

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

**September 9, 2019**

**Indian Trails Campground**

**W6445 Haynes Rd**

**Pardeeville, WI 53954**

**(608) 429-3244**

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

**Absent:** Ashley Weiss, Scott Grenon.

**Jim B motions to accept the agenda, Joyce seconded it, motion carried (#011041)**

**Presidents Report:**

**Bud;**

Meeting in progress at 1:00pm – **Sales Tax Update: NFIB**, had a 3 hour meeting in Madison with a lot of interesting information. I forwarded some information to **Lori** to put in the newsletter. The most interesting thing was that there is some legislation going on in the state of Wisconsin that may affect us. A law that affects our part time help, by law you will have to have a schedule posted a minimum of two weeks out and not allowed to change it, when you put it out and your employees look at it you will have to pay them according to that schedule. There is no consequence if the employee does not show up. Another law is if an employee works a split shift, you will have to pay them an extra hour for the inconvenience. We don't think any of this will pass, but the problem is no one knows about it and they don't have to have a public hearing. Bud is going to follow up with this and we are going to need to put some letters out. Bud put a call into Brittany and Scott Manly to try to meet with them about some of this. **Lori**, Bud can you ask NFIB if they would like a booth again at Convention. **Bud**; Bill Smith says he really enjoyed being at Convention and would like to be there again. **Lori will put all the data I brought back to put in the newsletter.**

Everyone at the table thought lowering the age from 18 to 16 for kids to run weed eaters and things, It went up the ladder and when it got to OSHA they said no and it was dead. We will keep working on that.

**Sales Tax:** Be prepared to get audited, it's going to happen. Talked to Mark H. yesterday and he said his partner says Evers hired four new revenue agents just to do Audits and he told each one to find a million bucks. He wants to put that money into education. Bud has learned a lot going through the audit, 12% interest and 25% penalty because you did not do it right, but that is negotiable.

**Joyce;** has a seasonal that use to be an auditor. He gave a website for if you have any question just emails them so they will respond and file every one of them. If you get audited you will have something to refer to.

**Update on DNR: None.** Let's follow up With Mark H. to get a hold on it and come in the back door.

**Meeting Location;** Monks at the Wilderness, right off the interstate in the Dells. December 2, 2019 10 am.

### **Executive Directors Report;**

**Lori;** Mark H. has brought to my attention that he has been doing a lot more work now than in the past and would like an update on his retainer. Recommendation that if we can we do a little bit of something and maybe not as a retainer but at the end of the year instead of a monthly thing because next year it might not be the same.

### **RV Show Update;**

**Final Numbers** total directories distributed were 312K including last year end of years.

**Milwaukee Show:** (Jan 10<sup>th</sup>, 11<sup>th</sup>, & 12<sup>th</sup>) Camping World Asked Rob If he would take the Milwaukee show back. It will be totally free show for W.A.C.O Members. We should go to this one. It would be great if Laurie would do a little training on set for RV shows. **Laurie;** would like a list of new Campgrounds so she could call them.

**Mike;** back to the directory, when marketing to the members about advertisement do you have all the different number so that they can be seen? **Lori;** we do in the annual report. We can also put them in the constant contact.

### **Convention Update & Review:**

This year we got more helpful feed back on what people want to see at convention. (Security in the park, ADA, Health Code, Quick Books, Excel, Kitchen & Restaurant, Store Merchandise. Fundraisers dos & don'ts.

Neuman Pools first to get in with \$2500 sponsorship. Working on relationship with Martin Brothers, the guy is talented with making new menus, food cost analysis, & what is the new best thing. Also will be sponsoring and doing the food this year. We are not doing the bus, Martin Brothers are going to do dinner stations, maybe wine and beer tasting during that time. Do we want to still charge that \$25.00?

**Bert:** if we are able to fill Wednesday nights might be a good negotiation level for the hotel, I say not to charge, and put while supplies last. Bud; let's start \$0 and if it doesn't work we change it next year.

**Laurie;** we should call it hearty horderves .Stephany would love to come and do some motivational speaking. Camp spot would like to be exclusive, but we told them we cannot hold one sponsor over another. **Lori;** Thoughts on Maggie Mae's band, Bud; I would pay for half of the Drifters if WACO would pay the other half, as another option. **Bert;** that's cheaper already. **Laurie;** lets do it. **Mike;** lets make

sure we have control over the volume and things. **Important Update;** we cleared \$85,183 on convention; I believe that is a record!

