

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 | Monday, Sept 26 | 1:00 pm
Holiday Inn Stevens Point - Convention Ctr, 1001 Amber Ave, Stevens Point, WI 54482
Lori Cell 608-792-5915

1. Call to Order
2. Roll Call (*just let Tina know you're there for attendance purposes at some point before meeting*)
3. Motion to approve September Agenda
4. Packet review - any questions?
5. Committee review & assignments
6. President's Report – Scott Kollock
7. Mark Hazelbaker, legal update
 - a. Seasonal Agreements for 2023, along with cover letter available on website
 - b. Zoning issues
8. Executive Director Report
 - a. Directory Distribution Update
 - b. Membership Update
 - c. Newsletter Requests
 - d. DMO Update – Website, SEO, and App progress
 - e. FB/Instagram Update – change in analytics
 - f. CAMP Update
 - g. RVIA Update
 - h. GBF Funding to include campground owners
 - i. PAC funds
 - j. WCA update
 - k. Tennessee
 - l. Swimming Ponds
 - m. Zoning issues – camping moratoriums
9. ARVC Update – Jim Button
10. **Committee Reports:**
 - a. **Financial Committee** – Scott K, Scott G, Brian H., Julie M.
Duties: Budget & Dues, Audit, Insurance, Executive Director
 1. Accounts receivable – review, update on membership dollars.
 2. Approve expenses
 - b. **Advertising Committee** – Patricia L, Ashley W., Sarah K, Deneen P
Duties: Directory, Shows, Website, Publicity
 1. Advertising for DMO funds:
 - a. SEO/Website upgrade:

- i. Update re: SEPI and dates for progress, will include Amenity functionality and other SEO upgrades.
 - ii. Update re: Vivial/Thryv
 - b. APP development – group to review
 - i. Heather CampersApp – present information or schedule zoom for committee
 - ii. AppMyCommunity - \$5K as a total and then \$1000 for individual membership; discount back to group
 - c. **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 – Watching*
 - 2. *DOR Ruling – test case options – no update*
 - 3. By-laws changes or updates to bring to the membership – plan moving forward
 - 4. PAC Promotion ideas
 - 5. Redefine who constitutes as a member (private vs. municipality) examples:
 - a. *501's Question. I see that to become a member you must be a private owner. So if we are a non-profit 501 are we able to join?*
 - b. *We are a campground that is open to the public but also supports veterans.*
 - c. *Campground owners who lease the land from a county, city or state.*
 - d. **Membership Services** – Mark S., Tiffany, Kristie
 Duties: Education, Membership Development, Convention, Awards, Scholarships
 - 1. Fall Workshops Reminder:
 - a. Tomorrow/Wednesday Sept 27-28th, 2022
 - b. October 11-12, 2022 (board meeting on the 10th)

11. Secretary's Report: Review meeting notes from May 3, 2022 meeting and approve.

12. Out of Box:

13. Unfinished Business:

- a. ACTION ITEM: Add Scholarship options for 2023 to a committee.
- b. ACTION ITEM: Lori to discuss Directory ACTUAL costs with Chris – looks to be the budget vs. the actual
- c. ACTION ITEMS: Governance Committee to redefine definition of who is a WACO member to clarify any concerns re: public/private ownership.
- d. ACTION ITEMS: Jim Button to ask Karen Redfern from Go Rvin'g if WACO Members can be highlighted as well.

14. New Business:

15. Announcements:

- a. Next Board meeting, Monday prior to October Fall Workshops, October 10th at 1 pm, Champions Riverside Resort, Galesville, WI

16. Adjourn

Notes...TO DO...Ideas

ACTION ITEMS FROM SEPT MEETING: