



OCTOBER 2023

This issue is packed full of follow-up from our October Fall Workshops, updated regulations from two proposed bills we've been watching (alcohol licensing at your park and farm campgrounds), things you should know about property tax changes, and how to balance your time in the off-season if you're lucky enough to experience it! Here's to November and finding a good balance before we get to the holiday season!

Letter from the Executive Director

Lori Severson, Executive Director of WACO

Dear Members:

Having a deep bench is essential these days! I sure noticed that when I woke up the day of the board meeting and couldn't walk! Glad to say after two weeks, I'm finally on the mend! I am so happy that we at Severson's are fortunate to have more than one person who can do the job! I think that it's good business sense to train in our campgrounds. More often than not, cross-training happens on the fly, but it's more challenging that way! One of the things I discovered with employees is that if you take an opportunity to cross-train them, you might find that some folks excel in areas you don't have them working in.



WACO CONVENTION REGISTRATION P. 24

Cross-training employees in our industry is a smart strategy to ensure flexibility, adaptability, and operational efficiency.

HERE ARE SOME WAYS TO CROSS-TRAIN HOSPITALITY EMPLOYEES EFFECTIVELY:

1. Job Rotation:

Implement a job rotation program where employees



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periodically switch organizational roles. This can include moving from front-of-house to back-of-house positions or cross-training between different departments, such as housekeeping, food and beverage, activities, reservations, front desk, and the store. Organizations that have tried job rotation found employees were more apt to show up on the days they cross-trained. Some companies use a certificate program or tickets. For example, If you are training in a new area and get a certificate of completion, you can get additional tickets to win prizes at the employee party. That makes it fun!

2. Cross-Training Days:

Set aside specific days or times during the week when employees from various departments come together for cross-training. These sessions can focus on sharing knowledge, skills, and best practices. You might not be able to do this each week, but squeeze it in occasionally to spice up jobs and get people challenged.

3. Online Training Modules:

Develop online training modules that cover various aspects of your business, from customer service to safety protocols. Employees can access these resources at their convenience, allowing them to acquire new skills and knowledge. An online library can be super simple, such as Zoom meetings in the winter! Record them and use them for training!

4. Mentorship Programs:

Pair experienced employees with newcomers for mentorship. This can help employees learn from those already skilled in their roles and promote a

culture of continuous learning.

5. Multi-Departmental Meetings:

Conduct regular meetings that involve employees from different departments. Please encourage them to share insights, challenges, and solutions to promote cross-functional understanding. I remember working with a large park, several years ago, and we were doing a brainstorming session where the maintenance guy came up with the best marketing idea we had that year!

6. Skills Workshops:

Offer workshops or training sessions on specific skills relevant to different departments. For example, a food and beverage server could attend a customer service workshop, and a housekeeping staff member could participate in cleanliness and hygiene training. Catching them doing each other's jobs – picking up trash on their way to work or cleaning the bathroom after using it, are great incentive ideas. Try marking mystery trash and reward whoever finds it and turns it in. Tape a lottery ticket to a broom or mop, and the first one to use it gets the ticket. LOL



- once they open the broom closet, they will look silly if they don't grab the broom!

7. Shadowing:

Allow employees to shadow their colleagues in other departments for a day or part of a day. This hands-on experience can help them gain a better understanding of different roles.

8. Simulation Exercises:

Create realistic simulation exercises to train employees for various scenarios at your park. This can include role-playing for dealing with demanding guests or emergency response scenarios. These are also great ideas to use

on Zoom. Record the best responses for use later! You can also put these on your YouTube channel or whatever internal platform you use to store training/documents.

9. **Certifications and Courses:**

Encourage employees to pursue relevant certifications or courses. Offer financial incentives or time off for completing these qualifications, which can enhance their skills and value to the organization. These are awesome for full-time folks! Try allowing them to come to Convention, a gift show, IAAPA, or another show!

10. **Feedback and Evaluation:**

Regularly review and assess the progress of cross-training initiatives. Gather employee feedback and use it to refine and improve the training process. Mix it up until you find something that works!



Severson
& ASSOCIATES

A woman-owned business, offering a wide range of marketing, promotional, and training options to meet your needs, big or small!

PO Box 228 | N22676 HWY 53| Ettrick, WI 54627
(608) 525-2323 | tina@seversonandassociates.com

11. **Reward and Recognition:**

Recognize and reward employees who actively engage in cross-training. This can serve as an incentive for them to continue learning and diversifying their skills. Hang this up in areas where employees and customers can see them!

12. Communication Channels: Establish open communication channels between your employees and yourself to facilitate the exchange of information, best practices, and opportunities for cross-training. By implementing these strategies, you can create a culture of continuous learning and skill development at your campground, leading to a more versatile and capable workforce in a world where great employees are hard to come by!



Hopefully, some of these tips and the article on time/project management will give you new insight into your upcoming season. Have a great November!

Lori

Lori Severson,
Executive Director, WACO

DIRECTORY ADS WERE DUE SEPTEMBER 1, 2023

DID YOU TURN IN YOURS?

If you aren't interested in directory ads, there are plenty of other advertising options that help support the Association including:

- Website Side and/or Banner Ads
- Wisconsin Campers Facebook Posts
- Coupon Ads
- **PAPERWORK FOR Printing Program PAST DUE! Art due by 12/1/23**
- Piggy Back Program
- **RV Distribution Program - due to our office by 12/23/23**
- Certificate and/or Scholarship Program Donations

WATCH YOUR EMAILS!



From the Office of the President

Scott Kollock, WACO Board President



Dear Members,

Well, October is over, and we're looking at November. Hopefully, your season was a huge success. Now is the time to re-energize and get things done for next season.

I would ask each of you to please see the advertising opportunities and recognize the benefits. Please know we understand it's not always about whether you need additional business. I'd ask you to consider advertising to promote our WACO brand. Maybe you can put in a weekend special or advertise some weekends you want more occupancy. It's truly a team effort - we need to work together to keep promoting our brand. This year, we will have a QR code where people who use the directory can comment on its value. We will compile this information on a National basis and State basis to truly determine what the value might be to advertisers.

In our ever-evolving digital age, it's easy to believe that print is a thing of the past, relegated to dusty bookshelves and forgotten libraries. However, the truth is that the power of print persists and even thrives in some unexpected places. One such example is our Wisconsin Campground Directory, a testament to how print continues to influence and serve people of all demographics. You can tell if you are doing any RV shows how many people pay the \$8 to get into the show, for one thing, to get the directory! It's interesting how they try to return a second time or ask if they can pick up one for their friends. We must have collateral materials to work with. Now, can we start doing things with a QR code? Sure, we did this when we ran out of directories. We will continue to give people more and more options, both digital and print. I do believe we will come to a time when print is possibly going to be less popular, but we need more information telling us this before we discontinue print. The following is an article related to WACO and the directory on this subject.

PRINT IN A DIGITAL WORLD

In an era where digital content dominates our lives, the enduring relevance of print may come as a surprise. However, numerous studies and statistics reveal the power of print in our lives.

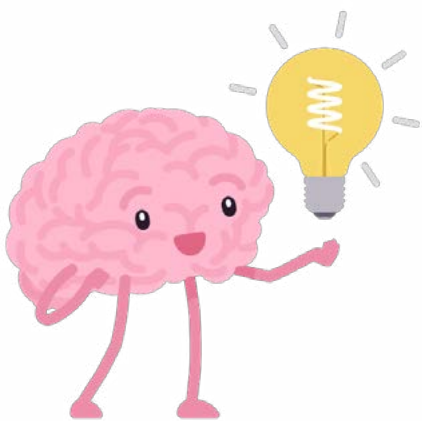


Tactile Engagement: Print media offers a tactile and sensory experience that digital cannot replicate. The feel of a book in your hands, the smell of the pages, and the satisfaction of flipping through a well-designed magazine or directory cannot be underestimated. Print connects us to the physical world in a unique way. I hear, and the WACO staff confirms that groups especially want these books to decide where to go. They make an "event" of it and break up that winter!

Credibility: Printed materials often hold a sense of credibility and authenticity. We tend to trust printed sources more, as they undergo rigorous editing, fact-checking, and quality control, making them a reliable source of information. We get many comments about how grateful people are that WACO continues to print the directory.

Memory and Comprehension:

Research has shown that people retain information better when reading from print than screens. Therefore, print can be more effective for educational purposes and makes it a valuable tool for all demographics. We know kids play a big part in the decision-making for our campers. Your presence in the directory says something to the consumer about your campground and your credibility.



The Wisconsin Campground Directory and similar print publications provide a tangible connection to information, offer credibility, and cater to those who prefer traditional sources. As we navigate the ever-evolving digital landscape, it's important to remember that print has a unique power and place in our world. The tactile experience, the reliability, and the accessibility of print make it an enduring and irreplaceable medium in our media offering.

Wisconsin Campground Directory: A Case Study:

The Wisconsin Campground Directory is a prime example of how print continues to serve people across different demographics. This directory, which highlights camping opportunities in Wisconsin, remains a valuable resource for a diverse group of users.

Accessibility: Not everyone has access to the internet or prefers digital sources. Print directories like the Wisconsin Campground Directory ensure that information is accessible to all, regardless of their technological capabilities or preferences. This inclusivity is especially important in reaching older populations and those in rural areas.

Convenience: Printed directories are highly convenient for on-the-go use. Travelers and campers can take these directories without worrying about battery life, signal strength, or the need for a power source. The directory serves as a trusty companion during camping adventures.

Local Economies: Supporting print publications like the Wisconsin Campground Directory contributes to the local economy. It provides advertising opportunities for local businesses, thus encouraging a strong community connection and economic growth.