**Strategic Planning:** It would be great if we had direction.

**In the Works:** It is possible to work direct with different agencies for J1 Students. Our goal would be to be able to bring in students from May latest to Oct. Mark and I suggest we do it cheaper and start with a small core group. **Bert:** what can we do to get people here fired up to work at a campground? **Bud:** It's about insurance, we could easily use the WACO brand at a show in saying any interest in campground career and Lori could see what comes out of it. **Bert;** I can see this at the WACO Booth, (Need a Summer Job), or (Looking to change your career). **Bud;** Basically a WACO Job Fair, I think we should explore that, we'll have Lori make up a pamphlet, let WACO accumulate the names and then set up a meeting were these people come and put on a 2 hour presentation. **Jim B;** I know many firefighters every one of them guys have to have a second job, they are always looking. **Bud;** Is everyone in agreement that we will task that with Lori & company, **Adam;** Is Lori in agreement with that, **Lori;** sure!

**Legislature Meetings:** Roger Rock, Scott F. Jennifer S, Mark S.

**Camp Update/ ARVC;** In the past \$500 value **Jim B;** some of the Packer stuff is a hard sale, Could we do a Packer Experience. **Lori;** It would be about \$600 for hotel about \$400 for the tickets, you could probably do it all for \$1000. **Bert;** There is a lot of things that have huge value that bring little money. **Lori;** Do you guys want to come up with a number and I come up with something. **Mike:** Let's do \$500.

**WACO BAGS:** 20,000 in the past, I suggest we boost it up to 40,000. Do you think someone would pay for spots on a bag? **Bert:** If we don't have enough bags we are not doing our job, I'm all for it, give it a shot, Just get the bags we don't care how you do it.

**Sponsorships:** So far 15,000. One campground signed up so far. 31 Booths signed up so far.

**Summer Recap:** Reviews were the big question, in response to customers. We are continuing doing onsite visits and phone calls.

**Foundation Update:** \$86,899

**WACO Membership:** 138 Members at this point **ARVC Members** 100 members at this point

**Jim B:** Question what do I pay when I also have a mobile home license? **Mark:** How do you want to be preserved by your customers that come back to you Jim.

**Scott:** ADA compliance guidelines on a website. Report if you get a letter and consult your lawyer.

## **ARVC Update;**

**Bert;** Membership team is going to revisit the 75% number. That's all moving in the right direction. The other big new was Al Johnson was diagnosed with a rare cancer, so he is still recovering. The Cal-Arvc has agreed to not use ARVC and things are better, but communication is still not great. **Jim B;** Does everyone know where we are on the pedestals? **Bert;** because the language isn't very strong it will not pass.

**Young Professionals;** they are going to have their first real election. 4 people are running, one from our state Hannah, who will be running for the seat of Chair. Next in line is Heather Blankenship, I would like this board to support Hannah. **Jim B;** I say anyone that is just coming into this industry should be in this area, but for the younger generation, I think Hannah is committed to the industry and she brings quite a bit to the table for ARVC.

## **Financials;**

**Scott;** the budget and everything looks good. **Lori;** Patricia has been really good at helping pull the campgrounds finances together from ELS.

**Strategic Plan;** Bert; I think If the director is needing it, I think we should revisit it. Lori; I think it should be used so that everyone is on the same page, so that I can direct my staff. **Bud;** Layout an outline, then we will have something to look at, so we are all on the same page.

**Lori;** I do need you approval for Indian Head advertising, \$1,850 that does include them doing the shows.

**Adam motion for approval of Indian Head advertising, Mike seconded it, motion carried (#011042)**

## **Planning & Development; Flood Plain**

**Adam;** Brief meeting on that, the ladies were just as friendly and looking for solutions. They were ok with any of his accessory structures like sheds and things as long as they were on trailers that could be moved. They really didn't fully understand all the DMV rules which work in our favor.

**DOR;** No update. **Adam;** Bud chat with Dave while we are here at Indian Trails. He found something and argued it and won.

**WMC Membership Renewal:** **Bud;** Jason Culotta is back in the state of WI. He is now the lobbyist for the Midwest food association. If he hears anything containing to Campgrounds he will send an email.

**Membership Services;** Mark, Just looking for a dinner spot. Laurie, the one place was expensive.

**Joyce motion to approve secretary's report, Jim B seconded it, motion carried (#011043)**

## **New Business;**

**Jim B;** I think we should review and modify the bylaws and policies.

**Bud;** we will put that on the strategic Plan List.

**Jim B;** I did go ahead and talk to someone about delivering cabins and got some pricing. And everything would be maintenance free.

**Jim B;** Laurie sent out an email about where did the change happen when Bert was changed from Vice President

**Scott;** Here's what I think happen, for so many years leading up, in general we had all the same people in the same spots, we would ask is anyone interested it would be no, and to speed things along we would pass an unanimous ballot and everybody's name would move forward to the next year. I think it might have happened two years ago when it got mixed up. We might have done a unanimous ballot and there was a change, because we did have new people and people running.

**Bert;** it would be healthy for this board to have a session plan. **Lori;** we did talk about that at a couple of our strategic plans.

**Bud:** Financials and expenses were discussed and approved.

**Joyce made motion to adjourn, Adam seconded it, motion carried (#011044)**