



WACO

Wisconsin Association of Campground Owners

APRIL 2020

Use This Time to Prepare

Here we are at the end of April, heading into what should be an insanely busy camping month, yet instead we are full of uncertainty and I'm sure what feels like, a little panic. The important thing to remember is that we are ALL in this together! Whether you have chosen to open, or look to do so in the future, clearly everyone's season is going to look a little differently this year. Our WACO staff is doing all we can to keep you informed and updated as changes occur and trust me—the times are changing quickly! In some instances, articles were written here and re-worded the day of send out to reflect the latest news. Be sure to check the Members section of the website often and watch for email updates. Use this month, and the next, to be the most prepared you can be! Have your processes and procedures updated and be adhering to all guidelines that are in place. Clean, disinfect and do it all again—especially getting the high traffic areas impacting both staff and guests. **We will all get through this and if we take this time to prepare, we will CRUSH the season when things get back to normal!**

COVID-19 Updates and Information

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A Letter from WACO's Executive Director Lori Severson

Dear Members:

Thank you all for your unending support during these very trying times. It's crushing to work tirelessly to make something happen, be on the Essential list, then in days see much of it go away. I know each and every one of you is struggling with the uncertainty that faces us each day. It's critical we all remind each other to get up every day, work on what we can do today, not what we can't, and focus on our future. Make a list of all the things that can be done with this cruel gift of time. Make your park perfect for that opening day! Your WACO office is fighting the fight for you! Here is what we are doing:

1. We are in daily contact with the Governor's office working to get a press release deeming the intent of the Essential order. One such press release was done on April 9th for the Churches and we are looking to have the Governor put out that same release to the counties.
2. I am working with Bill Kosh from Senator Andre Jacque's office. Senator Jacque has ordered a minimum of daily contact with our office on any updates. They have daily conversations with the Governor's office, WEDC, and SBA on our behalf. They are currently updating me a minimum of once per day.
3. We have WMC, the largest lobbying group in Wisconsin, working with us on researching whether or not counties can legally shut down campgrounds with the Executive order. Right now they are citing their right to in-

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tervene during a health crisis.

4. Mark Hazelbaker, is in touch with the office daily to give legal advice and help field questions.
5. We have sent a list of all the counties closed to our knowledge to Senator Jacque's office to help us work through contacts.
6. We are currently looking to contact all County Boards to see how and why they made the determination they did. Bill Kosh suggested this and we will give it a try!
7. I finally found a contact for the Wisconsin Association of Counties that I believe will talk with me. I'm hoping to make a plea for them to talk to their members.
8. WACO also has contacted WEDC, The Governor's office, and countless other Legislators to ensure we are making our points.
9. I am on webinars or in communication daily with WMC, The Tavern League, and the Department of Tourism.
10. We are in daily contact with DATCP
11. Mark wrote a letter to Andrea Palm the Secretary of DATCP to inform her of our situation with the counties.
12. We are keeping updated with IAAPA, (Amusement industry) Wisconsin Fairs Association, National Tourism Department, Travel USA, ARVC, Chamber of Commerce's, The Lodging Association, The Safety Council, CAMP (Campground State Executives group), and other organizations to bring you updated information daily.

Please know that information with COVID is changing DAILY. As we get information, it will be posted to Members only sections of the website, our Facebook, and via email when applicable.
ANY QUESTIONS—Call 608-525-2327

Our goal is to educate our community leaders on what is currently happening and what could happen. They need to understand that campgrounds are no different than residential areas and we can social distance naturally. We have a great deal of control over our seasonals due to the agreement Mark has worked on that all our campground owners use. Seasonals stand to lose several thousand dollars if they do not adhere to the rules. We understand the order the Governor sent us and will implement those guidelines. The things that must be addressed are things like:

- What do we do with the RV's for MD's program?
- Do we kick out medical personnel?
- Are we advocating for snowbirds to stay in parking lots with no gray water control?

We are trying to have WACO to be make those inquiries for you, as we know you still need to work closely with the inspectors in your area and we do not want to create any friction. We are here to help however we can.

I think the counties focus is on a large number of potential visitors and their ability to care for them if they all get sick while visiting. We absolutely do not want the publicity or morale issue of anyone getting sick in our

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campgrounds. My concern is how quickly will counties lift the order? If it's as fast as they put it out to close no problem. My concern is they will prolong it. In some cases, counties are requiring no reservations be taken until June 1st. We do need to understand each county and try to help them make great decisions for our guests and our communities.

Now is the time to be sure you know all your town, city, county and State leaders. We have talked for years about the importance of inviting your legislators, fire department, sheriffs, etc. to your park so they understand your business. Make a plan today, so when this is over you immediately start to implement that plan. It's critical that they truly understand what our business is, how it's regulated, and how you enforce your policies. Show them your agreement, especially your local law enforcement, so when there is an issue they have that document in their file and there is no question about the legality. They can make informed decisions because they have proof in their hands. Be sure they have an easy way to get into your campground.

When talking to the press, be sure you have great information at your fingertips. They are anxious to mold a great story. I've seen things where the response you give to one question gets tied to a completely different question. Always tie in a piece of the question with your answer. If you need help, don't hesitate to contact our office.

I truly appreciate all your support and the kind words. Your WACO organization is blessed to have a staff that we are able to expand during difficult times like these. I am confident that our staff is doing all we can to provide a high level of customer service. I'm very proud of the actions of my team; they have all truly stepped up! Talking with other State Executives, I can guarantee you are getting the service you deserve. During this time, I am trying to be mindful of my Facebook, texts, and emails. Email is the best for me at this time, which is lori@seversonandassociates.com. If you are experiencing difficulty in communicating, please don't hesitate to call my cell at 608-792-5915!