Nostalgia: Print directories often evoke a sense of nostalgia and tradition. Flipping through pages and making notes is a cherished experience for many, appealing to a broad demographic that appreciates the time-honored practice of using printed resources. Print is far from dead; it plays a vital role in our lives, serving people of all demographics in various ways.

Hopefully, the article above and our reasons behind offering print will make your advertising decisions easier this year. Other news in our WACO world includes...

We have spent a lot of time working with the Tavern League of Wisconsin (TLW) to be sure we understand the [AB 304 Bill](#) related to liquor sales and alcohol licensing at our campgrounds. We have been on Zoom calls with Scott Stenger, TLW's lobbyist, the President of the Tavern League, Mark Hazelbaker, John Jaszewski (who offered insight at the beginning of the project), Jason Coulotta, and our WACO team. Can you please take a minute to read Adam Malsack's letter to the Tavern League of Wisconsin in this newsletter? It is an excellent example of why I have Adam appointed to the board. He is a gifted writer of legislation, and when we need things like this, he needs the title to be able to talk to the correct people and be known as being on the board. Adam is only interested in doing this piece when and if needed, as his life is a bit full with the park and young family obligations, so we truly appreciate it!

I hope you have a great off-season! As always, don't hesitate to ask questions! I am happy to answer them and see you if you need more clarification! Thanks for your membership. It is appreciated!

Scott

Scott Kollock,
WACO Board President, Owner at Vista Royale
Campground



WISCONSIN STATE LEGISLATURE

WHAT'S THE STORY WITH AB304 AND HOW WILL IT IMPACT MY 2024 SEASON?

An update from the WACO Board, Office & Partners

At the Wednesday session of the October Fall workshop, a representative from the DOR joined us to discuss a current bill in the proposal. Based on his responses, we thought he might get tossed out of the pavilion at Holiday Shores.

While I joke (only because I'm less than a month into being a lobbyist and rethinking my commitment lol), the implications for our membership with the proposed bill AB 304, may not be positive – which is no joke – or may not directly impact us. **That's the point – it's not clear.**

The WACO office is doing everything possible to understand the proposed law changes. We met with Scott Stenger and continue to connect with those who may provide insight and pass our concerns on if warranted.

Additional conversations are happening with Cathy Vales, EVP of the Tavern League of Wisconsin and our members Bob Weiss, Adam Malsack, our attorney, Mark Hazelbacher, Jason Culotta, our legislative lobbying contact, and the TLW Lobbyist, Scott Stenger.

A link to the bill language can be found here:

<https://docs.legis.wisconsin.gov/2023/proposals/ab304>

On the following page, please review the letter we've sent to Scott Stenger, crafted by the incredibly talented Adam Malsack and reviewed by Jason Culotta and Mark, as well as those mentioned above.

While we received a response from Scott Stenger, our group is connecting with the Tavern League of Wisconsin's President and EVP to ensure our interpretation of the proposed AB304 is something the TLW can get behind.

At this time, we need to understand how the law will be interpreted and how the DOR will regulate the law should it pass to know our next moves. We will keep you informed and may need your assistance in calling your local representatives, but FOR NOW, PLEASE sit tight and watch for updates!

We wanted to ensure the membership is aware, as many had questions during the DOR presentation, and as always, your WACO office is doing our best to provide answers!

October 17, 2023

Scott Stenger
Tavern League of Wisconsin
11801 W. Silver Spring Dr #200
Milwaukee, WI 53225



Regarding 2023-2024 Assembly Bill 304

The Wisconsin Association of Campground Owners (WACO) is seeking to reassure our Membership that the currently proposed Assembly Bill 304 will have a positive impact on our Membership (campground Owners and Operators) as well as on our Patrons (guests staying at our campgrounds).

WACO sincerely appreciates the hard work and forethought that the Tavern League of Wisconsin, the Legislature, and others have put into the proposed bill. This update to statute was much needed and will serve the people of Wisconsin for years to come.

CURRENT LAW

Current law prohibits an owner or other person in charge of a “public place” from allowing “the consumption of alcohol beverages on the premises of the public place, unless the person has an appropriate retail license or permit.” “Public place” is not clearly defined in statute and may lead to the possibility that an entire campground will be required to hold a retail alcohol beverage license to sell *or allow* the consumption of alcohol beverages on the campground premises. **This interpretation has not been enforced within campgrounds.**

AB304 EXCLUDES “CAMPSITES”

When defining a “public place”, AB304 generally includes any venue, location, open space, room, or establishment which is available for rent or held out/made available for rent for an event or social gathering.

Campsites are clearly available for rent to the public, and thus for clarity need to be specifically exempted from the definition of “public place.”

MEMBERSHIP CONCERNS

It has come to our attention that our Membership is expressing concerns over the impact this bill will have on the common areas within the campground.

We present the following scenarios as clearly *intended* to be restricted by AB304:

A. Any situation wherein a campground decides to rent out any space for an event or social gathering. An example would be if the campground were to rent its pavilion for a wedding event.

We present to follow scenarios as clearly *not intended* to be restricted by AB304:

B. Jane and her family rent a campsite. Jane opens a beer and begins consuming it on her campsite, which is allowed per the exemption. Jane's friend Beth and her family also have a campsite. Jane chooses to leave her campsite and walk over to her friend Beth's campsite with a beer in hand. To do so Jane necessarily will exit her campsite, use a common area of the campground (the interior roadway) before arriving back in Beth's campsite.

C. Bob decides to take his kids down to the campground beach. Bob brings a cooler with him which contains some alcoholic beverages. Bob opens a beverage within the beach area.

D. Brenda and Evan are camping with a group of friends. They decide to head over to the picnic shelter/pavilion and bring a picnic lunch, including some alcoholic beverages. After lunch is complete they head out into the grassy field rec area near the pavilion to have a bag competition, and continue to consume their beverages.

UNDERSTANDING OF TEXT

WACO contends that the bill as written already addresses these concerns.

Quite simply, within scenarios B, C, and D these areas are not held for rent for an event or social gathering. Much like in the vacation rental property exemption described below, a campground patron is renting a campsite, and they may have access to certain other common areas within a campground.

This understanding will still maintain parity with Tavern League members and other non-members such as wedding barns which the bill seeks to regulate. Some Campgrounds may

hold out certain portions of their common areas for rent for events or social gathering, such as described in scenario A above. The moment this takes place those areas would be subject to the restrictions of the bill, so as to have parity with any other venue providing the same, such as a wedding barn, bar and restaurant, or other event space.

Furthermore, scenarios B, C, and D are also exempted on vacation rental properties. Similar to campgrounds, vacation rental properties are renting the accommodation/lodging and may provide access to common areas such as grassy fields, pools, gazebos or pavilions, beaches, ponds, etc. Consumption of alcohol in these common areas is clearly not prohibited by the bill.

Consuming an alcoholic beverage at the beaches, recreation fields, pools, pavilions and the like within campgrounds has become a part of the culture in the state of Wisconsin. The above understanding of the text should go a long way toward calming the concerns of both the hundreds of private campgrounds throughout the state, as well as the tens of thousands of campground patrons who have been consuming and expect to continue to be able to consume alcoholic beverages throughout common areas within a campground property.

No License for a Farm Campground?



Between the September Fall Workshop and our October Fall Workshop, the WACO office, including a newly licensed lobbyist in our office, Tina Severson, and WACO Members Jim Button and Adam Malsack, attended a public hearing in Madison to discuss [Assembly Bill 328](#).

Assembly Bill 328:

Relating to: exempting certain farm owners from campground licensing.

By Representatives Magnafici, Behnke, Boddén, Brooks, Penterman, Plumer, Rozar and Tittl; cosponsored by Senators Stafsholt, Ballweg, Quinn, Stroebel and Tomczyk.

CONTINUED ON NEXT PAGE!

The initial testimony came from a concerned grass-fed beef farm owner in Polk County, WI. Her

business plan, which involved educational sessions for breadmaking, where our food comes from, plant discovery on nature walks, and, in general, getting back to farm life, is a beautiful one. Her hopes involved offering these courses while guests camped onsite in primitive sites. However, due to her issues with Polk County zoning approval and her misinformed expectation of licensing costs, she pleaded her case to local representatives, and in turn, the group co-authored her proposed bill, which essentially states certain farm owners would NOT be required to be licensed as a campground.

I'm sure many of you can think of five reasons off the top of your head why having private campgrounds operating without a license in our state would be a bad idea!

When WACO testified, we educated the room on who we are, who makes up our membership, and what we offer regarding resources to current and potential private campground owners. We openly embraced the business plan presented in the previous testimony. We offered the guest information on membership, as well as any resources we could provide in terms of initial licensing and navigating the zoning roadmap.

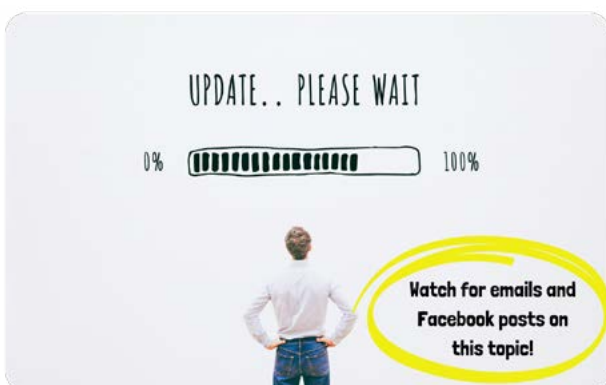
We then reviewed our Association and current park owner concerns, with having campground owners in the state that would not be adhering to the [Chapter ATP 79 - Wisconsin Legislature](#). Our testimonies included several concerns - some of which are regulated and outlined in ATP 79 and others from DSPS - but overall, our biggest problems circled back to safety and health. Jim nicely tied back his volunteer firefighter experience to mention that agricultural buildings aren't inspected like other businesses and, therefore, aren't held to the same standard as our licensed campgrounds. Adam explained the licensing fee structure and a brief overview/note on the initial inspection process, as well as concerns regarding the "self-contained units" discussed in the initial testimony. Both brought in real-world examples of how things can quickly go wrong without some regulation being in place. Our group also discussed our relationship with DATCP, the growing relationship with DSPS, and how we're generally here as a resource for the beef farmer.

