion carried (#011029)

PRESIDENTS REPORT:

Scott: Explains that the ARVC Rep is on the board so it would be great to have that seat available. More board members will give us more ideas. It would be nice to have all positions filled, and It would be nice to have an industry rep. **Lori** states Eric Hahn might be a good industry Rep.

Electing Officers:

Julie Michaels – Stays on as **Treasure**

Joyce Stenklyft – Stays on as **Secretary**

Adam Malsack – **Vice President**

Jim Button – 2nd **Vice President**

Mike Dricken – 3rd **Vice President**

3 Interested in running for President – Jim Button, Bud Styer & Mike Dricken. Each candidate talks about why they would be a great President.

Votes submitted and counted

Bud Styer – **New President**

Scott Kollock – **Past- President**

Adam: Would like to formalize a note in the minutes; To President Scott, recognizing the amazing impact that our current and now past President has made on our industry and all the hard work he has done! Board agrees!

Scott; Thanks Adam and the board and states he plans to be around until Lori and Severson & Associates, secession plan is complete. **Lori;** The good news is WACO is covered if something should happen, Carrie, Danielle and Tina, they have all the knowledge and can be caught up in one day. **Scott;** Its probably a five year process in the making. **Scott,** as far as the committee:

Finance: Scott K, Julie, Mike

Advertisement: Ashley, Jim T., Pat, Scott G

Planning and Development: Jim B, Bud, Adam & Bert

Membership: Mark, Joyce, Laurie, Patricia

Scott: Democratic convention is coming to Milwaukee. We could get WACO's name out there if we can get some parks to help out with stays, July 13th - 16th 2020.

EXECUTIVE DIRECTOR:

Lori;

Asked to do Camp sponsorship, The Carolinas are hosting park tours.

Jim B makes a motion to give \$500 for the camp sponsorship, Scott G seconded, motion carried (#011030)

WMC would like WACO to sponsor a \$2500 Hole with Packer merchandise.

Bert makes a motion to give \$1500 to the Gilbert Brown Foundation for the Packer Merchandise to WMC, Mike seconded, motion carried (#011031)

RV Distribution Update: It worked out pretty good at about \$780 under budget, we should come out even. We will be rethinking the shows we can-not physically man ourselves.

Jim T; Could we send out an email to the members that we got the 30,000 all out?

Booths Income: We did really good. The new program \$5000 you get 2 free booths. We need a sponsorship refund policy, Commercial Laundry and Eagle Graphics.

124 campgrounds attended, our sponsorships \$37,500, in-kind sponsorships \$32,500 a total of \$70,000 in sponsorship

Course Evaluations: came in at 4.75!

Vendor Evaluations: A few rated us poor communication. But we sent out over 174 communications to vendors.

Value of the Players: \$7,770 in Devante Adams autograph cards

Health Insurance Update: Still working on it, Best option will be the Restaurant Association. They have all our information. We don't have to be a member of them but they have to have us in their data base.

Lori: We will send out a reminder the seminars are on the website when we send out the pod cast of Kristen

Lori; Proposes will the board repeat the \$75 for WACO staff, it has always been at the boards discretion.

Bud makes motion to pay Severson & Associates staff \$100 a day in WACO bucks for working at the convention, Joyce seconded, motion carried (#011032)

Lori: In the past we gave the Holliday Inn staff WACO Certs.

Mike makes a motion for \$500 in WACO certs for Holiday Inn staff, Bud seconded, motion carried (#011033)

Data Base Update: Working on the query's, will have more info in the future.

Seasonal Site Promotion: Is pretty Popular, we have 309 page views, since launching.

PAC Update: Had a record year \$5,640

Directory Distribution: 136,000 distributed thus far.

Social Media: Jim T, is helping with this one, we need to get the site to be more mobile friendly.

Basket Auction: Laurie did an AWESOME job on that!

Proposing not to do the first Milwaukee show.

Scott: We have to look to adjust the two booths on the \$5000 sponsorship.

ARVC Update:

Bert:

Just came from spring meeting in March.

Big Positives: Arvc is doing very well. Financially doing great and has been for a long time. The education program is doing leaps and bonds. We need to get someone from ARVC to present it to us, so we can use it for our members, And a lot of its becoming online. Great staff!

Big Negative: CalArvc left arvc but will not change their name. ARVC is going to copyright the name.

Partnering States: Explains the new goals to meet in new plan. In-depth discussion on what ARVC wants out of partnering states.

Committees:

Advertising:

Recommends actively seek buyers for cover 2 in directory, cabin listing, should be on the cabin rental page. Keep the same price for page where you can list your cabins, and maybe have a QR code to take you to the campgrounds website. Piggy back program should be back to \$200.

Mike makes a motion to approve the changes, Jim B seconded, motion carried (#011034)

Planning & Development:

Maintain position with what we have to work with. Bud is going to listening session in Green Bay and in Columbus. Lori and Carla will go to the one in Lacrosse. Get Greg to come in and give us in put on the secretary's and what he could do to help us. Get Nancy to come in so the board can get to know her and her role. DOR ruling is still moving forward at a snail's pace.

Financials:

AR – Nothing new, Annies will pay ASAP. Jellystone Fort is going on the payment plan. Dues, base rate the same \$200.

Jim B makes motion to do 25 cent per site for dues increase, Jim T seconded, motion carried (#011035)

Membership:

Fall Tour, Indian trails offered to do the lunch/ Pride of America will do dinner. Showcase Membership for \$1200. For clothing, ty etc. on Wednesday and Thursday. Convention updates; inserts back down to \$200.

Bud make motion to approve secretary's report, Scott G seconded, motion carried (#011036)

Next meeting May 14th 10:00 am at Evergreen Campground

Adam makes motion to adjourn meeting Mike seconded, motion carried (#011037)