Respectfully,

Lori Severson, Executive Director of WACO



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Irene Jones, ARVC webinar expert panelist with ARVC Supplier Council Member Marshall & Sterling, has created a **risk management toolkit to help campground owners prepare for reopening**. This is listed as a resource under the [ARVC Webinar Series section](#).



IN THE KNOW

KEEPING UP WITH COVID-19

With all the information coming at us, it's hard to keep the most current, accurate information at the forefront. The WACO Staff has been dedicated to doing that part for you! Hopefully you've been getting all our email updates—averaging about one per day haha—and updates on the website.

We know this information is changing often and sometimes with little notice. Changes at this speed mean a lot of questions and concerns for all our members, especially as we deal with each county on a case by case basis in terms of your ability to be open with limitations. Hopefully our updates are helping you navigate all the information!

If you experience any trouble with not getting an answer don't hesitate to call Lori's cell at 608-792-5915. Always know if you do not get a call back within 24 hours, we likely did not receive it.

Here are some links we've sent out in previous emails, but just to ensure you know they are available to you. Remember—these are all posted on the WACO Website on the Members [landing page](#)!

- [Guidelines for Essential Recreational Businesses during the Safer at Home Order](#)
- [Guidance for Campgrounds to Slow the Spread of COVID-19](#)
- [Gov. Evers Emergency Order #13 – Work Permits For Minors](#)
- [Update on Economic Injury Disaster Loan Advance](#)

And of course, if you get stuck, just click on the top link of the Members Landing page, and then on the [COVID-19 Toolkit](#), which includes all the information we've gathered to date in one handy booklet. *The booklet is "to serve as a resource for campgrounds as they prepare for potential impacts of COVID-19 on their business operations. The State of Wisconsin, including us here at the WACO office, continues to monitor the spread of COVID-19 (2019 novel coronavirus) in coordination with the Department of Health Services (DHS) Public Health and other local, state, and federal partners."*

Thanks so very much for your membership and your kind words during this unprecedented time! We will get through and be stronger together.

DID YOU KNOW? **Employer and Small Business Resources** **dwd.wisconsin.gov**



As an employer, you may be dealing with unemployment compensation questions that you need assistance answering for your employees.

For additional information:

- The DWD Handbook for employers can be found [here](#).
- Employers, click [here](#) for a list of phone numbers for specific employer assistance.

TRADE MEMBER OFFERS

The following letters/emails were received by Lori Severson to be passed on from Trade Members to WACO Members:

Hello Lori,

I want to thank you for another great show.

With the current health situation, we have reached out to many of our valuable customers and members to offer any assistance they may require. By assistance I mean, many folks are obviously concerned that this virus will affect their business and in the short term. I believe that the Covid-19 virus will pass and life will get back to normal sooner than later.

I am happy to offer Waco members, that are looking at purchasing items that we supply, terms for payment on our products. Until things pick up again and they have their income restored we are happy to have product on the ground and ready to go at their camp ground for when things pick up again.

This I believe may help some of your members a little more comfortable with the current situation.

Regards,

Con Elfes, Owner/President of The Original Jumping Pillow



Peak Energy Savers recycle and reuse up to 25% of your kWh usage in your RV park.

See a live demo at peakenergytech.com and learn the science behind how this technology works. You can also read case study summaries of many RV park owners success across the country.

Peak Energy Savers also works well with alternative energy sources like solar and wind. We have extended the post-WACO special due to Covid-19 delays.





You can get \$50.00 off each Peak Energy Saver through May 22nd using the WACO\$50OFF code when you call Carol at 888-613-7775, x301.

Kind Regards,
Carol Weideman
Peak Energy Technology,
LLC



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Goal: Save Money	Savings
<p style="text-align: center; color: #28a745;">-Solution-</p> <p>Install Peak Energy Savers:</p> <ul style="list-style-type: none"> 8000 sf Clubhouse 3 (2 hp) Pool Pumps All Electric Snack Kitchen 5 Freezers / 3 Fridges Ice Cream & Slush Machine 5 Air Conditioners 1 (5 hp) Well Pump 3 Washers & Gas Dryers Gameroom & Lighting <p><small>(2) Peak Energy Savers installed as shown above. Purchased (8) additional Peak Energy Savers after savings of 21% was realized.</small></p>	<p>21% kWh Savings</p> <p>64% ROI First Month; Payback in 2 Months</p>
Jim Kersten Says:	
<div style="display: flex; align-items: flex-start;">  <div> <p>"We saved 21% on our electric bill during peak season that that saved \$600 with a ROI (Return on Investment) of 67% in the first month! I would highly recommend Peak Energy Savers to R.V. park owners. In fact, I was very please with my initial savings and ordered (8) more Peak Energy Savers."</p> <p style="text-align: right;">- Jim Kersten, Owner Milton KOA</p> </div> </div>	

SOLUTION CENTER

Keeping the WOW in Your Guest Experience

The new normal that has been thrust upon us begs the question, “How can I still create the “wow” in my guest’s experience?” Now is the time to think outside of the box about how we can best serve our guests.

All businesses must reevaluate the processes and tools used to accommodate their customers. App My Community creates customized and individually branded mobile apps specific to individual campgrounds and resorts.