Questions from the floor led our group to believe there needed to be more education on the structure provided by Chapter ATP 79. Luckily, legislative counsel was there to explain if a business wants to advertise campsites, they DO need to be licensed per the current legislation. And our WACO Association and Members were there to answer additional questions from the Chair and attending Representatives.

While we don't feel this bill will go away, our group did consider this a positive interaction and will continue to monitor this situation, as there has been no further movement since the hearing on 10/3/23. Watch for more updates on AB328 in future Facebook posts and emails to members.



**Adam Malsack, Tina Severson
& Jim Button**



**THANK
YOU!**

OCTOBER FALL WORKSHOP & TOUR HOST MERRY MACS CAMPGROUND



A HUGE “thank you!” to Merry Macs Campground, our October Fall Workshop hosts for assisting with our luncheon, setting us up in such a beautiful space, and providing some killer cookies!

While on tour, members could check out their brand new swimming pool complex, complete with an adjacent wading pool and the new building space with garage doors. In the past years, they’ve upgraded electricity and re-graded all the sand for the beach area. The entire family lives on-site, and the business is truly a family affair! Their two cottages rent out instantly, and 80% of their customers are repeat business. As they cater primarily to families, Merry Macs’ is fortunate to experience very few security issues for the most part! Thank you for all you did to make our tour and stay in your region a fantastic experience, Rob and Nichole Brinkmeier!



THANK YOU DATCP

**We appreciate you attending
our OCTOBER Fall
Workshop & Tours
Jim Kaplanek,
Reed McRoberts &
Troy Sprecker**

LODGING CODE REWRITE



WACO was invited to participate in a meeting held Tuesday, September 26, 2023.

The purpose of this meeting was to update the ATCP 72 code that deals with the housing (tourist rooming houses for campgrounds) this has not be updated in many years and we were invited to help with the rewrite. There were 23 people made up of the Wisconsin Lodging group, the Relators group, inspectors, and many other stakeholders.

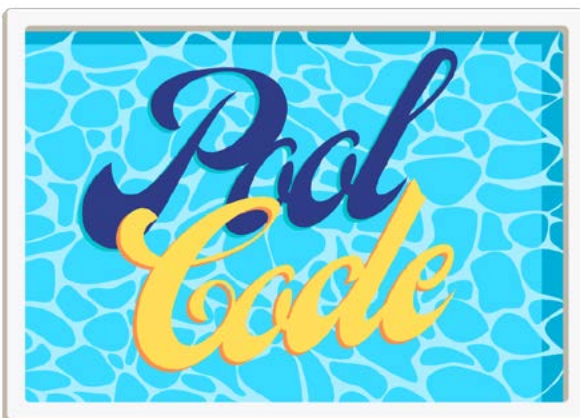
We have till July 20 of 2025 to put this together. Public comment is always allowed. This will be much like the pool meetings we just went through.

Any interested parties should let Lori know by contacting her directly at lori@seversonandsociates.com.



WATER SPLITTERS

Watch for an update on the FAQs of the DATCP website regarding splitters on water lines...BUT..."essentially a water outlet for a single campsite can now be split as many times as needed, it just can't be split to serve more than one campsite, which is consistent with previous messaging. "



Check out the DATCP website for information on:

- **New Training Webinar**
- **Red Cross Lifeguard Update**
- **Pool Operator Certification courses**

https://datcp.wi.gov/Pages/Programs_Services/WaterRecreation.aspx

OCT | TUES SPEAKERS

DAN BAHR, Wisconsin Counties Association

Kim Lantta, Blackhawk Bank



Check out future WACO Convention schedules which will include topics like Legionella, co-hosted by DHS and the Bureau of Communicable Diseases! Don't know what Legionella is? **YOU SHOULD!**

Dan Bahr, Government Affairs Associate from the Wisconsin Counties Association (WCA), joined our group Tuesday morning to review concerns continuing to crop up in our communities related to zoning. As stressed several times before, Dan reminded us all of the importance of relationship-building with your local government officials. Know your township, get familiar with your county board, shout out your community contributions and make friends with your fellow business owners! Dan also acknowledged how well received our WCA Hospitality event went over in their September Conference (following the WACO Sept Fall Workshop) and applauded WACO for the information presented there.

Check out the Blackhawk article in this issue, where the WACO office reports on topics covered by Kim Lantta and Phil Whitehead at the October Fall Workshop!



**TO OUR FALL
WORKSHOP SPONSOR,
BLACKHAWK BANK!**



Important Changes to Wisconsin Real Property Classification

Respectfully Submitted by Holly Hoffman, MSA, Speaker at our October Fall Workshop

Wisconsin contractors and campground owners, take note! There have been recent changes that will impact the classification of real property construction activities in the state. These amendments, outlined in the [Wisconsin Tax Bulletin 222-07-23](#), aim to clarify the determination of real property construction activities and provide guidelines for classification. In this article, we will discuss the key points from the bulletin and explain how these changes will affect contractors and construction at businesses in Wisconsin.



AMENDMENT DETAILS:

The [2023 Wis. Act 12](#) has amended section 77.51(12t) of the statutes, which pertains to the definition of "real property construction activities." The revised definition states that these activities refer to actions performed at a site where tangible personal property or goods that are applied or adapted to the use or purpose of real property are permanently affixed to it. Importantly, the person who affixes the property must have the intention of making a permanent accession to the real property.

EXCLUSIONS AND RULES:

The amended definition of real property construction activities excludes certain cases. Affixing property subject to tax under s. 77.52(1)(c) to real property is not considered a real property construction activity. Similarly, attaching tangible personal property to real property that remains as tangible personal property after being affixed is not classified as a real property construction activity.

The Wisconsin Department of Revenue is empowered to establish rules that determine whether activities involving the attachment of tangible personal property to real property should be classified as real property construction activities. Incases where specific rules have not been defined, the department will utilize the following criteria to make determinations:

1. Actual physical annexation to the real property.
2. Application or adaptation to the use or purpose of the real property.
3. An intention on the part of the person making the annexation to make a permanent accession to the real property.

IMPACT AND CLARITY:

The changes made through the 2023 Wis. Act 12 provide much-needed clarity for contractors regarding the classification of real property construction activities. The amendments establish that the permanence of tangible property affixed to real property is the primary factor for classification, regardless of

the intention of the purchaser. Additionally, the three criteria mentioned above will assist in determining the classification of an activity or property when specific rules are not in place.

PROMULGATION OF RULES:

It's important to note that the Wisconsin Department of Revenue is currently in the process of promulgating rules for determining real property construction activities. During this process, the department does not anticipate any changes to the classification of property in Chapter Tax 11. Campground owners and your contractors are encouraged to stay informed about these rules to ensure compliance with the updated regulations.



CONCLUSION:

Wisconsin contractors and campground owners must familiarize themselves with the changes to the classification of real property construction activities. The recent amendments to Wisconsin tax laws, as outlined in the Wisconsin Tax Bulletin 222-07-23, provide a clearer framework to determine whether an activity qualifies as a real property construction activity. Campgrounds owners should pay careful attention to the guidelines provided by the Wisconsin Department of Revenue and stay informed about the promulgation of rules related to these changes.

Holly Hoffman is the owner of Sales Tax Advisory Network. Contact her to schedule an appointment for sales tax consulting or to learn more about Sales Tax Audit Protection Plan coverage by emailing holly@salestaxlady.com.

Many of our WACO Members are already experiencing assessment changes with the property taxes “going away.” SURPRISE - the government is still finding a way to recoup those funds.

As Holly commented during our Fall Workshop, “Yes, this is strengthening the Dept of Revenue’s (DOR’s) ability to declare items permanently affixed to the realty in a campground or other commercial facility to remain personal property (trade fixture) regardless of the intent of the owner to make a permanent installation to the property.

What was once only DOR policy is now becoming defined in Wisconsin Statute with additional rules made up by the Department.”

In other words, what they took away in one area, they will make up in another. We will continue to provide as much insight as possible with these changes as they become available. However, please note your local assessors will interpret this rule change differently, and it’s essential to be prepared with a plan that pushes the costs back to your Seasonals for 2025 should any of the increases in those taxes stem from items on their sites. Be sure to read and understand the classifications! This will most certainly be a topic of discussion at the Convention in March.



