

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 February 19, 2024 | 10:00 AM Monk's Bar & Grill: 33 Hillman Road, Lake Delton, WI

Lori Cell: 608-792-5915 | Tina Cell: 608-386-3673 | Danielle Cell: 608-386-0752

1. **Call to Order** – 10:08 am
2. **Attendees:** Tiffany, Sarah, Kristi, Mike, Scott, Julie, Rob, Tricia, Ashley, Deneen, Tina & Danielle – Lori via Zoom; Jim joined via Zoom a little later.
3. **Motion to approve** – February Agenda: Sarah motioned, Mike 2nd to approve – all in favor agenda approved.
4. **Packet review** - any questions?
5. **Committee review & assignments**
6. **President's Report – Scott Kollock**
 - 2024 Proposed Budget – Rob motioned to approved budget as presented, Ashley 2nd, all in favor, none opposed, all approved.
 - **ACTION ITEM: Scott to email budget to Tina**
 - Director Nominations Received – No new nominations: LeaAnn from Skillet Creek, Ben Steffan from Grand Valley - Sarah K's interested in serving as Vice President in an officer role.
 - Personal Property Taxes – Scott, Lori, Tina and WMC have been working with Jason and Mark on these. We need full information from members when they submit concerns – not getting all the information to really help in some cases. May get a document that shows 2024 estimates, but doesn't send us the 2023 or what the increase might be, did they have improvements onsite or is it just a swap from personal to real property tax. Need to have more information as there are only certain counties, from what we're seeing that make sense to engage in conversation and we have to be careful as an association as to how many counties we engage on the membership's behalf – because as a reminder, some members are seeing a decrease in their assessment or similar from last year. If we highlight this issue for a few, are we hurting the whole? Didn't get a huge response from the membership – those getting reassessed, property values and building values went up, school referendum, or added on – so the jump is significant. Personal property tax is going away on 2024 taxes – so 2023 taxes would not be impacted by this property tax, that increase is based on what it is. Would be hard help every county, but WACO is open to assisting if we're directed to. Jim has mentioned they are calling it something else. Some are coming up with a fee to take the place of this money instead of losing it out right. If they need the money, they'll do something.

- Mike – his assessor was getting direction from DOR to review everything site by site. He let the assessor know this isn't our property, so how will they look at this and assess things? His assessor flat out said – its not your property, but you'll be taxed as it is. Which we passed along to WMC
- Jim – mentioned he thought there was something with ACT 12 where the state gave them a loophole so no more property tax, but legally, would be able to still assess taxes as they see fit.
- Christina – sent in documentation of her increases/changes.
- Accounts moved and interest being earned – matching our CD plus additional – 5% on CD, + 3% - 8% on \$100K that we weren't previously getting. Made this financial change, left some funds in the previous checking to make sure we don't overdraw. \$450K from checking account right now because of all the items coming in prior to convention being paid out. 1st National is the name of the bank.

7. OHI Update – Jim Button - OHI will be collecting dues directly – WACO will no later be responsible for collecting in 2025.

- Jim joined a little later via zoom, so Scott & Lori gave an update.
- Decided to go direct membership – lawyers are saying they can't combine money where State associations collect the funds, so they had to pull the partnering. It was a lot more work for WACO anyway, so they'll have to collect that money on their own – direct members.
- Scott & Lori had a call with David Basler, Joe and Jim from OHI – said Lori was doing great with COE and can we get a booth at your show and you can get one at ours. It's a great idea and National word is out and anything promoting a campground is great for all of us.
- Groups have been talking about the change of the name and if that's a great idea – PA would've voted, and the Carolinas, would've all dropped regardless of the name change. Cannot imagine making a name change and then sending a dues notice to someone who doesn't know about the changes – marketing challenge for sure.
- CAMP let us know that OHI they will be collecting in June. So we'd like to potentially start the sign up process with delayed billing for later in the year. Loris concern was are they confused as to what they are paying for. Would like to start it at convention this year and continue drive through June. Opportunity for WACO to have more one on one time and offer more assistance and when to bill for 2025. Review deadline for early bird and have that moved up to adjust for the early timing with membership.
 - **ACTION ITEM: Get 2025 Membership dues and services ready for Convention. Review timing for deadlines.**

8. Executive Director Report / WACO Office Updates

- **Membership:** 221, new members joining for convention, so that number will increase.
- **GBF Updates:** \$271,303 in 2023, nothing in yet for 2024 but that's \$32K MORE than last year! Great and helps a ton. Just did a fundraiser at Hucklberry and will be seeing some new funds for 2024.