According to Tim Schnabel, General Manager of Hart Ranch Camping Resort, *“While this particular method of communication and advertising has grown exponentially over the years, we didn’t realize how significant this could be as a communication tool for Hart Ranch! Members have said to us countless times how much they appreciate the ability to have access to resort information, activity schedules, events, contact information as well as local attractions and services at their fingertips.”*

Your new mobile app will allow for you to cross communicate with your guests. Push notifications keep guests up to date instantly and customized sections on their home screen makes new information easily accessible. Your in-app store will allow you to maintain revenue while keeping a safe distance. Finally, contactless check-in allows for your guests to bypass the front office, utilize the searchable map to their site, and begin their stay in a safe and efficient manner.

Our technology will help you adapt to these times as quickly as possible for you to best serve your guests while moving your campground into the future of communication.

No contract and pricing start at \$150/month that will begin once your campground reopens. Please visit our website for a full list of features and a free demo.

www.appmycommunity.com



U.S. Small Business
Administration

On March 29, 2020, following the passage of the CARES Act, the SBA provided small business owners and non-profits impacted by COVID-19 with the opportunity to obtain up to a \$10,000 Advance on their Economic Injury Disaster Loan (EIDL). The Advance is available as part of the full EIDL application and will be transferred into the account you provide shortly after your application is submitted.

The amount of your Advance will be determined by the number of your pre-disaster (i.e., as of January 31, 2020) employees. The Advance will provide \$1,000 per employee up to a maximum of \$10,000.

To view a local contact for your area, go to their [Local Assistance page](#). Some programs are on hold due to lack of available funding, such as the Paycheck Protection Program. However, there are still options available for loans and debt forgiveness.

“The SBA Debt Relief program provide a reprieve to small businesses as they overcome the challenges created by this health crisis. Under this program the SBA will pay the principal and interest of current 7(a) loans for a period of six months. The SBA will also pay the principal and interest of new 7(a) loans issued prior to September 27, 2020.” Helpful links on their website include:

[Guidance for Businesses and Employers](#)
[SBA Temporary Hiring](#)
[SBA Products and Resources](#)
[Government Contracting](#)

**Research all your options on their
[Funding Programs page.](#)**

SOLUTION CENTER

INTERNAL REVENUE SERVICE UPDATES

On April 17, the IRS posted [new FAQs](#) regarding COVID-19-related tax credits for required paid leave (sick and family) provided by small and midsize businesses.

The IRS provides guidance under the CARES Act to taxpayers with net operating losses. [See more here.](#)

[Rev. Proc. 2020-23](#) allows eligible partnerships to file amended partnership returns for tax years beginning in 2018 and 2019 to take advantage of CARES Act relief.

[Rev. Proc. 2020-25](#) allows taxpayers to change their depreciation under sec. 168 for qualified improved property placed into service after December 31, 2017, for tax years ending in 2018, 2019, or 2020 per provisions of the CARES Act.

The [IRS coronavirus webpage](#) has ongoing updates on important small business topics.

[Tax Relief for Businesses and Tax-Exempt Entities](#)
[Tax Relief and Economic Impact Payments](#)

Here are other relevant announcements from the IRS:

- IR-2020-64: IRS issues warning about coronavirus-related scams; schemes tied to economic impact payments.
- IR-2020-62: Employee retention credit available for many businesses financially impacted by COVID-19.
- IR-2020-54, IRS: High-deductible health plans can cover coronavirus costs.

To receive updates directly from the IRS, visit <https://www.irs.gov/newsroom/e-news-subscriptions>.

CONSUMER ALERTS ON TAX SCAMS

With all the questions and concerns we all have right now, its important to know what's valid and what could be potential scam! The IRS wants to remind us that they will NEVER CALL YOU for the following:

- Call to demand immediate payment using a specific payment method such as a prepaid debit card, gift card or wire transfer. Generally, the IRS will first mail you a bill if you owe any taxes.
- Threaten to immediately bring in local police or other law-enforcement groups to have you arrested for not paying.
- Demand that you pay taxes without giving you the opportunity to question or appeal the amount they say you owe.
- Ask for credit or debit card numbers over the phone.

For more information on tax scams, please see [Tax Scams/Consumer Alerts](#). For more information on phishing scams, please see [Suspicious emails and Identity Theft](#).

REMINDER: Need Member Specific Information About COVID-19?

Go to the WACO website and head to the [Members Login tab](#). We are here to help!

The WACO Members only section has this and MANY other helpful links posted at: [https://](https://www.wisconsincampgrounds.com/covid-19-news-updates/)

www.wisconsincampgrounds.com/covid-19-news-updates/

IN THE KNOW

TAVERN LEAGUE REQUESTS BARS OPEN MAY 1ST



In an effort to assist their over 5,000 members struggling, the Tavern League of Wisconsin created C.H.E.E.R.S. (Communities Helping Empower Employers to Remain Successful.) Tavern League President, Chris Marsicano put out a letter/email to State Legislators pleading for an open date of May 1st, 2020, with restricted guidelines for taverns and bars. The letter urges the Governor to think about the impacts of the local small business owners and its inhabitants, while still insisting on the business adhering to guidelines that would stay within accordance of safety guidelines outlined by the CDC.

GUIDELINES PROPOSED BY THE TAVERN LEAGUE INCLUDED THE FOLLOWING:

- Effective May 1st
- All employees required to wear masks and gloves
- Practice social distancing of 6 feet
- All tables 6 feet apart
- No tables of more than 6 people
- Reduce on premise capacity by 50%
- Outdoor eating and drinking with 6 feet distancing permitted
- No salad bars or self-serve buffets
- Eliminate paper menus
- Eliminate all table condiments

THIS JUST IN!

Republican leaders of the Wisconsin Legislature asked the conservative-controlled Wisconsin Supreme Court on Tuesday, 4/20 to block an order from Gov. Tony Evers' administration extending a stay-at-home order until May 26. Assembly Speaker Robin Vos and Senate Majority Leader Scott Fitzgerald asked the Supreme Court to take the case directly, a move that would skip lower courts and get a final ruling sooner. The Tavern League is also lobbying for a May 1st open date. Stuff is sure happening quickly!

View the full letter and request to the state legislators on the Tavern League of Wisconsin website.

As many of our campgrounds have bars/restaurants onsite that could choose to safely open, should this order go through, WACO will keep you posted on any updates we receive from our contacts at the Tavern League!

"On May 26th, when the current Stay at Home Order ends, the challenges facing Wisconsin in fighting the Coronavirus will essentially be the same as they are today, with no vaccine available. According to experts, a vaccine will not be widely available for 12 to 18 months. Wisconsinites cannot live under a Stay at Home Order for the next 12 to 18 months."

~ Chris Marsicano , Tavern League of Wisconsin President



DID YOU KNOW?

Social Distancing information is available on the DHS website.

[DHS.wisconsin.gov](https://dhs.wisconsin.gov)

IN THE KNOW

NEGATIVE IMPACT ON TRAVEL PREDICTED TO BE LONG TERM

As partners to leading destinations and brands in the tourism industry for 30 years, Longwoods International conducts research and long term analysis. Since March 16th, the group has been putting out waves of information that are adjusted based on American cases of COVID-19, behaviors of consumers, changes from tourism businesses, and the overall sentiment of travel in the U.S. The latest wave, the 6th in their series, was conducted on April 21, 2020 and titled “COVID-19 Travel Sentiment Survey-Wave 6.”

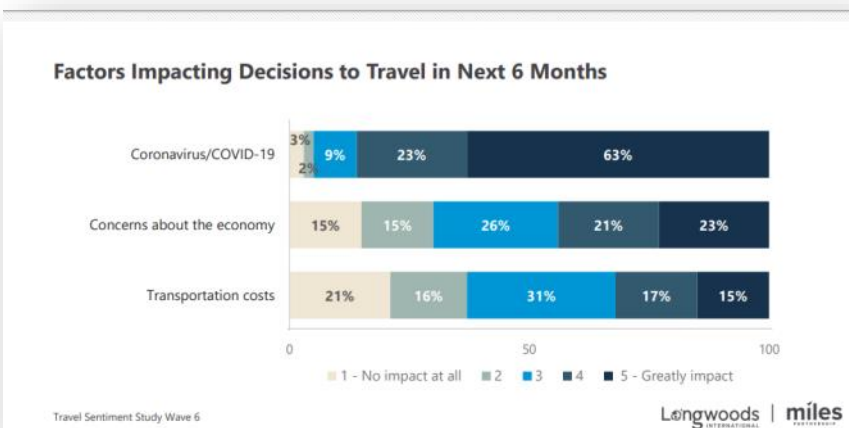
According to a Longwoods International tracking study of American travelers and the coronavirus pandemic, “82% of them are changing their travel plans for the next six months because of coronavirus, about the same percentage reported the last three weeks. When asked how these travelers will change their plans because of the pandemic, 47% said they would cancel some trips, up from 28% five weeks ago, and 47% said they will reduce travel in the next six months, up from 36% five weeks ago. Changing trips from international to domestic and from air travel to auto travel continue to occur but were less frequent than in previous weeks.”



The survey, supported by Miles Partnership, was fielded April 15, 2020 using a national sample randomly drawn from a consumer panel of 1,000 adults, ages 18 and over. Quotas were used to match Census targets for age, gender, and region to make the survey representative of the U. S. population.

It's not all bad news though and signs do show some rescheduling and planning further ahead for travel. Signaling some potential improvement in future travel outlook, “the percentage of American travelers planning trips in the next six months rose slightly for the second week in a row, from 65% two weeks ago to 72% at the time of this survey.” However, this is still far below the 87% planning trips five weeks ago. The coronavirus pandemic

continues to be a more significant factor affecting U.S. travel in the next six months, compared with concerns about the economy and transportation costs.



It's no shock that of the travelers surveyed, 63% of them indicated that the coronavirus pandemic would “greatly impact” their decision to travel in the next six months, up from 35% five weeks ago. We are fortunate in the camping industry that most of our travelers

seem to come from a fairly local pocket with most guests coming from in-state—others just a few states away. This will actually make our forecast for travel more positive as the restrictions and travel bans lift.

Cheers to seeing one positive for our group during all this craziness!

OPENING PREPARATION

Opening Weekend Recap from Pete Hagen, Pride of America Camping Resort

I thought I would share our experience of opening weekend (4/10/2020) in hopes that it may serve as a guide or inspiration for other members.