Contact

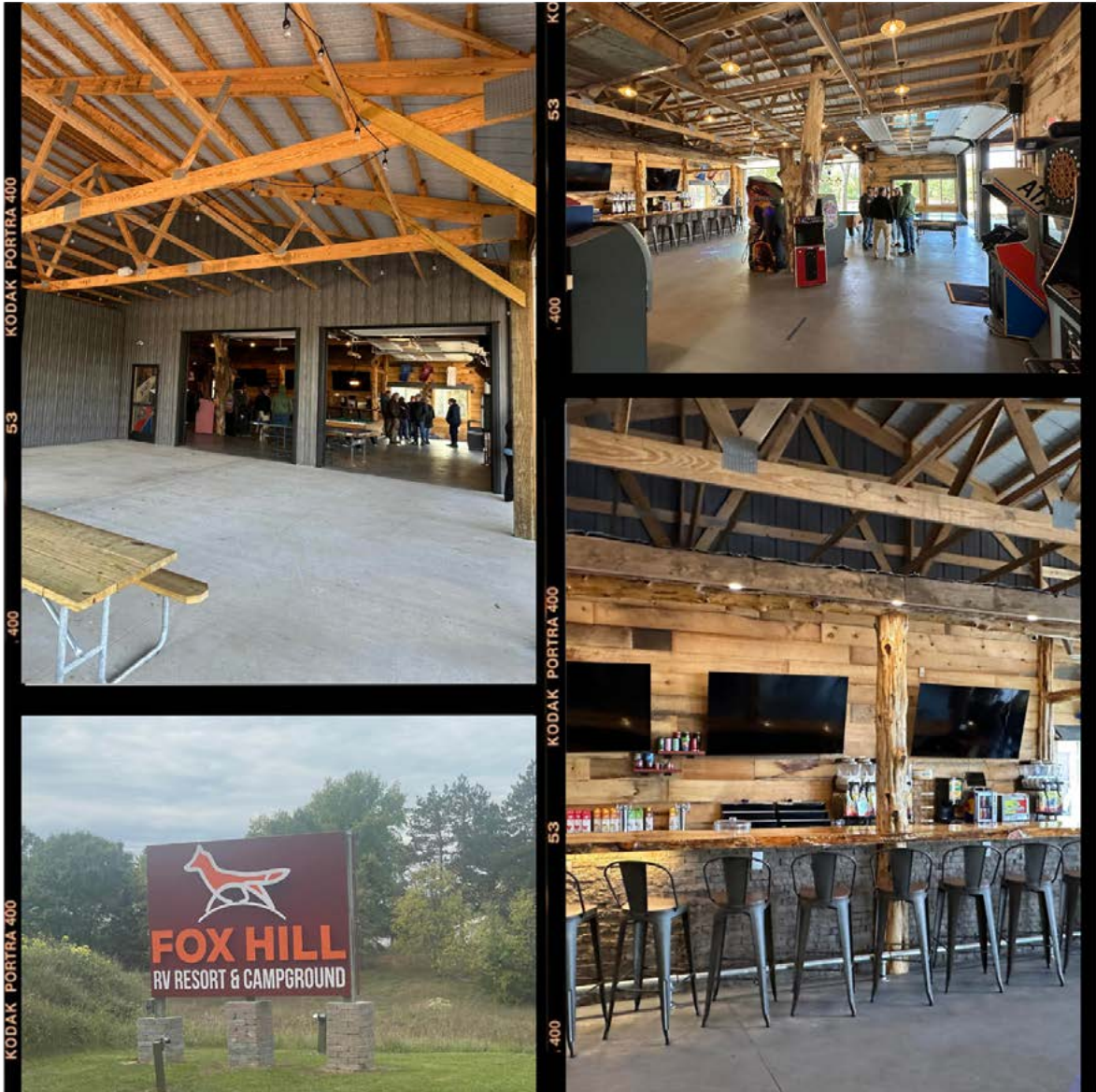
Holly@SalesTaxLady.com



FOX HILL RV RESORT & CAMPGROUND



Aaron and Hailey at Fox Hill RV Resort & Campground opened the "Fox Den" this Memorial Day weekend and haven't looked back! The 50'x80' bar, snack shack, and gathering area boasts beautiful reclaimed wood and tin with arcade games and a projected in-floor gaming system! As it was their 50th year at their 3rd generation's family-owned campground, the park has been incredibly busy with additions like an RC racetrack, concrete, life-size checkers, and permanent structure ladder ball amusements. Think they are done? Nope! Future projects include a splash pad, reconstruction of their pool, and finalizing the 70-acre addition with 280 full hook-up sites! We were tired just from talking about all that work! Congrats to 50 years, and keep up the fantastic job - the place looked incredible, guys!



Area 3 - ARVC Update



Your AREA 3 ARVC Rep.



Jim Button, OHE
Evergreen Campsites & Resort



The ARVC Foundation has begun our annual fundraising to support disaster relief and educational scholarships for the campground industry.

[CLICK HERE TO DONATE!](#)

Join the National ARVC Young Professionals for a one-hour volunteer event on Sunday, November 5 at 5:00 pm at the Kansas City Convention Center. We're teaming up with a local KC nonprofit, Heart to Heart International, to make a difference through their Hygiene Kit Program. It's teamwork, it's local, and it's in sync with the ARVC Foundation's disaster relief mission.

THE GEORGE O'LEARY NATIONAL SCHOOL OF OUTDOOR HOSPITALITY
February 25th, 2024

Get Jazzed for November 6th!
Register for OHCE!

[CLICK HERE](#)

[BOOK YOUR ROOM](#)

TIME MANAGEMENT

In the "off-season," if there is such a thing

Respectfully Submitted by our WACO Office & Executive Director, Lori Severson

Ahhh, yes, here we are in the winter months. Some campground owners take much-deserved time off, and others immediately start planning for next year to enjoy **SOME** rest later. Remember, for our seasonal parks, and according to our customers, we have a vacation from now until April. HA! We know the truth is we have a lot to do! Here are some time and project management tools that help balance your life in the off (or less busy) season!

Tips to help you manage your time and projects more efficiently:

SET CLEAR GOALS:

Start with well-defined, SMART (Specific, Measurable, Achievable, Relevant, Time-bound) project goals. This will give you a clear direction.

PRIORITIZE TASKS:

Identify the most critical and urgent tasks using methods like the [Eisenhower Matrix](#) and focus on them first.

CREATE A TO-DO LIST:

Write down your daily tasks and prioritize them. A to-do list helps you stay organized and on

track.

TIME BLOCKING:

Allocate specific time blocks for different tasks or projects. This minimizes distractions and enhances your focus. [Remember, new studies from 2023 show that every time you are interrupted, you lose 25 minutes](#) – get interrupted just three times in an hour, and it's a 65-minute interruption!

The True Cost of Distractions

Length of Distraction
+
23 Minutes and 15 seconds
=
True Length of Distraction

BREAK TASKS INTO SMALLER STEPS:

Divide complex projects into smaller, manageable tasks. This makes it easier to track progress and reduces feelings of being overwhelmed.

USE PROJECT MANAGEMENT TOOLS:

Utilize project management software and tools like [Trello](#), [Asana](#), or Jira to plan, track, and collaborate on projects. We use Asana in our offices and love it - as long as we diligently use it!

SET DEADLINES:

Establish realistic deadlines for your tasks and projects. Having time constraints can boost productivity.

AVOID MULTITASKING:

Focus on one task at a time. Multitasking can reduce the quality of your work and increase stress.

	Urgent	Not Urgent
Important	Do <small>Tasks with clear deadlines and significant consequences if not completed in a timely fashion.</small>	Schedule <small>Tasks with no set deadline but that bring you closer to your long-term goals.</small>
Not Important	Delegate <small>Tasks that need to get done, but don't need your expertise in order to be completed.</small>	Delete <small>Tasks that distract you from your preferred course, and don't add any measurable value.</small>

[2023 Studies and articles from 2019-2023](#) all say the same thing - MULTITASKING IS A MYTH. It's literally task-hopping and swapping in disguise.

ELIMINATE DISTRACTIONS:

Identify and minimize common distractions, such as social media or excessive email checking, during work hours.

LEARN TO SAY NO:

Don't overcommit yourself. [Saying no](#) when necessary is essential to maintaining a work-life balance and managing your time effectively.



DELEGATE TASKS:

Delegate tasks that others can handle, and trust your team or colleagues to share the workload.

TAKE BREAKS:

Regular short breaks can improve productivity and prevent burnout. Consider techniques like the [Pomodoro Technique](#) (25 minutes of work followed by a 5-minute break).

REVIEW AND REFLECT:

Regularly review your progress and adjust your strategies if needed. Learn from your experiences and adapt your time management techniques accordingly.

SET BUFFER TIME:

Allow some extra time in your schedule for unexpected interruptions or delays.

USE TECHNOLOGY WISELY:

Leverage time management apps and software to automate repetitive tasks and set reminders.

LEARN TO BATCH TASKS:

Group similar tasks together and complete them in one go. This minimizes context-switching and improves efficiency.

CONTINUOUS LEARNING:

Stay updated on time and project management techniques and tools to adapt to changing work environments.

PRACTICE SELF-CARE:

Take care of your physical and mental health. A healthy lifestyle can significantly impact your productivity and time management. There are so many links online and resources, but here is one place to start your self-care journey: <https://www.nimh.nih.gov/health/topics/caring-for-your-mental-health>.



COMMUNICATE EFFECTIVELY:

Keep open lines of communication with colleagues and team members. This helps avoid misunderstandings and ensures everyone is on the same page.

CELEBRATE ACHIEVEMENTS:

Reward yourself for meeting milestones and completing projects. Positive reinforcement can boost motivation and morale.

.....

Remember, adequate time and project management skills improve with practice and constant self-assessment. Tailor these tips to your specific needs and work style to create a system that works best for you. Now is the time to prepare for next season while things are fresh in your mind!

SOURCES/LINKS:

<https://www.nimh.nih.gov/health/topics/caring-for-your-mental-health>
<https://thecreativelife.net/learn-to-say-no/>
<https://timeular.com/blog/best-time-management-techniques/>
<https://www.nytimes.com/2023/07/29/opinion/do-one-thing-at-a-time-management.html>
<https://trello.com/>
<https://asana.com/>
<https://blog.idonethis.com/distractions-at-work/#:~:text=That's%20how%20many%20minutes%20of,the%20University%20of%20California%2C%20Irvine>
<https://asana.com/resources/eisenhower-matrix>

Member LODGING



Merry Mac's lodging included yurts, a wagon and cabins...oh my! Their site setups were really spot on – great additions to make any guest a repeat customer!

