

**W.A.C.O BOARD OF DIRECTORS MEETING**

**MAY 14, 2019**

**EVERGREEN CAMPSITES RESORT**

**W5449 ARCHER LANE**

**WILD ROSE, WI 54984**

**920-622-3498**

**Attendance:** Bud Styer, Jim Button, Mark Stefan, Mike Dricken, Scott Kollock, Scott Grenon, Ashley Weiss, Joyce Stenklyft, Bert Davis, Jim Tracy.

**Absent:** Julie Michaels, Pat Rehwinkel, Laurie Adams, Adam Malsack

**Jim B motions to accept the agenda, Joyce second it, motion carried. (#011038)**

**Presidents Report:**

**Bud;**

One thing, do we really need a meeting in May? Scott k; maybe we should have it at the end of April, Bud; for next year lets scrap the May meeting.

**DNR Meeting:** Lori, Carla and I had a meeting with Ben from the state parks. There are 42 state parks, and he spoke about the budget, they have raised the pricing in the 3 big busiest parks, and the othe parks have lower pricing. They also changed the reservation system with the cancellations. Ben also said he thinks that the state parks and WACO are partners, they being the public side and WACO being the private side.

There was also a discussion on WACO putting bare bones cabins in a few state parks. Then 10% of the profits will go to the state parks. Lori; If serious about moving forward we start with the senators, then we ask for Ben to be brought to the table. Bud; I will set up a meeting with Mark and Kitchens.

**Meetings:** Bud; had Laurie Adams look into everyone's address to find a more central meeting place that would be easy for everyone to get to. And she came up with Monks, downtown in the Dells. They have a meeting room and everything, all we have to do is pay for lunch.

**Anchor Campground;** they were having problems with the lake people saying they didn't want the campgrounds invading their lake. Lori and I have had numerous phone calls with her. The first meeting with the township she got shot down, but there is "ACT 67" and it is if you meet all the criteria for the code and if you get a neighbor that says I don't like you it doesn't matter. She went to the next meeting and they had got educated on "ACT 67" so township changed their mind.

**Jim B:** where is ACT 67 written? **Lori;** it is a law. **Bud;** Lori can you get us all a copy of that ACT?

**Al Johnson;** we want to put this ARVC thing to bed. So Bert and I will fly out to meet him.

**Bert;** so I think if the rule changes to just a number and the kick back goes away, that might open the door to Texas or New York. I will present Al with that idea. But nothing will happen with that idea until the spring, and we have sometime this summer to hash out the details.

#### **Executive Director's Report;**

**Lori;**

#### **RV Show Update Final:**

The numbers are in and everything is good. The only little issue we had in Madison was a couple little upcharges that we talked about in the past.

At Camp I learned about, was possible doing more shows that have to be manned anyway. Don brought The Andersons Company; he does a lot of those shows and will take you in on some of the shows. Arizona and Florida are shows that we should be interested in. Just wondering if this is something we should be looking at. Just wondering how we would track it. **Ashley;** maybe put a certificate in the bag, **Jim T;** yes or a WACO buck and code it.

#### **Convention Update:**

We have most of the money in; we probably have about \$12,000 to possibly \$15,000 to get in as far as expenses that we still haven't got all the cc bills for. At the worst case scenario we will make about \$80,000 I think we did real well on that.

#### **Strategic Planning:**

We attend the tourism listening session. They hired a company out of Arizona to re-invent Wisconsin. They do not want Wisconsin to be known as Packers, beer, cheese and brats.

We had a meeting with Ron Johnson in Lacrosse about the J1 students.

#### **Camp Updates:**

Kathy could not attend, the list they made for her to take back to ARVC;

- Stop dues increase
- Grandfather the ARVC name
- Make Benefits programs easier to get into
- Executive Director on the advocacy board

Discussion on how we could partner to distribute directories to different states.

Discussion on grass root marketing. Bev gets campground owners to give out smores at camping world.

State Of the State Reports; everything that we are doing is being copied by the other states.

Mark from RV reviews did great with how to interact social media with your campground.

The print for RV Shows in every area was up!

**Convention Topic Ideas:**

- Full track on food and beverage
- Going live with Facebook
- Podcast
- Sales tax Audits/ Use tax
- Revenue Streams
- Good interview questions/ Behavior based questions
- ARVC educational seminar
- Young Professionals seminar

**Directory distribution:**

It Is going extremely well maybe a little too well. We are probably going to run out real soon.

**Website/Social media:**

I have things to go over with Jim. We have it narrowed down to 3 providers.

**Financials**

**Scott;**

Not a lot, AR/ Is 27k but half of that is corp. It's at its lowest that it would normally be right now after convention and where dues start coming in.

**Strategic Planning:**

Tabled until sept.

**Advertising:**

Look to Jim for help with the website and getting someone to review the website monthly. That will take the rest of the budget.

**Planning & Development:**

We are going to hook up with Kitchens and Mark to test the waters. DOR ruling; still working with the tax issue.

**Membership Services:**

Pretty much set for fall Workshops. Mark did the maps.

**Secretary's Report:**

**Jim B.;** change WACO staff to Severson staff./ I thought Bert was Vice president but it says Adam stays on as vice president. Bud; we will talk to Laurie Adams, she has that information.

**Jim T, Motion to approve the meeting with WACO struck and Severson Inserted and will talk to Laurie Adams about the vice president information. Mike second, motion carried (#011039)**

**Membership Handbook;**

**Mike;** can we add mentoring to the membership handbook./**Bert;** I will talk to David to get ARVC handbooks to handout.

**Jim B:** is there anything I can slide in there when I go out to DC? **Lori;** You can send back pictures for the newsletter.

**New Business;****Old Business;**

**Mike makes motion to adjourn meeting, Jim B second it, motion carried (#011040)**