

**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, Oct 10 | 1:00 pm**  
**Champions Riverside Resort, W16751 Pow Wow Lane, Galesville, WI 54630**  
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 October Agenda**
4. **Packet review** - any questions?
5. **Committee review & assignments**
6. **President's Report – Scott Kollock**
7. **Mark Hazelbaker, legal update**
  - a. Zoning issues updates?
    - i. Anti-Campground DeForest/Burnett County – explained how the ordinance they are proposing is illegal – if they do not deny it, its deemed denied after 120 days. (Mark's email from last meeting included in Board packet)
8. **Executive Director Report**
  - a. RVIA Partnership – see packet
  - b. CAMP donation request - \$500.00
  - c. Directory Distribution Update: any updates since Sept meeting?
  - d. Printing program update
  - e. Membership: Have 209 members – early based on historical data; 127 ARVC to date – any updates since Sept?
  - f. DMO Update – SEPI request for 3-year was approved and new agreement has been drafted/signed.
  - g. Website/FB/Instagram Update – included in packets
  - h. Sept Fall Workshop Notes/Summary
9. **ARVC Update – Jim**
  - a. **ACTION ITEMS:** Jim Button to ask Karen Redfern from Go Rvin'g if WACO Members can be highlighted as well.
10. **Committee Reports:**
  - a. **Financial Committee** – Scott K, Brian H., Julie M.  
Duties: Budget & Dues, Audit, Insurance, Executive Director
    1. 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. SEPI is comfortable with a 3-year cost/invoice for the hosting/maintenance so we get the Google ads and the SEO, etc. locked in at the \$300/month or a total of \$10,800 and their \$5500 website redesign fees, for a total of \$16,300, under the \$20,000 approved in May's board meeting.
    - b. APP development – WACO office reached out the River Bend for their app develop info – waiting on reply
  - c. **Governance/Planning & Development** – Pete H, Rob B, 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):
      - **In last meeting, changed definition of a campground:**  
 A for profit, non-government entity that owns or operates a campground whose purpose is to provide campsites, recreational vehicles, tenting and cabins to the general public.
  - d. **Membership Services** – Mark S., Tiffany, Kristie  
 Duties: Education, Membership Development, Convention, Awards, Scholarships
    1. Fall Workshops Reminder:
      - a. Tomorrow/Wednesday October 11-12<sup>th</sup> Fall Tours
      - b. Introduce new campground at the Fall Tours
- 11. Secretary's Report: Approve September meeting minutes.**
- 12. Out of Box:**
- 13. Unfinished Business:**
- a. ACTION ITEM: Add Scholarship options for 2023 to a committee.
- 14. New Business:**
- 15. Announcements:**
- a. Next Board meeting date/location for December
- 16. Adjourn:**

Notes...TO DO...Ideas

#### **ACTION ITEMS FROM SEPT MEETING:**

- ~~a. **WACO OFFICE (Tina):** Scott Grenon requested a copy of today's board meeting minutes as he was unable to attend.~~
- b. **CONVENTION COMMITTEE/WACO OFFICE:** Potential to list "topics" in the Facebook group to help people – something to keep in mind for convention.
- c. **WACO OFFICE (Tina):** newsletter article suggestions: Work camper websites, J1 student deadlines, alternative workforces – repeat/refresh

- d. **PETE/JIM:** Secure a name/contact information for a speaker to discuss more about vetting process and if there is a package/plan for the interview process. (Justina – charges \$500/candidate vetted – can help with GM's, Managers, etc.).
- e. **WACO OFFICE (Danielle/Carla):**
  - i. **Carla** - Determine open full page and advertising spots open after Sept Fall Tour
  - ii. **Danielle** – create FB post in members only section talking about – We can create an ad that includes week day traffic offers or ads that people can combine on – like if you offer kayaking or offer ATV trails – something that people can advertise together and split costs.
- f. **ADVERTISING COMMITTEE:** Discuss future of the Directory and the printing program in the advertising committee meeting – mention at Fall Tours and get ideas, will need to be pushed out to membership before any major changes occur. *(completed for Sept – nice work ladies – don't forget at October Fall Tours!)*
- g. **WACO OFFICE: Lori/Carla:** Battle of the borders or some other fun event/way to advertise this with NY and WI competing for the most funds raised for their Camping for Kids
- h. **WACO OFFICE: Mike Dricken** – **do you oversee town board or county board?** We need to find out. So that we can get on the Town Association Boards and get in front of their meetings. *Sent follow up email to Mike.*
- i. **WACO OFFICE/PETE:** to send the board information on the plumbing contact for new required plans. Can ask Jim from DATCP tomorrow as well.
- j. **WACO OFFICE/Mark H:** Ask questions re: providing a free life jacket, does it make things more open to litigation. *Sent email posing question/potential for newsletter article as well.*
- k. **JIM:** to ask Karen Redfern from Go Rvin'g if WACO Members can be highlighted as well.
- l. **WACO OFFICE/Adv Committee:** Get quote from River Bend's app developer *Sent follow up email*
- ~~m. **WACO OFFICE (Tina):** Go back and ask if SEPI will do a 3 year option on the maintenance~~
- n. **ADVERTISING COMMITTEE:** Ask about available ads at the Fall Tour *(completed for Sept – nice work ladies – don't forget at October Fall Tours!)*
- ~~o. **ACTION ITEMS:** bring up the topic of swim ponds to DATCP at tomorrow's fall workshop~~  
*Completed at Sept Fall Workshop – Jim from DATCP would like to host conversations with campground owners about concerns related to drowning deaths in swim ponds in 2022 – what they've done, signage, etc. We will keep you posted on when these conversations take place/invite those with ponds to participate.*
- p. **ALL COMMITTEE MEMBERS:** Requested by governance that each committee re-write the policies and procedures.