Wisconsin Dells KOA features glamping tents from Eco-Structures that will connect to a shared bathroom between hallways and a beautiful firepit / picnic space! Every site type at the KOA was awesome – poly professional furniture and some offered pavers for a very level seating area. They also added their first K9 site and it includes a small fenced in location right on the guest site for their 4-legged friends!

One thing the October Fall Tours included - SO MANY LODGING TYPES! We've never seen such a variety, from wagons, glamping tents, and yurts to park models and rental cabins - WOW! Check out just a few of the member images here!



Skillet Creek cabins sported the most chic kitchen layout! Look at that industrial piping, exposed storage and gorgeous splash of color!



Holiday Shores accommodations were vast, just like their campground! So many models and units to choose from – I don't know how a guest would decide as they all looked fabulous!

Member LODGING



You can tell Eric and his family at Sky High have been in the business for 60 years! Their lodging is very unique with various sizes and set ups for any type of guest – whether they want to be in the middle of the all the action or secluded on their own!

SKILLET CREEK CAMPGROUND



WACO members for the past three years, owners of Skillet Creek, Chris & Lea Ann Gieck, were previously seasonals at their park. Some stayed friends, and some are no longer seasonals, haha! Chris also informed us he's got Joe Walter from O'Neil Creek to thank for getting into the industry. Joe told Chris he could get away with buying \$5,000 in power tools, so he's been hooked ever since. Kidding aside, Skillet Creek BURSTS with beauty. There's no spot in the park where you can stand without taking a picture meant for posting. Their location offers them a unique niche of climbing guests and a new pond they just finished installing this year. Future projects include additional lodging, and Lea Ann shared a simple trick for capturing reviews: put a basket of free stickers out with a QR code linking to Google - you'd be amazed at who feels obligated for a free sticker!



WISCONSIN DELLS KOA



Wisconsin Dells KOA is currently owned by KCN, a property management company that presently holds seven other parks nationwide. They have ZERO seasonals and only do nightly/overnight guests, and their location in the heart of the Dells continues to make that decision very easy! Their biggest complaint is the train traffic that goes past the park all day and night, but they make up for it with a stellar gift shop, deluxe patio sites, and unique accommodation options. Brandon is doing an amazing job as a 1.5 year manager at the park and we're thankful to have him part of our WACO family!

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TUESDAY EVENING CRACKER BARREL

Speakers during our Tuesday evening session included attorney Ander Helquist - be sure to catch his article on Oakdale results! It was also eye-opening to hear from Holly Hoffman regarding the property tax changes and how those may impact your business - see her full article in this issue as well! Thanks again for the wonderful dinner and golf cart tour Rhonda & Wayne!



WACO 2024 CONVENTION REGISTRATION NOW OPEN!



We are excited to welcome you back to
Stevens Point, WI on March 13–17, 2024, for another
fun-filled WACO Convention & Trade Show!

**NEW in 2024: We now have a convenient online
registration link – Easily register and pay online
so you can check it off your list!**

**CAMPGROUND
OWNERS**

CLICK HERE TO REGISTER &
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<https://form.jotform.com/231767805454059>

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RIVER BAY PREMIER CAMPING RESORT

THANK YOU!



River Bay Premier Camping Resort run by Rhonda & Wayne Oines for the past 40 years, includes a marina and boat dock, along with a 3 bedroom condo amongst their accommodations. now welcome and kitchen/bar staff. Wayne took us around on golf carts and their seasonal sites were very impressive! Thanks for the incredible dinner!



Eric Haun, CIC
Vice President - Leisure & Hospitality

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SKY HIGH CAMPGROUND

Sky High Camping Resort, a multi-generational family owned business celebrated its 60th year in 2023! CONGRATS ALL! You can tell the park has experience leading the way and also see the new insight shining through from their younger staff additions. The main lodge/store front is really beautiful and the concrete pickle ball court is something many of us have not seen before!



HOLIDAY SHORES



Lunch hosts , the Ward Family from Holiday Shores, welcomed us with open arms to their 200 acre campground...not a typo, 200 acres! Their many miles of waterfront property keeps their onsite marina and boat rental extremely busy, They converted waterfront tent sites to deluxe cabins and saw a significant differences in the first year! This multi-generational family is grooming in two talented daughters and we can't wait to see what they'll do next!



TOWN'S ANTI-CAMPGROUND ORDINANCE REPEALED IN RESPONSE TO LAWSUIT

Respectfully Submitted by Anders Helquist, Weld Riley, S.C.

Last month, in response to a lawsuit challenging its anti-campground Ordinance, the Town of Oakland in Burnett County unanimously repealed its Ordinance. Had it remained in effect, the Town could have used the Ordinance to: (1) shut down existing campgrounds, (2) charge campgrounds excessive fees, and (3) require unlimited searches of campgrounds by hostile Town Board members.



The repeal is a win for campgrounds and sends the message to towns, counties, and other local governments that overreaching ordinances which hurt campground development can and will be successfully challenged.

In 2022, going along with the anti-campground sentiment in Burnett County, the Town passed its “Campground Permitting Ordinance,” which attempted to regulate campgrounds in several troubling ways:

1. **Campground Permit Requirement and Vague Standards.** The Ordinance attempted to have the Town step into the shoes of DATCP and the County Zoning Committee by requiring every campground, including existing ones, to obtain a campground permit from the Town. The Ordinance had vague and loose standards which gave the Town authority to deny the permit to existing campgrounds, potentially shutting them down even when those campgrounds had all other required permits from the State and County to operate.
2. **Per Campsite Fee.** The Ordinance charged a \$100 per site fee to campgrounds without any identifiable basis or reasonable relationship between any Town service provided to the campground and the fee (i.e., it was an attempt by the Town to make money through a fee and/or tax); and
3. **Unlimited Searches by the Town.** The Ordinance required unlimited consent for Town officials, including anti-campground Town Board members, to search campgrounds. This left campgrounds in a Catch-22 involving two bad options: (1) through the mere act of applying for the required campground permit, a campground would “consent” both then and into the future to unlimited Town searches of the campground without probable cause and without a warrant; or (2) if the campground didn’t consent to the search, that would result in a permit denial because the application was deemed “incomplete,” and the campground could be forced to close because it didn’t receive the required Town campground permit.

Faced with those concerning Ordinance terms, on behalf of a WACO-member campground, our office filed a lawsuit against the Town challenging their Ordinance. (WACO’s legal counsel, Mark Hazelbaker, also provided support during this legal challenge.) The lawsuit sought to ultimately have the Ordinance declared

illegal and invalid.

Having been forced to defend the legality of their Ordinance in court, the Town saw the writing on the wall. The Town retreated and voluntarily repealed its Ordinance, without a court order requiring them to do so.

Unfortunately, as we see more towns and counties trying to further regulate campgrounds, it is often done based on misinformation from campground opponents. Even when campgrounds work cooperatively with local governments to educate them about the many benefits of and facts about campgrounds, sometimes the noisier opposition “gets the grease,” and bad ordinances get passed. And when they do, those ordinances warrant additional scrutiny and if appropriate, a legal challenge.

As this successful lawsuit against the Town of Oakland shows, when those anti-campground ordinances push the legal boundaries too far, forcing a local government to defend its ordinances through litigation is sometimes the only way to undo bad local laws.

As the Town of Oakland Chairman put it, the Ordinance’s repeal occurred “on the advice of the Town Attorney due to ongoing litigation.” It took a lawsuit to get it done, but getting the Town to admit defeat like this is a win any day of the week for campgrounds.



John Jaszewski | Owner/Broker - MN & WI
Campgrounds4Sale.com
724 E. Broadway | Winona, MN 55987
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Blackhawk Business Tidbits from the October Fall Workshop

Respectfully Reported by our WACO Office on Behalf of our Sponsor, Blackhawk Bank

At the Lunch n' Learn session of the October Fall Workshop, Kim Lantta, VP Treasury Management told us that check and ACH fraud are still the top methods used to steal your money as a business owner and that Blackhawk's Check Positive Pay and ACH Positive Pay are the two main fraud prevention products. It's important to remember that businesses do not have the same rights and timeframes as consumers regarding notification to your financial institution should you suspect fraud. Consumers have up to 6 months. ***We only have 24 hours to notice fraud AND get it reported!***

Only 44% of all fraud victims will get their money back, and banks are NOT legally required to make you whole if you are a victim of fraud! In fact, most banks aren't able to do it based on the amount of fraud that occurs.

Email Compromise is the number one way that a fraudster infiltrates accounts and gets money from it. Ensure you and your employees don't click on attachments if you don't recognize the sender. And if the content doesn't look like something they would send, CALL the person before opening any attachments. You can also check the email header/details information to see if the email reflected in the name is the sender. You'll often see things like Tina Severson <vbigzy@mymail.com> - meaning they used a name you may be familiar with and then a fictitious email.

THE BIG CONVERSATION ABOUT AI

People are scared, some are worried, some love it! We've had artificial intelligence for years, and we probably don't even realize it. Search engines and services like Alexia and Google include speech and face recognition. Automation in robotics has been prevalent for many years, and if you're searching online – that algorithm and that data are all AI being used to make suggestions. Businesses are using it for resumes – scanning them for keywords and not even reading them, just looking for specifics.

AI can read scans better than a human in the dental office and medical offices – think of the 3D crowns in your teeth. There are even hotels in California that program robots to clean their rooms. ChatGPT is a typical program for writing content, website scripts, etc. Kim shared, "Blackhawk had never used it, so I downloaded an app to my phone and typed in 'Campground Safety Memo.' I was thinking, 'I'd like a memo our customers could print out for their Seasonals on safety.' It took about 30 seconds to spit out ten safety rules and sign it like I was a campground owner."