Pride of America has 400 sites consisting of 45 rental units and 240 seasonals. We offer a spring special and had 40 or so customers not cancel their reservation. About 30 of the spring specials checked in. Prior to opening we informed all our guest about what to expect and that we were running with reduced staff. Our email indicated the following:

- *In order to achieve these guidelines the following changes from our normal operations will apply for OPENING weekend:*
- *ACTIVITIES – All organized activities are cancelled.*
- *BAR – The bar will be open for carry-out on the weekend during breakfast, lunch and dinner hours. We will be closed Easter Sunday. We encourage you to call in your orders (608-305-0788) but will also have someone available for walk up orders. Drinks may also be ordered for carry out as well as package beer, ice and wood. [CLICK HERE](#) for our menu.*
- *STORE – The store will be open limited hours.*
- *PLAYGROUNDS – The Playground, Basketball Court and Jumping pillow will be closed.*
- *GAME ROOM – Will be closed.*
- *RESTROOMS – The bar side restrooms and several showers will be open for use. We encourage everyone to use their camper's facilities when able.*
- *LAUNDRY – The "old" laundry room by the pool will be open. The new laundry will be closed.*

The Thursday before we opened we received a call from Columbia County's compliance office. This is a new position created in the sheriff's department to man the hotline that people can call to report stay-at-home violations. Ironically, we were in the process of working on gathering all the documentation showing that campgrounds are classified as essential businesses and the rules under which they can operate. We shared the two memos from the health department with the compliance officer. He was not aware of these orders so this ended up to be a great opportunity for us to educate him. He indicated that he would get word out to all the sheriffs the campgrounds are allowed to be opened. I highly recommend you get a hold of your compliance person prior to opening.

On Friday I estimate less than 20% of the seasonals came to the park. On a normal opening weekend we would see around 80%. Everyone we talk to was completely understanding of the guidelines. At 9:30 PM a sheriff pulled into the park and indicated they received a call about non-compliance. He drove through the park and as he was leaving, stopped and reported that he saw no problems and would file a report to his boss. I drove around the park at 10:00 PM and saw families sitting around the campfire enjoying a great spring evening. There were no issues of large parties or groups.

We only opened one of our bathrooms (8am-8pm) and cleaned it every hour or so. We saw very little usage, most people used their trailers. Our bar was open for carry out. It was fairly busy for Friday night fish fry but died way

OPENING PREPARATION

down after 7:00. Saturday we did very little business out of the bar. Our store was open during the day on Saturday. Rarely was there more than three people in the store at a time. We had limited sales. On Saturday afternoon the weather started to turn bad and the majority of people went home for Easter.

SUMMARY:

- Contact your compliance officer before you open and educate them on the governor's orders.
- Read, follow, print out and be prepared to answer questions about any orders that you are operating under.
- Make sure your rules are very clear and enforce them. Everyone seemed very understanding.
- Expect that somebody will call the hotline on you and be prepared for the sheriff to drive through.

SOME ADDITIONAL NOTES ON OUR PROCEDURES:

- We posted signs on all doors about social distancing. We also posted closed signs on all areas that were closed.
- We also put caution tape around all playground equipment. We did not see ANY violations of people using the playgrounds.
- At check-in (we have always done curb site at a shack) we gave everyone a copy of the rules and the new bar phone order number.
- We prepared spray bottles of disinfectant for our employees to use in the bar, store and maintenance. For disinfectant we mixed our pool chlorine with water but you could also use regular household bleach. The CDC recommends 1/3 cup of bleach per gallon of water. Your pool chlorine usually 12% or twice the strength of bleach. Staff sprayed down counters and fixtures throughout the day and wiped with cloth towels.
- Store operations were similar to normal but we reconfigured the checkout so the coffee and slush puppy machines were behind the cashier. We could then serve those items to the customer per the new rules. We discouraged people from "shopping" and were prepared to cover up the shelves of toys if there were lots of kids loitering. Neither of these were a problem.
- 90% of the bar orders were done via phone. We implemented a text back feature to notify people when their order was ready for pickup. Condiments were either packets or we prepared small containers with lids prior to opening. Pickups were done through the rear entrance to our bar.
- The additional cleaning of the bathrooms was done by our one housekeeper on duty. She would clean the bathrooms in between cleaning one of our rental units.
- We ran the entire park with a skeleton crew. Not counting the bar we ran with 2 full time employees, 1 part time housekeeper, myself and Mike. Everyone was VERY understanding of our situation.



BADGER BOUNCE BACK

EXTENSION OF STAY AT HOME & BADGER BOUNCE BACK

As I'm sure you're all aware, Governor Evers extended the "Safer at Home" order to be extended to May 24, 2020 for the State of Wisconsin for all non-essential businesses. The [Emergency Order #28](#) was signed April 16, 2020 and was to coincide with guidelines provided by CDC and the WI DHS. There are some changes that came with the extension and those are outlined below, as well as available on the [Governor's website](#).



CHANGES IN LATEST ORDER

Some changes allow more businesses and activities to commence— while other changes help make businesses safer for employees and customers alike. Changes in the order include:

BUSINESSES AND ACTIVITIES RAMPING UP SERVICE AND OPERATIONS:



- **Public libraries:** Public libraries may now provide curbside pick-up of books and other library materials.
- **Golf Courses:** Golf courses may open again, with restrictions including scheduling and paying for tee times online or by phone only. Clubhouses and pro shops must remain closed.
- **Campgrounds:** Campgrounds are deemed essential by the state of WI,

HOWEVER, your local county can be more particular! In some cases, one county has allowed campgrounds to be opened, while the neighboring county has chosen to keep the campgrounds closed. **Be sure to check with your local county representatives to determine if you're able to open for partial services and guest stays with safe practices being adhered to.**

- **Non-essential Businesses:** Non-essential businesses will now be able to do more things as Minimum Basic Operations, including deliveries, mailings, and curbside pick-up. Non-essential businesses must notify workers of whether they are necessary for the Minimum Basic Operations.
- **Arts and Crafts Stores:** Arts and craft stores may offer expanded curbside pick-up of materials necessary to make face masks or other personal protective equipment (PPE).
- **Aesthetic or Optional Exterior Work:** Aesthetic or optional exterior law care or construction is now allowed under the extended order, so long as it can be done by one person.

