

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

~~**Tuesday, Jan 16, 2024 | 10:00 AM**~~

~~**Monk's Bar & Grill: 33 Hillman Road, Lake Delton, WI**~~

Held meeting via Zoom due to freezing temps causing pipes bursting at Monk's.

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

1. **Call to Order:** 10:02 am.
2. **Attendees:** Kristi Mlodzik, Sarah Krause, Danielle Todd, Mike Dricken, Lori Severson, Rob Brinkmeier, Julie Michaels, Scott Kollock, & Deneen Pedersen. Ashley Wegner-Weiss & Christina Kornetz joined us at the 10:28 am mark.
Bud, Jim, Tiffany, Mark – unable to attend, excused
Motion to approve – January Agenda: Motion to approve – Rob, Mike 2nd, all approved, none opposed, agenda approved.
3. **Packet review** - any questions?
4. **Committee review & assignments**
5. **President's Report – Scott Kollock**
 - 4 people running for 2nd terms and two open positions (with Mark/Ashley exiting) and so far, we've got two people that put in nominations for those open positions. Director Nominations Received – LeaAnn from Skillet Creek (see enclosed) and Ben Steffan from Grand Valley (will be sending in info shortly); also received Sarah K's interest to serve as Vice President in an officer role. Any other interest, we'd love to see people, otherwise it will be a unanimous ballot.
 - **Officer Positions –**
 - Treasurer – Julie will continue in this role
 - Secretary – Deneen will continue in this role
 - VP – 1: Rob Brinkmeier will continue
 - VP – 2: Sarah Krause
 - VP – 3: Kristi Mlodzik
 - President – Scott Kollock

May get questions on this regarding the bylaw change and Scott will continue to be President moving forward based on that change. Mike: Rob and I will be updating whatever needs to be changed there. Scott: Anyone else have any questions on that or positions for the Exec Committee first? NONE.

Mike – when does the printed version need to be updated? Scott – cannot be put out there 90 days to membership before the annual meeting. The changes are made immediately as we vote on it as a

board – but need to give 90-days notice for the general membership to review it. Since we're inside that 90-days, the review with the membership will be pushed to next year. Scott/Mike – does it make sense to bring this up to membership ahead of time? Scott – sent bylaws to Mike and to Rob. Being that ARVC changed to OHI, we need to adjust their name in their wording. We do need to think about how ARVC/OHI doesn't have regions. So now could be multiple people from WI on that board. There's no rules about that. We want to make sure that our bylaws only have one representative on the WACO Board if they are a member – we wouldn't want 5 people on the OHI board to all be on the WACO board too, that would cause problems potentially. Tina offered to assist with changes on the bylaws to make additions with redline in Word to show full transparency – what was there before and what we're looking to use going forward. Would be good to have this change done and then resent to the board with a vote/final copy.

Budget vs. Actuals in the board packet – everything looks good, right now we're at \$38K profit, which thank you to the staff for everything they've done on that, as that's great obviously. Budget isn't ready today to vote on – we'll have it next month. We've been really looking at categories and making sure we'll have the amounts at the proper line items. Usually have that ready by December, but we don't even have half our bills by then for end of the year – lots coming in at the end of the year. Just wanted to throw that out there. So we'll have one next month to review/vote on. Lots of others seeing a negative number, so we're doing well here. Like to try and get things at \$0. Mike – are there limits on what we can set aside as being a non-profit. Scott mentioned we can have at least 1-year net operating expenses put away to be safe. Nice to put \$ away if we have a big push for legislative or anything else. Seeing that number already increase on that front, so certainly could be more things to work on or need to have funds for. DATCP, DSPS, extra efforts for traveling – we don't budget for that or RVIA, so just to make sure we've got money for all that. Just to send Lori will cost us at least \$3K – registration is like \$800 and their hotel choice, flights, etc – certainly wouldn't suggest we don't send them to things like this so its good to have that cushion and everything costs money. May not want to put it in a CD, but may want to keep it liquid. Assets right now are showing \$507K – printing and directory will still come out of that. \$100K is already in a CD, so then that puts you down to \$400K.

Lori – new product in the bank we have it in, you could have a savings account that's even more liquid at 4%, because then you're getting the interest back.

6. OHI Update – Jim Button – Scott talked with Jim and there are no updates here.

7. Executive Director Report / WACO Office Updates:

- **Membership:** 221 Members – seeing movement in the A/R report, down to 31 vs the 40+ we had last month that are specifically for dues. Others are directory ad and Convention related. There is some cleanup we'd ask the Finance committee to review in their committee breakouts for the AR report.
Christina – asked about the total if it included trade members – it does not. Lori – fluctuate between 221 & 225 annually, so flat. Mike – there are some parks that are stringing out their “wannabe” membership and something was going to be done about that? Lori - We will need to put together a letter with Scott to make the members aware of a timeframe and or proof that they are genuinely interested in being a

campground owner and not taking advantage of the membership for other reasons. May need to adjust that in the bylaws as well.