CAUTIONARY TALES FOR AI

As it continues gaining popularity, programs like ChatGPT may not be accurate. The responses could be complete BS! YOU have to be the one to catch the mis-



information and know what you're looking for. ***The question remains: How much can we continue to rely on it and TRUST the results?***

AI Fraud is the cloning of voices and faces, and it's happening all over in all countries. "A call comes to your cell saying, 'Hey dad, I'm in trouble,' with your daughter's voice that you can't distinguish. How would you respond to that?" Experts recommend families put together code words to identify family requests and calls like that are legitimate cries for help versus someone stealing money. Another easy precaution is to utilize multi-factor verification on your devices and accounts. Make sure to enable those features for additional safety!

Thank you so much to Blackhawk for sponsoring our lunch and attending the September and October workshops - we appreciate all you do for our members!

The information contained in this article is general in nature and is not legal, tax or financial advice. For information regarding your particular situation, contact an attorney or a tax or financial professional. The information in this newsletter is provided with the understanding that it does not render legal, accounting, tax or financial advice. In specific cases, clients should consult their legal, accounting, tax or financial professional. This article is not intended to give advice or to represent our firm as being qualified to give advice in all areas of professional services. To the extent that our firm does not have the expertise required on a particular matter, we will always work closely with you to help you gain access to the resources and professional advice that you need.

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Keepin' it Legal

Let's be honest. No one loves legal concerns, but we sure do love having access to a 27-year veteran like Mark Hazelbaker, our WACO Attorney, when those pesky legal troubles rear their head.

We've created an email specifically for your legal questions at wacolegal@gmail.com. Give the WACO office a call first to vet your question, and Lori can provide direction on the next steps.

NOVEMBER REVIEW: LAWSUITS, LODGING, TRAILERS & REATIONS

WACO FILES LAWSUIT AGAINST WASHBURN COUNTY

Seeking to annul a highly restrictive county zoning amendment dealing with campgrounds, WACO sued Washburn County September 14. The lawsuit, filed in Washburn County Circuit Court, asks the Court to throw out the County's zoning action for the reason that Washburn County has no adopted comprehensive plan. The suit also challenges the validity of the amendments' restrictions.

Washburn County adopted amendments to its zoning code August 15 which impose severe restrictions on campgrounds. Private campgrounds could not have more than 50 camp sites. However, campgrounds in the forestry zone – all of which are owned by Washburn County – may have 150 sites. The ordinance prohibits campgrounds with more than the maximum number from expanding.

During the process under which the ordinance was considered, WACO learned that Washburn County never adopted a "comprehensive plan." Under a Wisconsin law enacted in 2000, all counties and communities which enact zoning are required to have a plan. Their zoning is required to be consistent with the plan. Then plan is supposed to be reviewed every 10 years.

Washburn County reportedly considered adopting a plan in 2015, but the County Board rejected it. Apparently, no one has found reason to challenge the County until now.

WACO's lawsuit asks the Court to find that the amendments were not valid because there is no comprehensive plan in effect. The suit also seeks a determination that the provisions of the ordinance impose unlawful restrictions on non-conforming uses. Under Wisconsin law, non-conforming uses can expand. The suit also challenges the provisions as discriminatory, since the County is allowed larger campgrounds than are private owners.

The case was assigned to Washburn County's sole circuit judge, Angeline Winton. Washburn County has 45 days to answer. Counties are known for making a vigorous defense of claims such as this. We will keep you informed as the case progresses.



ANOTHER SEASON WINDS DOWN, GIVING A CHANCE TO ADDRESS ON- GOING ISSUES

Leaves are falling all around, signaling the end of the 2023 summer season. If the reports I heard from campground owners are a reliable indication, it was a busy season but not as busy or interesting as 2020. Higher interest rates seem to have slowed sales activity. And several persistent issues continue to vex campground owners. Campgrounds' basic operations seem solid. It's the ability to address problems which is the issue.



Lodging Vs. Tenancy

The root of many problems is the lack of a clear statement in Wisconsin law that campgrounds are a form of lodging and our campers are guests.

Problems seem to arise because campers, law enforcement, zoning officials and attorneys representing them believe that campgrounds are landlords and guests are tenants. The law is: campgrounds provide lodging, as do hotels and motels. Guests are not tenants. They are guests who may be removed on the demand of the campground.

As Washburn County debated its ill-conceived ordinance, several County Board members pushed for ordinance language forbidding campgrounds from allowing campers to use the camper as their permanent residence. WACO repeatedly showed that Wisconsin law does not allow campgrounds to be used as a regular residence. That assertion is fairly clear to a lawyer, but the language didn't seem to satisfy the County officials. They aren't the only officials who have raised that point.

Of course, campgrounds and WACO have uni-



formly prohibited guests from treating camping units as a residence. We have seasonal agreements, rules and policies that make that clear. That doesn't stop the occasional disgruntled camper from insisting they are a tenant. Nor has it stopped lawyers for campers from making that assertion.

It would be very helpful if the law were revised to clearly state the campgrounds are not residences, campers are not tenants, and that removal of campers is not an eviction. There may be other interest groups which would like to address this issue, and we should approach them. We need a situation which is better than "fairly clear to a lawyer." It should be unmistakable to all.

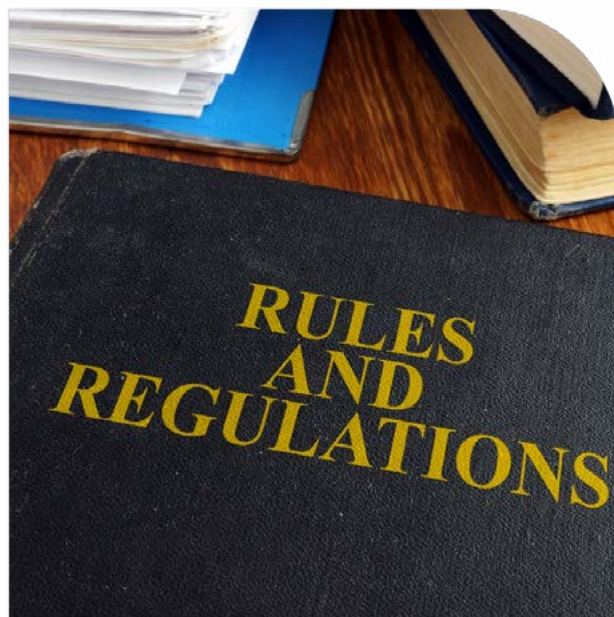
Abandoned Trailers and Property

Part of the issue about tenants versus guests is the status of camping trailers. Here again, the issue is fairly clear to a lawyer. Camping trailers are not residences. Campgrounds have the right to remove them if guests are ejected.

However, it's another example where "fairly clear" is not good enough. If someone left a trailer in a Wal-Mart parking lot past the limit of that store's tolerance of "boondocking," no one would think twice about Wal-Mart towing the trailer to an impound. Camping trailers are on similar legal grounds in campgrounds. They are located in campgrounds by permission of the campground. That permission is provided by a written agreement, but it is just as revocable at pleasure as is Wal-Mart's parking lot.

There is a further difficulty. The law on abandoned property is written for landlord-tenant relationships. There simply isn't guidance about how to handle a 45-foot long trailer which has a vehicle title. Efforts have been made to ask the Wisconsin Department of Transportation for help with this issue. To DOT's credit, they have tried to help. However, their process is expressly designed for property abandoned by a tenant and taken up by a landlord.

The law needs to clearly provide a process by which campgrounds may declare personal property (including trailers) to be abandoned. The process needs to provide a prompt and clear path for taking possession of abandoned trailers and disposing of them.



Impact On Relations With Campers and Local Officials

Clarification of the status of campers should make a difference in dealing with campers and local officials.

A clear statement of the law should have a very positive effect – it will discourage lawyers from wasting campgrounds' time on spurious challenges to campground removals. That is not to be understated. Creative lawyers have been able to drag out removal of guests for months or more. Campers who know they have no recourse to removals are probably going to be better behaved. Local officials will, with a clear statement about campers' status, probably be less convinced that park models are simply small mobile homes. In turn, that should make the process of approval of campgrounds a little easier.

But, no change is without offsetting effects. Some local officials will, when advised that campers are seasonal guests, question whether campers should construct additions to RVs that seems permanent or semi-permanent. I am sure other points will emerge. But, on the whole, clarification of the state law on campers' status would avoid a large number of problems.