- **Social Media:** updates in packet – any questions? Jan had one of the biggest organic posts in a long time – 620K, memes seem to go over better. 128 link clicks to the website, so that's a win. For website: We are still seeing a larger audience from IL, but a big dip from MN. We will want to look at doing some targeting SEO and hopefully learn some tricks from those presenting at Convention this year on topics like this!
- **2024 WACO Directory Requests/Deliveries:** 186 requests for a total of 389 directories from the online form. And the box request form has 20 boxes requested so far. RV dealers are asking for them now.
- **RV Show Update –**
 - **Green Bay RV Show** - 6,000 Stuffed Bags given out and 3,000 bag sponsors (*They cut the Stuffed bags down*) They were using some of these for an internal show that is no longer happening.
 - **Minneapolis RV Show** - 3,000 stuffed Bags given out 2 boxes of Directories given out – was at only 1000 last year, so that's great to see that increase.
 - They are not doing a printed directory of any kind, so makes me think they are missing out by not having the directory.
 - **Madison RV Show** - 3,000 stuffed bags were given out, and 3 boxes of directories were given out.
 - **La Crosse RV Show** - 2,000 Stuffed Bags given out and 2 boxes of Directories given out.
 - The next show is February 23-25 in Oshkosh
 - Green Bay and Madison are butting heads and potentially on the same weekend – so they are worried about space. This will be more difficult to staff – nothing positive hear
 - **ACTION ITEM: Lori will reach out and see if she can get more information on these.**
- **Legislation Update:**
 - DATCP – relationship with them highlighted at the luncheon and Sec. Romanski will be present.
 - DSPS issues:
 - Relationship – we have a total of 4 sessions with DSPS presenters coming to this year's WACO Convention. The highest number ever, with more support than we've had since 2017. Hoping to continue to gather the proper information/contacts and see what makes the most sense for our partners.
 - Amusement Rides – had a proposed bill on the table to exclude campgrounds from DSPS inspections, but the supporting information for the bill was based on the assumption that DATCP already inspected those items, and after meeting with DATCP, we were informed there are certain amusements they are not comfortable inspecting, which would've ended up costing WACO more in the long run. DATCP would've reached out to a 3rd party or DSPS anyway, so the overlap would've still happened. We discussed either keeping the bill on the table with Adam representing us at the committee hearing in legislation

with amended language, OR, request the bill be removed. Knowing the documentation and relationships that would've been necessary to supply the appropriate amendment language would take much longer than 4 days, we were unable to move forward with that option – would've needed things like manufacturer checklists, code re-written from DSPS in terms of what they consider an amusement (air pillows were our biggest push), etc. To keep the relationship moving forward in a positive direction, we removed the bill from the Senate and it was taken from the hearing committee agenda. Dep. Sec. Garrett seemed very happy that we opted for that and thanked WACO for making that change. Deneen mentioned they used to get the first half of the sticker when we registered, bottom half when it was inspected in the 90's. Mike – there will be an income stream, so it will be harder. Discussed the code being adjusted and reviewed to remove Jumping Pillows.

a. ACTION ITEM: Register for Amusement Rides with DSPS at Convention.

- Cabin Inspections – Bud and Sec. Ross never put the agreement with WACO in writing – acknowledged there was an agreement, but they need to figure out what how to move forward. There is potential that Jerry Anderson will no longer be able to assist with inspections – came about from a WACO member, Apostle Islands, brought forth concerns re: their inspection and is now in a legal suit. Jerry reached out that he was contacted by DSPS and needed to provide documentation/images, which he has on file for the past 7 years for this specific reason. We are trying to figure out next steps, but currently getting a canned “you’re technically a 3rd party, so not sure we can release information to you.” Our goal would be that we get some sort of relationship in place to a) determine what we’re telling members at Convention and b) be able to obtain this information on behalf of our membership – potentially with a waiver or agreement?
 - Legislative Chair/Representative – Support from legislators – Adam’s help and support – why we have that position and that should be presented to the membership at the convention. Discussed why this appointment is valuable. Sometimes people may question why this position is included in the board – Adam cant commit to another position or more time, so we are so thankful to have him in this role. Jason and other legislators have commented in how he explains things – certainly the best thing for the organization.
- **RVIA:** RV Campground coalition meeting taking place on Tues. March 5, from 1-4 pm, Bonita Springs, FL Will be forming a new board – if you have something you want stated

in this survey, please let Lori know. They have an army of politically connected attorneys, so anything we can collaborate with in this area would be helpful. They have a lot of great marketing lists.