SAFE BUSINESS PRACTICES:

- **Safe Business Practices for Essential Businesses and Operations:** Essential Businesses and Operations must increase cleaning and disinfection practices, ensure that only necessary workers are present, and adopt policies to prevent workers exposed to COVID-19 or symptomatic workers from coming to work.
 - ⇒ To see cleaning tips for your campground, be sure to check out our [general cleaning tips](#) on the COVID-19 landing page of our Members only section in the WACO website.
- **Safe Business Practices for Retailers that Essential Businesses and Operations:** Retail stores that remain open to the public as Essential Businesses and Operations must limit the number of people in the store at one time, must provide proper spacing for people waiting to enter, and large stores must offer at least two hours per week of dedicated shopping time for vulnerable populations.
 - ⇒ Take this into consideration when checking in guests or opening your campground stores. How will you handle the traffic flow?
 - ⇒ How will you limit the number of people in the same area at one time?

BADGER BOUNCE BACK

How we move away from “SAFER AT HOME”

So this is our current “normal,” but let’s look to future and see how WI, and in turn your campground, will make moves to open back up in slow progression or phases. Governor Evers released the “Badger Bounce Back” plan on

April 20, 2020 that outlines phases and what will be necessary to take baby steps towards opening the state. The plan relies on watching the number of cases over a 14 day period and checking that against our Health Care System, along with testing, contact tracing and protective equipment available. The infographic to the left is a good visual.

The plan is to decrease the COVID-19 cases and deaths to the lowest possible level while increasing the capacity in our healthcare system. This should allow “phased reopening of

businesses” which is what we are all looking forward to. For the full background and information on the [Badger Bounce Back plan](#), visit the [Governor's website](#).

Boxing in COVID-19 So We Can Re-Open Wisconsin

It is now time to move from our initial response to COVID-19, which has been to keep all Wisconsinites at home to prevent spreading this disease. Once we reduce the transmission of COVID-19 and meet the Badger Bounce Back criteria, we can begin to allow people to interact, and more importantly get Wisconsinites back to work.

1. Symptoms

Over the course of 14-days we consistently see fewer and fewer people reporting flu-like illnesses and COVID-like cases. This is called a downward trajectory.

2. Cases

Over the course of 14 days we consistently see fewer and fewer positive cases of COVID-19 as a percentage of total tests.

3. Health Care System

Our hospitals can treat all patients without crisis care and there are robust testing programs in place for at-risk health care workers, with decreasing numbers of infected health care workers.

4. Testing

Every Wisconsin resident who has symptoms of COVID-19 will be able to get a lab test. Results will be reported to the patient and public health within 48 hours of collection.

5. Contact Tracing

Testing without contact tracing will not result in controlling the spread of the virus. Every Wisconsin resident who tests positive for COVID-19 is interviewed within 24 hours of test results and their contacts are interviewed within 48 hours of test results.

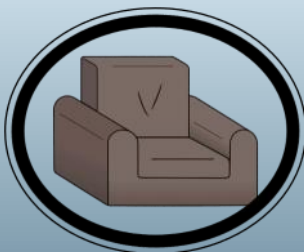
6. Protective Equipment

All health care and public safety entities will need to have adequate PPE and supplies to conduct COVID-19 testing, patient care, and public safety work.



SOFT SURFACES

For soft surfaces such as **carpeted floor, rugs, and drapes**, keep the following in mind:



Clean the surface using soap and water or with cleaners appropriate for use on these surfaces.

Launder items (if possible) according to the manufacturer’s instructions.

Use the warmest appropriate water setting and dry items completely. Disinfect with an [EPA-Registered Disinfectant](#). If ok with the manufacturer label, its not bad idea to use a spray disinfectant that can air dry

either. There are some with the same cleaning power as bleach, but without the chemicals that could cause color changes. [Sol-U-Guard](#) is one such option.



INDUSTRY NEWS

HOSE SPLITTERS AN UPDATE SINCE WAGO CONVENTION

Since our 2020 Convention in March, Mary Ellen Bruesch Recreational Technical Specialist (Recreational and Educational Camps, and Recreational Waters) from the DATCP has been in touch with Section Chief Plumbing and Public Swimming Pool Programs . Below is a great Q/A that clears up any confusion or questions that many have come up at Convention.



Q. MAY A HOSE SPLITTER BE USED ON HOSE BIBBS SUPPLYING WATER TO CAMPSITES?

A. YES AND NO.

YES—A splitter may be used on a water supply to an individual campsite connecting an individual RV system and providing an additional hose for other purposes within the campsite.

NO—A splitter cannot be used to provide water to more than 1 campsite or more than one RV. A cross connection control device with an ASSE 1011 or 1052 is required between the campsite supply and the inlet of the splitter. Additional cross connection is not required.



KEEPING IT LEGAL

Legal Q & A from MARK HAZELABKER, Attorney at Law, Kasieta Legal Group, LLC

Q: A gentleman called in on behalf of an inmate that has been released with an ankle bracelet. I don't know the crime/act that he has been charged with but was looking for a place for the recently released man to stay for one month. He had a place to stay and a job lined up in Madison but due to COVID-19 that changed his plans, and is no longer able to go. He is currently staying in a motel but he is looking for a more cost effective way to afford a place for a month and find new employment. How do we politely decline the gentleman with the ankle bracelet without making it sound discriminatory? We wanted to mention that it's not in the best interest of the campground but I'm wondering if they'll want a response as to why we are refusing. How do I word things legally?

