

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

WACO Board of Directors Meeting | December 8th, 2021 | 10:00 am

At Monks – 33 Hillman Road Lake Delton 53940

Lori Cell 608-792-5915

State Antitrust laws, rules and regulations.

Call to order: Approve Agenda – additional items

- President's Report – Scott Kollock
- Packet review any questions-
- Letter from DSPS re Burnett county
- Pool code updates- Bob or Scott
- Strategic plan Brainstorming item and action plan - Roll out plan for 2022 Full day plan?

Mark Hazelbaker: Report – Updates

- Video Door Bells issue
- Eviction Legislation introduction discussion
- Sawyer County update:
- Floodplain issue
- Oxford zoning
- Burnett County Zoning issues
- Pine Harbor Zoning issues

Executive Director Report –

- ❖ Distribution program
- ❖ RVAI meeting – Denver – January – approval RVAI is finishing up their Campground Research project and we should have all the details by the end of the year. The initial results show that between federal, state, local and private campgrounds there are a little over 1.6 million RV sites across the country. Not where we need to be considering there are 11.2 million RV owning households and our recent demographic survey of RV purchase intenders showed that 9.6 million people intend to buy an RV in the next 5 years. Moreover, our latest survey data shows 72 million Americans plan to go RVing next year up from 61 million when we conducted the survey 1 year ago.
- ❖ RV program for 2022
- ❖ Economic Impact Study – Received the Destination Marketing Organization grant!
- ❖ Membership communication:
 - Danielle - Progress of Facebook and Social Media/Members only site update
 - Tina – Newsletter & Website updates
 - Carla – Membership/Dues report
- ❖ Convention draft update presentation to membership – Severson team
- ❖ New WACO benefit – J1 students – Dominican Visit – Still in progress slow VISA –still an option January visit New HB2 options – Researching intern trainee programs
- ❖ Foundation updates – Carla Brown/Lori - Thank you note from Richard Chandler

- ❖ Annual meeting report – need format/topics approved
- ❖ Convention 2023 Contract \$88 room rate – locked in and signed – other years are open for suggestions and ideas.
Update on contracts – looking to book out to 2025
- ❖ 2022 = 3/16-3/22 Steven's Point = 2023 Steven's Point 3/14-19

Strategic Planning Session: What's working what needs improvement?

ARVC Update – Jim Button

1. Update on ARVC Convention
2. Report on Awards that should be published
3. ARVC action on Website law suites – question from CAMP – Is there a way ARVC can assist with legislation to help us in this area?
4. Auction determination results

Committee Assignments

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

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

1. Accounts receivable
2. Audit/tax return report
3. Approve expenses
4. Wealth Management update
5. Executive Director Contract – Approval or Denial

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

Duties: Directory, Shows, Website, Publicity

1. Advertorial for Wisconsin Travel Guide – in progress
2. RV shows
3. New SEO option – Tina & Danielle to present – if approved it will go to Board
4. Marketing budget update
5. Ideas on how to reach and advertise to members to come to convention

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? Need to get final from Pete.
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. Decided each campground would pick up a ballot and be checked off the attendance list to ensure only one ballot is cast. Question was asked at the Door County Campground Association meeting – can we have zoom at the annual convention and other courses. The courses we can and the annual meeting can be zoomed but can they vote?
7. Board committees – what do they do? What is the role? How can non-board members have a voice?
8. PAC Promotion for Bucks

Membership Services – Mark S., Laurie A, Kristie

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

1. Board member nominating committee.
2. Awards for other things for Convention.
3. Letter writing campaign for nonmembers – Roses' Enchanted Forest to volunteer-Letter?
4. Recognizing years of being members – Data Base query
5. Board of Directors Awards
6. Hall of Fame Award for Convention
7. Award mentions from ARVC
8. Regions for Board of Directors/listening sessions
9. Convention 2022

Breakfast Annual meeting – Note on ARVC turnout

Conference Day pass prices - \$75 per day

Committee Reports:

Secretary's Report:

Review meeting notes format and approve

Out of Box:

Unfinished Business:

New Business:

Announcements:

Adjourn

NotesTO DO.....Ideas