- Requested Survey – in packets
- Creating grants and funds with State/County parks will take a long time, and seeing that Expansion can happen quickly with additional sites in private campgrounds, so potential for us to get additional funds.
- **ACTION ITEM: Send Lori anything you want included in this survey.**
- **Convention Update:**
 - **Total Registrations –**
 - 127 total businesses/trade members, 158 booths, totaling \$86,100, some of which gets offset in the sponsorships listed below
 - a. Have 1-2 open booths and 5-6 tables
 - 42 Sponsors at \$61,700:
 - a. Seeing a couple larger Reservation System sponsors not participating this year.
 - b. Starting to realize if they don't sponsor, they can't get the booth placement they want; so hopefully this will change.
 - c. Telling vendors that they buy only from trade members that support us – heard at COE they plan to come every 2 years, good for new vendors, but hurts if its down a lot in one year.
 - d. Jim – Jim Brandt from Jim's Golfs Cars is doing a fundraiser for his church. Can we put some nights in or WACO bucks with a basket? WACO donation and GBF donations?
 - i. **ACTION ITEM: Lori will make this donation for Jim's Golf Cars happen**
 - **Hall of Fame Memorial Assistance –** on Saturday – need to do a memorial? Can someone volunteer to assist on this and work with Bridget? Make a presentation or video. Emotional for their family this year – especially if you have connections with the family – we want to do something that's comfortable for them, but still acknowledging them. Maybe we do something a little bigger – a small bench in their honor or something they can take back?
 - Hard to ask them for pictures of their park and things like that right now.
 - What do we want to do as a standard practice for people that we lose in the Association like this? We've sent flowers in the past and that was done here, but we were thinking about doing something more for them with them being acknowledged at the HOF. Jim agrees – they've done a lot for everyone in WI. The bench is a good idea because that can come with them, a tree can't be moved.

- Jim – always talking to Marley, so if you need help on that end, I'd be happy to help.
 - a. **ACTION ITEM: Deneen will reach out in a week to confirm that Caledonia is still planning to attend.**
 - b. **ACTION ITEM: Jim can reach out and get quotes on a memorial bench – get those to Lori.**
 - c. **ACTION ITEM: Lori will use the memorial money we would traditionally use and if anyone else wants to pitch in they can.**
- **Awards** – football-oriented for the Secretaries of the State; should Tina be ordering any actual plaques, other than Campground Hall of Fame, Mark Stefan and Ashley Weiss-Wegner?
 - Board members going off are fine with the paper certificates.
 - a. **ACTION ITEM: Create certificates for outgoing board members.**
 - b. **ACTION ITEM: Football-shaped award that GBF players could sign.**
- **Legislative Invites:** We are currently looking at a full day of DSPS topics (Electrical, Camping Units, Amusement Rides, and POWTS), DATCP with Pool Code, Legionella (with DHS), Food Safety and a panel if you couldn't make a specific session, along with luncheon speakers from WMC and Gerry Jerr from the Towns Association, and Sec Romanski is joining us for the awards ceremony. Sec. Romanski – thank him for the working relationship with DATCP.
 - **ACTION ITEM: Lori will summarize the correct things to say to Sec. Romanski to our board members**
- **Basket Donations:** We need to gather baskets and start advertising them if possible, send us your pictures and details so we know what's coming to convention!
- **Thursday Dinner/Sat Breakfast for Annual Meeting:** be prepared to serve dinner as in the past and coordinate with Scott Grennon on food/supplies needed; Jim Button, Scott K and Scott G are doing both the breakfast for the morning of the annual meeting and then Thursday evening dinner.
- **Wednesday** – pay on your own with a JotFrom, US foods/Reinhardt for some snacks, but a meal of chicken dinner will be done through Bullheads, don't have to pay the hotel for another meal.
- **Wednesday Activities** – wine game toss with Merri-Mac, Monkey Bikes, or anything you can think of that's fun and circus-themed; let us know!
 - **ACTION ITEM: Tina look at shirt for board members for Ring Leader/Circus Staff.**
- **Romeo Doubs** - this is who Gilbert is working on to come to the Convention this year – helps to get a new person in for signatures