A: I recommend informing the guest that the Campground has decided that it is not in the Campground's best interests to accommodate him as a guest. Leave it at that. Don't explain. If he starts threatening, send him to me.



INDUSTRY NEWS

REGULATIONS WITH BAGGED ICE



One of our members sent in the following question regarding bagged ice and regulations that may apply. Between Mary Ellen Bruesch and the representatives of Retail at DATCP, the member got a call in response to their inquiry!

This one surprised me a little bit and is a good reminder as the summer months come up and things get hot.

Q: Does bagging your own ice require a food processing license with the 3-compartment sinks, etc?

A: Yes, as it is considered food processing.

Great to see our members getting answers to the questions they need from our partners!

**REMEMBER TO
REPLACE
YOUR FILTERS
EVERY 6
MONTHS!**

PROPERLY CLEANING YOUR ICE BINS

Since the question above came in, and with all the time we currently have to deep clean and properly prepare for the season, it seemed like an opportune time to go through some proper cleaning techniques for your ice bins!

As we all know, ice bins can easily collect bacteria, causing customers to get sick—something we all obviously want to avoid! Here are a couple steps to properly clean your ice bins.

BIN INTERIOR CLEANING STEP BY STEP:

1. Empty the bin completely.
2. De-lime the unit by mixing a solution of water and a de-liming product like Lime-A-Way or Scale-A-Way (following manufacturer instructions on the product bottle.) *The sanitizing solution and the de-liming solution should never mix as it could produce hazardous fumes.
3. Remove the baffle (and screws) from the interior of the bin.
4. Use a spray bottle to apply the de-liming solution to the inside of the ice bin.
5. Then using a clean cloth or brush, scrub the interior of the bin and the baffle.
6. Soak the ice scoop in the de-liming solution until all scale deposits are removed.
7. After all scale and lime has been removed, use clean fresh water to flush the bin, baffle, screws, scoop and cleaning items (cloth or brush) until all traces of the de-liming solution have been removed.

STAYING POSITIVE



KUDOS TO OUR WACO STAFF

The WACO staff has been working 80+ hours/week, making sure the phones are being answered, your emails are being responded to and that you have all



the information available to our staff. Our Group Face Book, Private Face-book, Texting, Email inboxes, and office phones have been extremely busy and we're so thankful to have a team in place that's willing to step up to the plate to provide the service needed in these trying times!

**THANK YOU FOR
ALL YOUR HARD
WORK!**



ELECTRONICS

For cleaning and disinfecting electronics, such as tablets, touch screens, keyboards, remote controls, and ATM machines:

- Consider putting a **wipeable cover** on electronics.
- **Follow manufacturer's instruction** for cleaning and disinfecting.

If no guidance, **use alcohol-based wipes or sprays containing at least 70% alcohol**. Dry surface thoroughly.



WACO FACEBOOK MEMBERS

WACO has a Campground Member Facebook group for members to stay current with important information, receive updates on deadlines, and network easily with our members. To join this group visit <https://www.facebook.com/groups/wacomembers/>.

CONVENTION MEMORIES

THINKING LIKE A BIG DOG

TOMMY WOOG, PRESIDENT, WATER WARS

My dad once told me... “It’s not the size of the dog in the fight that counts, it’s the size of the fight in the dog.” Using a quote from Mark Twain, he was inspiring my rag tag hockey team in our playoff run my senior year. I’m reminded of that today as our industry has been temporarily sidelined in parts of the US/world and we anticipate a return to normalcy, albeit a likely new norm. But we don’t have to passively wait, we can advocate for ourselves and our businesses. Here’s a suggestion: there’s been much debate about what is essential or not, and as we move toward reopening, I suggest what others have and consider adding this question to the discussion: What is safe? If our businesses can implement some common sense suggestions regarding cleanliness and social distancing, let’s be empowered to enact them within our businesses so we can safely reopen.



Dr. Caroline Leaf wrote in her recent book [Switch On Your Brain](#) that “...one minute of laughter boosts your immune system for 24 hours.” Our kids and families will need our industry perhaps now more than any other year. With the canceling of schools, spring sports, graduations, etc. they will need the positive outlet that we provide. Let’s advocate to that end as we all benefit when we serve others. Thank you for the opportunity to serve you. It’s an honor because we are all in this together, even if we are not a big dog. Stay safe!

Great words of inspiration from Tommy Woog, President of Water Wars, Let’s all take his words of advice and step back for a smile. The panic won’t help anyone—the laughter most certainly will!



LAUNDRY

For cleaning and disinfecting clothing, towels, linens and other items:

- Launder items according to the manufacturer’s instructions. **Use the warmest appropriate water setting** and dry items completely.
- **Wear disposable gloves** when handling dirty laundry from a person who is sick.
- Dirty laundry from a person who is sick **can be washed with other people’s items.**
- **Do not shake** dirty laundry.
- Clean and **disinfect clothes hampers** according to guidance above for surfaces.
- Remove gloves, and **wash hands right away.**



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KEEPING IT CLEAN

SHIELD FOR YOUR COUNTER/ CHECK IN SPACE

In these times, making people feel safe is extremely important. Not only your employees and staff, but your guests as well. A very simple way to show you're making steps to keep things safe is to install/set up a shield barrier between your staff and guests for your front counter or check in areas. This is also an obvious way to show you're making every effort to stay within the guidelines provided by the CDC and the State of WI.