Mark Hazelbaker, SC
WACO Attorney

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tina@seversonandassociates.com

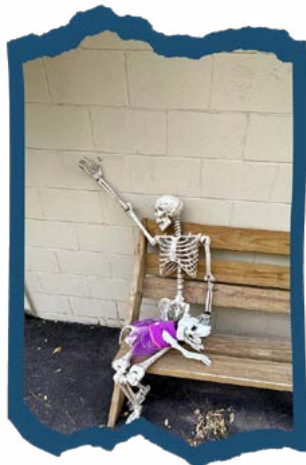
**EMAIL THE OFFICE AND WE WILL
ROUTE ALL REQUESTS!**

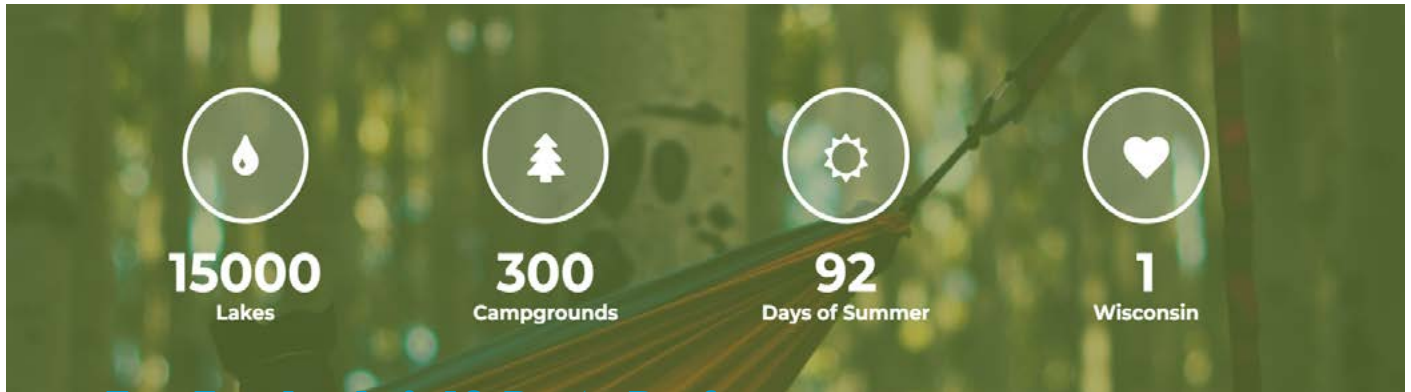
FOX HILL RV RESORT & CAMPGROUND

If you're looking for new ideas or twists on what you've done in the past, Fox Hill spins a scavenger hunt with the CampersApp and has these nifty QR codes posted all around the campground. Their campground fox is hidden for prizes, and check out how blue that pond looks!



CL WNIN' Around





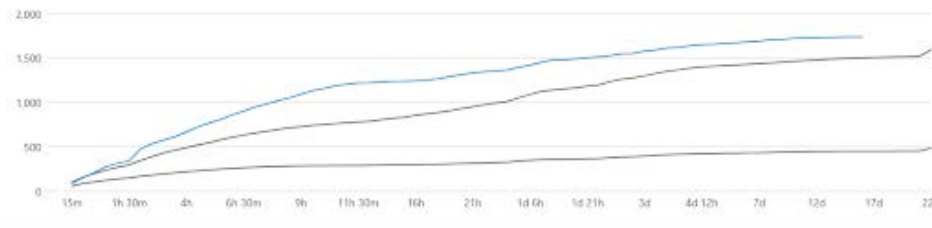
Top Facebook & IG Posts Performance

How is my post performing?

Facebook post reach ⓘ

1,782

Higher than typical
Typically 425-1,301



What's affecting my post reach? ⓘ

The more interactions your post receives, the higher in Feed it may appear.

Organic interactions

Facebook post reactions ⓘ

8

Typical
Typically 1-8

Facebook post comments ⓘ

5

Typical
Typically 0-6

Facebook post shares ⓘ

2

Typical
Typically 0-2

How is my post performing?

Instagram post reach ⓘ

40

Typical
Typically 32-47

What's affecting my post reach? ⓘ

The more interactions your post receives, the higher in Feed it may appear.

Organic interactions

Instagram post comments ⓘ

1

Higher than typical
Typically 0

Instagram post shares ⓘ

0

Typical
Typically 0

Instagram post likes ⓘ

5

Higher than typical
Typically 1-3

Instagram post saves ⓘ

0

Typical
Typically 0

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Facebook/Instagram Insights

Total FB current likes: 10,243 (+24 from August)

Total IG current followers: 575 (no change from August)

Top Facebook Posts in Past 90 Days - Sept 2023



Top Instagram Posts in Last 90 Days / Sept



15000
Lakes



300
Campgrounds

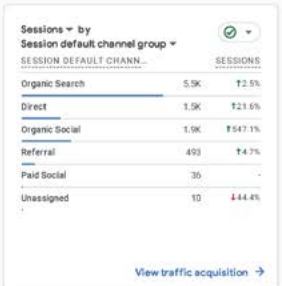
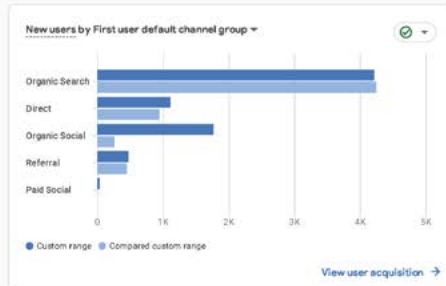
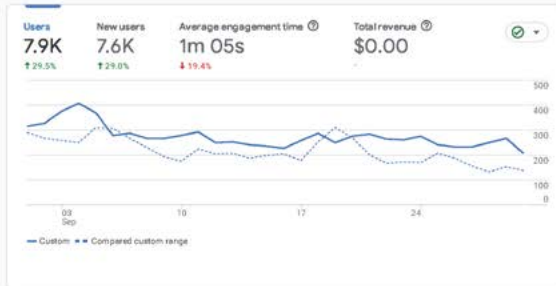


92
Days of Summer

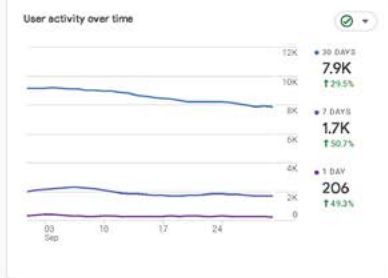


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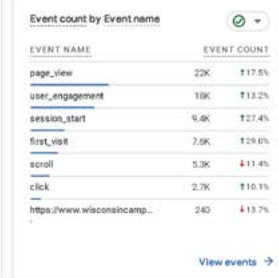
HOW ARE ACTIVE USERS TRENDING?



WHICH PAGES AND SCREENS GET THE MOST VIEWS?

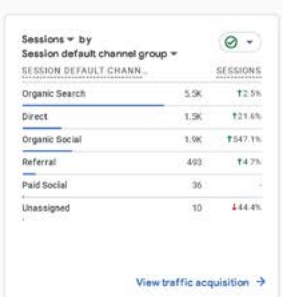
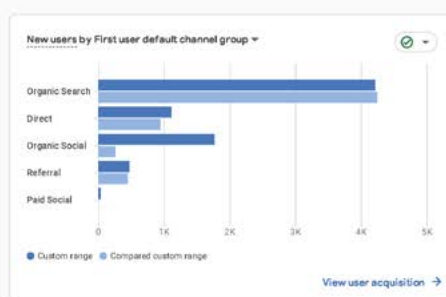
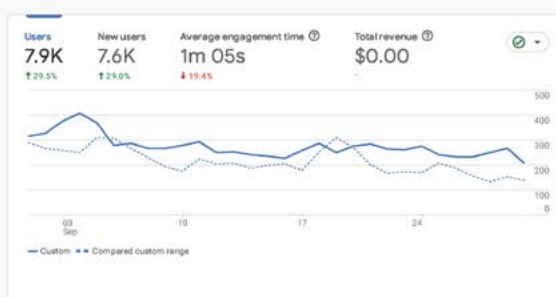


WHAT ARE YOUR TOP EVENTS?

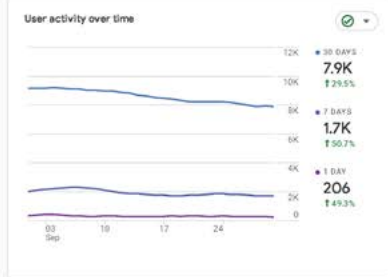


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Reports snapshot



HOW ARE ACTIVE USERS TRENDING?



WHICH PAGES AND SCREENS GET THE MOST VIEWS?



WHAT ARE YOUR TOP EVENTS?



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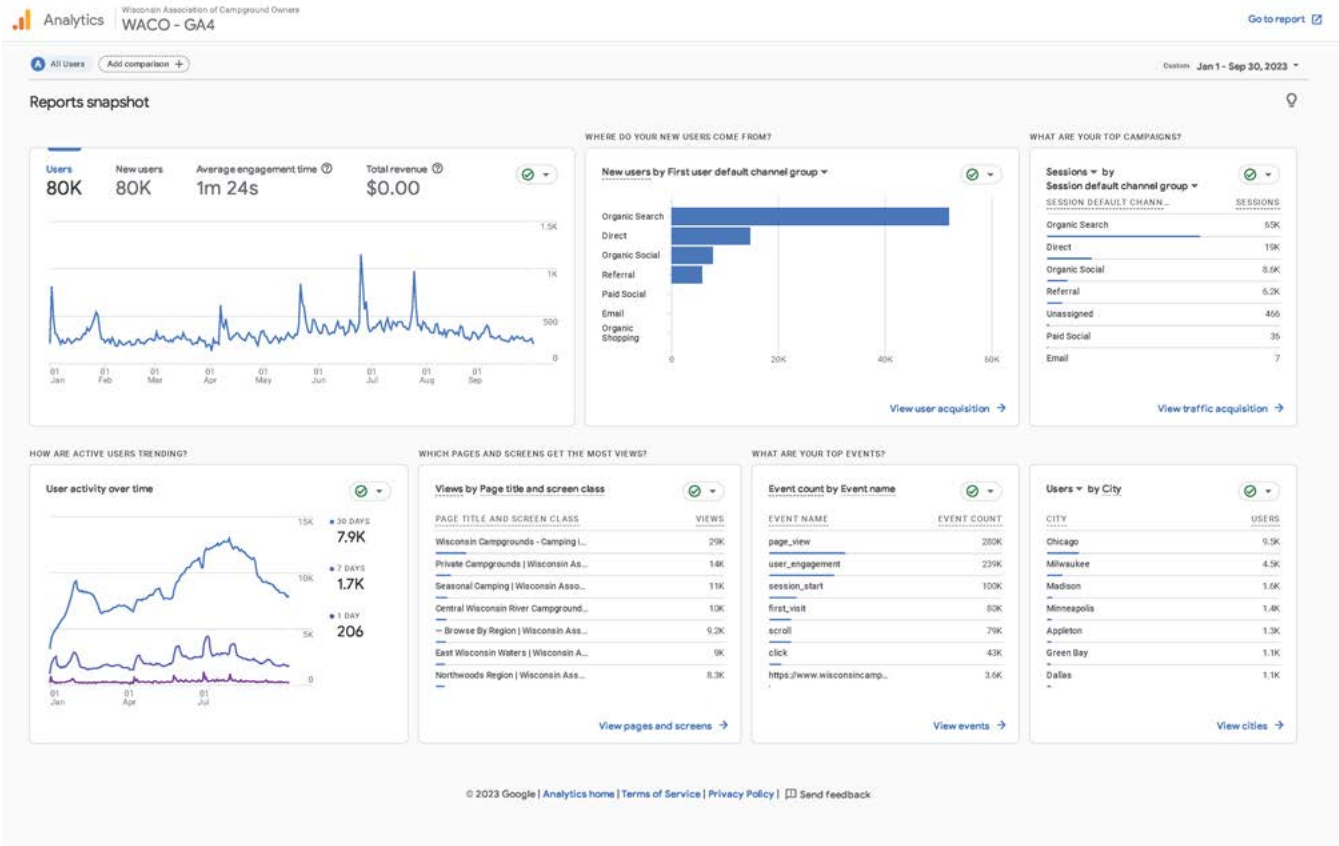
15000
Lakes