- **Additional Hotel Blocks** – trying to get additional hotels in a new block here to help our growing waitlist.
- **Wed Lunch** – any way to get additional room for lunch? Hard with the current schedule of speakers to make room without setting up auction items.
- **Verbiage for Prospective Campground owners:**
 - **ACTION ITEM: this verbiage re: vetting new Owners needs to be sent to the board to review, not completed for the meeting.**
- **Legal Notification** – As we continue to work more with state entities, our lobbying partners and local government, it's really important we know when Mark is litigating or acting as an attorney in a current matter. When a member asks us for help and Mark is already suing an entity in the same situation, we need to know what's going. We are going to need to work with our members and Mark to get on the same page. Mark is also not getting us the responses and answers to the questions that come out from the legal hotline – he's just giving them the answer and moving on, but forgetting that we need to follow a Facebook message. Did have a conversation but we will have to get more firm with language and stricter with the rules/process. When a member calls him, we won't be paying anymore. Do we remove him and the others from this Group? We don't allow Trade Members in there and so does it make sense to even have him or CSAW or Holly? Group discussed removing them.
 - **ACTION ITEM: Mark needs to be directed to not reply on the Facebook page and members to use the JotForm vs. reaching out directly.**
 - **ACTION ITEM: Remind members that they will be charged fees for talking with Mark directly vs. using the Legal Hotline.**
 - **ACTION ITEM: Remove Mark and any other experts we have from the Facebook group.**
- **Membership Benefits** – need to get beefed up on benefits and making sure we're getting discounts from our vendors – Sam's, (like Oriental Trading/Fun Express)

9. Committee Reports:

- **Financial Committee** – Scott K, Julie M.
Duties: Budget & Dues, Audit, Insurance, Executive Director
 - AR listed on page 30, did some write offs and will start to request payments for the those lingering on.
 - Insurance is up for renewal – officers insurance – Scott, has that price been the same forever?
- **Advertising Committee** – Patricia L, Ashley W., Sarah K, Deneen P
Duties: Directory, Shows, Website, Publicity
 - Print program ok to stay bill after? Group seemed ok with this.

- **ACTION ITEM: Tina determine invoices for print program and send out for 2024 to include the freight/shipping as original invoices had shipping errors.**

- **Governance/Planning & Development** – Rob B, Bud S
Duties: Bylaws, Standard operating procedures, Strategic planning, Historian, Nomination; Past President precedes over the nominating subcommittee
- **Membership Services** – Mark S., Tiffany, Kristie, Christina K.
Duties: Education, Membership Development, Convention, Awards, Scholarships
 - Need to meet to discuss locations of upcoming Fall Workshops, reach out to Ben to ask about joining the membership.
 - Tina can set up a zoom to help with the dates/scheduling.

10. Secretary's Report: Review/Vote to Approve January Board Meeting Minutes – Motion to approve from Sarah, 2nd from Mike, all in favor, none opposed, meeting minutes approved.

11. New Business:

- 2025 WACO Dues and products/services available for sign up? See comments above in the OHI update.
- Updating Membership listing while at the show – using a separate area to review the listing, amenities for the website and making sure everything is set up.
- Trade Member - \$300 to get the listing, seems to be more frequent that they just want to pay for that.

12. Adjourn – motion to adjourn from Tiffany, 2nd from Rob, all in favor, meeting adjourned 2/19/24.

ACTION ITEMS:

1. ACTION ITEM: Scott to email budget to Tina
2. ACTION ITEM: Get 2025 Membership dues and services ready for Convention. Review timing for deadlines. Need to revamp forms, advertising options, database, and online payment options.
3. ACTION ITEM: Lori will reach out and see if she can get more information on the two conflicting RV shows potentially in 2025 – Green Bay & Madison.
4. ACTION ITEM: Tina – Connect with DSPS to see if our members Registered for Amusement Rides with DSPS at the Convention.
5. ACTION ITEM: Send Lori anything you want included in the RVIA survey.
6. ACTION ITEM: Lori will make donation for Jim's Golf Cars happen with WACO donation and GBF.
7. ACTION ITEM: Deneen will reach out in a week to confirm that Caledonia is still planning to attend.
8. ACTION ITEM: Jim can reach out and get quotes on a memorial bench – get those to Lori, for Caledonia Jellystone.

9. ACTION ITEM: Lori - will use the memorial money we would traditionally use and if anyone else wants to pitch in they can for a customized bench for Caledonia Jellystone.
10. ACTION ITEM: WACO OFFICE - Create certificates for outgoing board members.
11. ACTION ITEM: Tina - Football-shaped award that GBF players could sign.
12. ACTION ITEM: Lori will summarize the correct things to say to Sec. Romanski to our board members
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14. ACTION ITEM: Lori/Scott: Verbiage re: vetting new Owners needs to be sent to the board to review, not completed for the meeting.
15. ACTION ITEM: Lori - Mark needs to be directed to not reply on the Facebook page and members to use the JotForm vs. reaching out directly.
16. ACTION ITEM: WACO OFFICE: Remind members that they will be charged fees for talking with Mark directly vs. using the Legal Hotline.
17. ACTION ITEM: Danielle - remove Mark and any other experts we have from the Facebook group.
18. ACTION ITEM: Tina determine invoices for print program and send out for 2024 to include the freight/shipping – had initial issues with the invoices and had to send them back for review.