

Mission Statement: To Promote & Protect the Camping Experience

Antitrust Statement – It shall be the policy of the Association to be in strict compliance with all Federal and State Antitrust laws, rules and regulations.

**WACO Board of Directors Meeting – Indian Shores- Monday Sept.
13th - 1pm Meeting**

Board Meeting Location

Indian Shores

7750 Indian Shores Rd

Woodruff, WI 54568

Phone: 715-356-5552

Lori Cell: 608-792-5915

Call to order: Approve Agenda – additional items

- President's Report – Scott Kollock
- Packet review any questions- Executive Director salary locations on P&L
- Member handbook – policy handbook
- RV Industry Association
- Pool code update-Lori/Scott Grennon
- Strategic plan Brainstorming item and action plan. – Roll out plan for remainder of 2021 Assessment and update with new members

Mark Hazelbaker: Report – Updates

- **Eviction Legislation introduction discussion**
- **Sawyer County update:**
- **Floodplain issue**
- **Oxford zoning**

Portage County update Hearing planned for sometime the 8th of September, Here is the published link to Senate Bill 521 (SB 521): <https://docs.legis.wisconsin.gov/2021/proposals/sb521> and here is the bill text: <https://docs.legis.wisconsin.gov/2021/related/proposals/sb521.pdf>

The language introduced in the bill is limiting the definition of a structure in a floodplain to the FEMA definition for structures in a floodplain. FEMA in general sees a structure as having two walls and a roof. The DNR definition for structures in a floodplain is essentially any man-made object placed upon the ground either permanently or temporarily. The DNR having assumed that regulatory authority one would have thought there would be a careful integration into county planning and zoning regulation schemes for "structures". There is not. As a result, any Zoning Administrator in any County in the State can leverage the DNR definition of a structure and regulate anything from a camping unit to a deck, to a tent, to a grill, to a fire pit, to a picnic table, to a lawn chair, to a beach ball and your shoes if you take them off in a floodplain. Zoning Administrators currently can stop existing campgrounds from putting anything on their land located in a floodplain unconditionally regulating and restricting the use of their approved and licensed existing campground.

Executive Director Report –

- ❖ Distribution program
- ❖ RVAL meeting in Denver
- ❖ Membership – do we allow a nonprofit state fair? Dodge County inquiry. The park is owned and operated by the Dodge County Fair Association, a non-profit organization.
- ❖ Woodalls offer to share industry news from all State associations.
- ❖ RV program for 2022
- ❖ Outdoor recreation creation- update
- ❖ Economic Impact Study – sent to Governance – update on Jem Grant and study – Tina Severson
- ❖ Membership communication: Danielle Todd/Tina Severson/Carla Brown
- ❖ Dues progress – Carla Brown
- ❖ Convention draft – Send to Membership – gather additional input at Fall Workshops
- ❖ New WACO benefit – J1 students – Dominican Visit – Still in progress slow VISA –still an option January visit
- ❖ Website & Social media update - Cheese Bites – Revenue stream - Danielle
- ❖ Foundation updates – Carla Brown/Lori
- ❖ Members only site – Danielle
- ❖ WACO Certificate program update – Lori
- ❖ Convention 2023 Contract \$88 room rate – locked in and signed – other years are open for suggestions and ideas.
- ❖ 2021 = 3/17-3/21 Steven's Point 2022 = 3/16-3/22 Steven's Point = 2023 Steven's Point 3/14-19

Strategic Planning Session: No more than one hour

- **Mission & Vision Statement review**
- **Brainstorming session – What is currently working well – don't change it**
- **What are areas we should work on –**
- **Timelines will be discussed – Summer or later**

ARVC Update – Jim Button

1. ARVC/Florida update – written report from Jim who will be at Group 20

Committee Assignments

Financial Committee – Scott K, Jim B, Scott G, Brian H.

Duties: Budget & Dues, Audit, Insurance, Executive Director

1. Accounts receivable
2. Approve expenses
3. Wealth Management update
4. Premier Outdoors plan – letter to send to collections?
5. Executive Director Contract

Advertising Committee – Patricia L, Ashley W., Sarah K, Deneen P

Duties: Directory, Shows, Website, Publicity

1. RV shows and how to get important to each
2. Directory Distribution new ideas plans
3. Ideas on how to reach and advertise to members to come to convention
4. Website options and ideas
5. Digital marketing what that means what to add.
6. WACO certificate program

Governance/Planning & Development – Pete H, Mike D, Rob, Bud S

Duties: Bylaws, Standard operating procedures, Strategic planning, Historian, Nominations

Past President precedes over the nominating subcommittee

1. Flood plain ordinance issues
2. DOR Ruling – test case options – no update
3. By-laws changes or updates to bring to the membership – plan moving forward
4. Where do by-laws get stored? Who is the keeper?
5. Board membership- who from a campground can be on the Board – Limiting campground seats on the board. Discussion – Bylaws issue.
6. Voting for Board Members confidentially – Would need a system to ensure one vote per campground.
7. Board committees – what do they do? What is the role? How can non-board members have a voice?
8. Economic impact – Board research, outsource or use S&A
9. PAC Promotion for Brewers/Bucks/Packers Etc

Membership Services – Mark S., Laurie A, Kristie

Duties: Education, Membership Development, Convention, Awards, Scholarships

1. Fall workshop dates – September 13 &14 - October 5 &6th Preparation needed for each. Who will do what- maps provided-registration etc.
2. Letter writing campaign for nonmembers – Roses' Enchanted Forest to volunteer-Letter?
3. Recognizing years of being members – Data Base query
4. Board of Directors Awards
5. Hall of Fame Award for Convention
6. Award for Jim Button Evergreen at October Workshop for ARVC Campground of the year
7. Regions for Board of Directors/listening sessions
8. Convention 2022
Session suggestions – speaker review

Explore a breakfast opening session – costs etc.
Conference Tracks discussion
Other Convention improvements based on member evaluations
Conference Day pass prices - \$75 per day consideration too much?
Conference Venue

Committee Reports:

Secretary's Report:

Review meeting notes format and approve

Out of Box:

Unfinished Business:

New Business:

Announcements:

Adjourn

NotesTO DO.....Ideas