Here is a list of products you could use when fashioning together a shield.:

- 1/4-inch to 1/2-inch thick scratch-proof acrylic sheet, at least 18 inches wide
- 1/4-inch to 1/2-inch thick scratch-proof acrylic sheet, 3 inches wide
- Acrylic saw, band saw or coping saw
- Safety glasses or goggles
- Permanent marker
- Tape measure
- Table vice
- Piece of scrap 3/8-inch plywood or other wood
- Electric drill
- Countersink drill bit for 1/8-inch recessed screws
- 2 16-inch by 10-inch L-shaped metal shelf brackets, predrilled with 1/8-inch holes
- 20 1/2-inch by 1/8-inch flat-end screws

Step 1: Measure the length of your counter and subtract approximately 3 inches on either side for the width of the sneeze guard.

Step 2: Clamp the large acrylic sheet to a work bench or table.

Step 3: Transfer the measurement from the counter to the acrylic sheet and mark with a permanent marker.

Step 4: Cut the large acrylic sheet to the measurement, wearing safety goggles and using a band, acrylic or cop-

ing saw.

Step 5: Hold each L-shaped shelf bracket in a vice and bend it with a plier or your hands to an approximate 30-degree angle. The bend should allow the sneeze guard to

angle naturally under a person's face while protecting food underneath.

Step 6: Place the longer part of the shelf bracket against one of the short sides of the cut acrylic sheet. Mark the drill holes with the permanent marker. Repeat for the other side.

Step 7: Drill pilot holes in the marked areas, using the electric drill and while wearing safety goggles. Acrylic is more prone to melting from heat, so drill in short increments and allow to cool.

Step 8: Attach the acrylic sheet to the shelf brackets with flat-end screws. Most shelf brackets will have four to eight holes for attachment.

Step 9: Match the smaller, 3-inch wide acrylic sheet to the holes in the lower, straight angle of the shelf brackets and mark with a permanent marker.

Step 10: Drill pilot holes in the smaller acrylic sheet, placing the sheet on top of scrap plywood and clamping it to a firm surface.

Step 11: Attach the smaller acrylic sheet to the lower, straight portion of the shelf bracket with the flat-ended screws.

Step 12: Mount the sneeze guard against an upright surface on the serving table or, if there is no upright surface, to the front of the table. Test the location of the sneeze guard before mounting it, to make sure it can be used properly.



KEEPING IT CLEAN

CLEANING AND DISINFECTING YOUR FACILITY

Keeping your space clean for both guests and staff is extremely important, as it's currently the number 1 way to stay safe and keep others safe during the COVID-19 Crisis. Below are some simple steps from the CDC outlining how to clean and also how to disinfect your spaces.

CLEAN Clean surfaces using soap and water.
Practice routine cleaning of frequently touched surfaces.

High touch surfaces include:

Tables, doorknobs, light switches, countertops, handles, desks, phones, keyboards, toilets, faucets, sinks, etc. Don't forget about your cell phone (and ear buds too)—touching that constantly, after touching everything else!

Clean the area or item with soap and water or another detergent if it is dirty. Then, use disinfectant.

**ALWAYS WEAR
DISPOSABLE
GLOVES WHEN
CLEANING AND
DISINFECTION
PUBLIC SPACES**

DISINFECT The CDC recommends use of an [EPA-Registered Household Disinfectant](#). There are several listed on their website, as well as an entry in the [WACO Members COVID-19 Toolkit](#).

As with any chemical, be sure to follow the instructions on the label to ensure safe and effective use of the product. Many products recommend keeping surface wet for a period of time (see product label), and precautions such as wearing gloves and making sure you have good ventilation during use of the product.

Diluted household bleach solutions may also be used if appropriate for the surface.

Check the label to see if your bleach is intended for disinfection, and ensure the product is not past its expiration date. Some bleaches, such as those designed for safe use on colored clothing or for whitening may not be suitable for disinfection. Unexpired household bleach will be effective against coronaviruses when properly diluted.

- Follow manufacturer's instructions for application and proper ventilation.
- Never mix household bleach with ammonia or any other cleanser. **Leave solution** on the surface for **at least 1 minute**.
- To make a bleach solution, mix:
 - * 5 tablespoons (1/3rd cup) bleach per gallon of water OR
 - * 4 teaspoons bleach per quart of water
- Alcohol solutions with at least 70% alcohol may also be used.

SURFACES MATTER The method in which you clean, as well as the chemical used, will change depending on what surface you're attempting to clean or disinfect. Throughout the newsletter, there are tips are various surfaces and how to properly clean/disinfect them. Be sure to note what you're cleaning to ensure its actually being cleaned and keeping everyone as safe as possible in your circle.

WACO 2020 Advertising

WEBSITE AD SIZES

Banner Ad: 1200 x 120

Side Ad: 200 x 200

PLEASE NOTE!

All Photoshop work should be actual size with a resolution of at least 300 and saved as a layered .tiff in CMYK. It can also be saved as a PDF.

WACO Member Login

Username:
member

Password:
born2camp



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Scott Grenon - Director Tunnel Trail Campground Email 608-435-6829	

TEXT CLUB

Are you a part of the WACO Member Text Club? If you are not, consider joining! The WACO office uses the text club as a way to communicate urgent messages, deadlines, important information and more. To join the text club, text the word "WACO" to 25827 and your number will automatically be added. After adding, you are able to stop the messages at any time by texting "STOP" in reply to a text.