300
Campgrounds

92
Days of Summer

1
Wisconsin

JAN-SEPT 2023 WEBSITE STATS



HOW ARE ACTIVE USERS TRENDING?

User activity over time

Time Period	Activity
30 DAYS	7.9K
7 DAYS	1.7K
1 DAY	206

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
Wisconsin Campgrounds - Camping L...	29K
Private Campgrounds Wisconsin As...	14K
Seasonal Camping Wisconsin Asso...	11K
Central Wisconsin River Campground...	10K
Browse By Region Wisconsin Ass...	9.2K
East Wisconsin Waters Wisconsin A...	9K
Northwoods Region Wisconsin Ass...	8.3K

[View pages and screens](#)

WHAT ARE YOUR TOP EVENTS?

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	28K
user_engagement	23K
session_start	10K
first_visit	8K
scroll	7K
click	4K
https://www.wisconsincamp...	3.6K

[View events](#)

Users by City

CITY	USERS
Chicago	9.9K
Milwaukee	4.5K
Madison	1.6K
Minneapolis	1.4K
Appleton	1.3K
Green Bay	1.1K
Dallas	1.1K

[View cities](#)

Royalle R.V.

8025 ISHERWOOD RD.
BANCROFT, WI 54921
715-335-6860

Central Wisconsin's Park Model Authority



15000
Lakes



300
Campgrounds



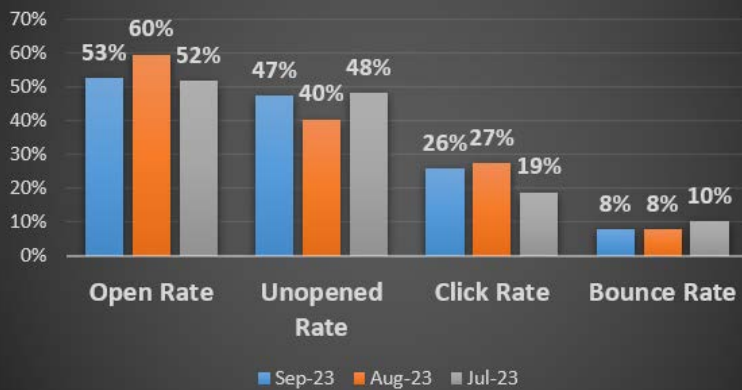
92
Days of Summer



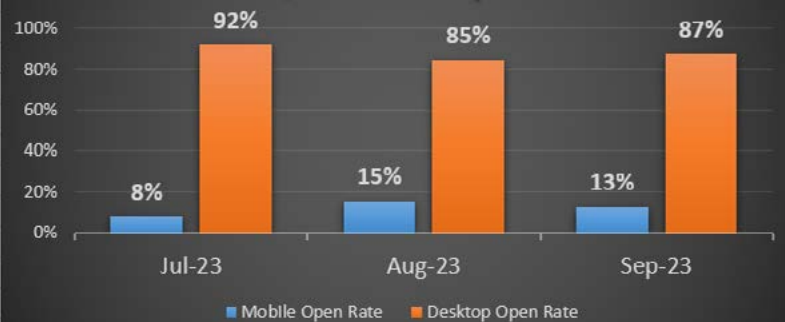
1
Wisconsin

Q3 - 2023 Email Stats

3rd Quarter 2022 Comparison



Open by Device Rate 3rd Quarter Comparison



Top Emails by Open Rate for September 2023

Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
Members Only Page Security Changes	229	133	63.00%	7.50%	92.50%	8	3.80%
2023 Fall Workshop - schedule changes & DNR Electric Caps Lifted	229	131	61.80%	14.10%	85.90%	34	16.00%
September 2023 WACO Newsletter	445	211	51.60%	16.30%	83.70%	81	19.80%



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WACO MEMBERS SUPPORT GBF



GBF Member Donations 2023 TOTALS FOR YEAR (as of 10/29/23)



Campground	Total Funds Raised
Champions Riverside Resort	\$42,450
Backyard Campground	\$30,750
Duck Creek	\$21,880
River Bend RV Resort	\$15,214
Rustic Ridge Resort	\$10,370
Grand Valley Campground	\$8,410
Wilderness Campground	\$8,325
Chapparral Campground	\$5,565
Rivers Edge	\$5,561
Vista Royale Campground	\$5,000
TJ's Timberline	\$4,230
Yukon Trails / ELS	\$3,518
Scenic Ridge	\$3,500
Kinney Lake Campground	\$3,439
Buckhorn Campground & Resort	\$3,395
Harbor Village	\$3,000
Chetek River Campground	\$2,975
Pride of America	\$2,745
Hickory Hills Campground	\$2,375
O'Neil Creek Campground	\$2,155
Smokey Hollow	\$2,128
Hitts Wildwood Resort	\$2,065
Buffalo Lake	\$2,048
Jellystone Park Warrens	\$1,840
Maple View Campsites	\$1,731
Stoney Creek	\$1,550
Lake Arrowhead	\$1,404
Spur of the Moment	\$1,100
Snug Harbor	\$800
Rock Lake Resort & Campground	\$585
Oakdale KOA	\$450
Neshonoc Lake / ELS	\$358
Evergreen Campsites	\$255
Blue Bird Family Campground	\$175
Whiskey Creek Family RV Park	\$126
Grand Total	\$201,472

Remember to check this listing for
accuracy, and email
tina@seversonandassociates.com if
something doesn't look right.



Board of Directors

The WACO Board of Directors consists of dedicated members focused on determining the best options for your association. If you have ideas, questions, or want to get more involved, reach out to one of them or the WACO office.

 <p>Scott Kollock, President Vista Royale Campground skollock@uniontel.net 715-335-6860 2021-2024 1st Term</p>	 <p>Bud Styer, Past President Jellystone Park™ Fort Atkinson mrbud@budstyerassociates.com 608-592-2128 2023-2024</p>
 <p>Ashley Weiss-Wegner, 1st Vice President Wilderness Campground awegner@wildernesscampground.com 608-297-2002 2018-2024 2nd Term</p>	 <p>Patricia Lombardo, 2nd Vice President Jenkins Org/Jellystone Park - Warrens Tricia@Jenkinsorg.com 773-294-3364 2022-2025 2nd Term</p>
 <p>Rob Brinkmeier, 3rd Vice President Merry Macs Campground camp@merrymacscampground.com 815-541-4934 2020-2025 2nd Term</p>	 <p>Julie Michaels, Director Scenic Ridge Campground jmmsrc@gmail.com 608-883-2920 2022-2025 1st Term</p>
 <p>Deneen Pedersen, Secretary Stoney Creek RV Resort deneen@stoneycreekrvresort.com 715-597-2102 2021-2024 1st Term</p>	 <p>Mike Dricken, Director Lake Lenwood Beach & Campground mmdricken@gmail.com 262-334-1335 2023-2025 1st Term</p>
 <p>Christina Kornetzke, Director ELS/Lake of the Woods Christina_Kornetzke@equitylifestyle.com 602-339-0698 2023-2025 1st Term</p>	 <p>Sarah Krause, Director River's Edge Campground camp@riversedgewisconsin.com 715-344-8058 2021-2024 1st Term</p>
 <p>Kristi Mlodzik, Director Duck Creek Campground camp@duckcreekcampground.com 608-429-2425 2021-2024 1st Term</p>	 <p>Tiffany Pargman Director Indian Trails Campground camp@indiantrailscampground.com 608-429-3244 2022-2025 1st Term</p>
 <p>Mark Stefan, Director Grand Valley Campground info@grandvalleycampground.com 920-394-3643 2018-2024 2nd Term</p>	 <p>Jim Button, 2022 ARVC Representative Evergreen Campsites and Resort evergreencampsites@gmail.com 920-622-3498</p>
 <p>Adam Malsack, Chair Elect – Legislative Lake Arrowhead Campground adam@lakearrowheadcampground.com 920-295-3000 Appointed Term 2016-2023</p>	 <p>Lori Severson, Executive Director Severson & Associates lori@seversonandassociates.com 608-792-5915</p>

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wisconsincampgrounds.com

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