- **GBF Updates:** in packet, totals up to \$271,303, which is \$32K MORE than last year! On top of this we were able to connect with the Ronald McDonald House to put the funds to some really amazing use.
- **Social Media:** updates in packet – any questions? For website: Difficult to compare the G4 analytics to the previous system Google was on, but from what we can see, will be reviewing the Google ads and options for more SEO as we've seen a dip in our MN and metro markets since the DMO Grant programs ended. Should plan to include that in our 2024 and future budgets. Did discuss the potential of making sure we have money set aside for this.
- **2024 WACO Directory Requests/Deliveries:** 100 individual requests since it went live on 1/12, with 206 directories included; will receive additional shipment of directors in the next two weeks, as well as the remainder of the Print Program materials that were NOT included in RV shows by the 19th. Florida show in Tampa, our directories will be included with Anderson Brochure/Distribution – does seem to be a good partnership for us. AdLit and Michigan area, Don from NY – Tampa/Chicago and Arizona – all good markets for us.
- **Legislation Update:**
 - **DSPS Meeting Scheduled Feb** (Amusement and Lodging Inspections) – with Secretary Hereth to discuss the inspections that we'd received concerns on specific to Jerry Anderson, as well as how they will move forward with the Amusement. Lori feels we may be able to bring in legislation – 2 people coming and looking at the same stuff? May be able to get some help that way. Doesn't look like we'll have great success in this legislative session since their timing is short. Silos in that area so different people responsible for each area – amusement, water, sewer, etc. Will work with the Secretary to discuss more about the "handshake" deal that Jerry and Bud had – so many changes with DSPS staff, so we will need to reconnect on this partnership. Some counties/towns just want the inspection money so the big thing for us is to make sure they understand the process previously. Apostle Islands is asking for assistance financially since we directed WACO to help with this...but we have always suggested that people do what's best and makes sense in their town or county. In that particular situation that didn't make things better – Mark was hired by Apostle islands and he wrote letters to other attorneys and unfortunately, the county board took offense. So, we need to make sure those letters are coming out on behalf of his client vs. as WACO.
 - **Assessment Update** – Met with Mike from Silver Springs and gathered more Assessment information. Included it with the other responses from the survey and sent that compilation to WMC, as well as Mark H and Jason C, asking for their thoughts ONLY, with no request to action at this point as we

continue to see how these situations vary. Some counties are actually seeing a decrease in MIL rate, so they don't want to "poke the bear" and others are seeing significant changes from the previous personal to real property tax assessments in values. So each county seems to be handling things differently. After connecting with WMC, we'll determine if it makes sense to move forward with a contact at the DOR and who that should be to best serve our Association interest – not as cut and dry as it would seem for us! Discussed the answers we've received – and maybe the amount is limited in terms of the responses because we haven't gotten a lot of changes that were significant, it may be specific to counties vs. statewide issue. May be more counties specifics. Lori – important that DOR isn't just billing the campgrounds for all the personal property and the business just figures it out. Christina K case – they did a value first; in Jim Kerstin's case, they didn't just passed along a bill. Us looking into it and making sure we have the information – because those who are currently charged and those who aren't – don't want to rock the boat for the wrong counties. Rock County calls it a parking "fee" instead of taxes – that's how they do it without any legislation, and also Jim Kirsten had a huge change in taxes, but they also had a large expansion project in the past year.

- **LEGAL HOTLINE:** Question will come into the office with a JotForm and will track and respond based on previous information; trying to reel this in. Scott/Lori will also work on the outline letter of where he should talk as WACO and where else he shouldn't.
- **Madison RV Show Totals:**
 - Attendance has gone up here, so that's good to see – Dave is asking us to fill 20 spots and he'll move out some of the people that are not trailers into our area. Liked the Magic Matt option from last year and we're really limited to what we can display as not a ticketed amusement option.
 - Magic Matt Option – see rates; we've also included a listing of all those signed up so far for the show; the deadline was Jan 1st, and there is a map of the booths included in your packets. Mike – would WACO pay for this? Is that something that's worth it? Lori – yes he charges \$1500 for the entire show, feels it's a good value for what he does. Scott – you see it at the Convention, he's always working and also feels that's a good deal. Need to fill 4 additional spots – looking at Mad Dog/Merril to help fill those – if anyone else has ideas, send them our way.
- **RVIA:** RV Campground coalition meeting taking place on Tues. March 5, from 1-4 pm, Bonita Springs, FL; 4-days total, not sure how long for campgrounds, but will have to watch her time so she makes it back for WACO, asked 5 campground associations – Lori is one of the 5; looking at putting together some sort of Coalition and find out what that means at the meeting – discussed at CAMP and put together a fund/\$ to get the program going.

- **CAMP:** held at KOA corp this year, get to hear and learn from Toby O'Rourke
- **Convention Update:**
 - **Current registration totals:**
 - 42 campgrounds, 133 registered attendees, totaling \$30K+
 - 98 total businesses/trade members, 128 booths, totaling \$71K+, some of which gets offset in the sponsorships listed below
 - 29 Sponsors, totaling \$52K
 - Last year we had a lot of out of state folks attend, which helps the registration numbers.
 - **Legislative Invites:** Tina compiled a listing of invites for the legislation day, and will order a fly-over flag from the capital per Scott Grennon's request to go along with some baskets they are putting together for our big guest speaker, Joseph N. Teti! Jason is reviewing the list to see if there are any business-friendly Democrats that we're missing as you can see that list is light and we always want to strive for balance if its POSSIBLE.
- **PAC Reporting:** Bob Weiss diligently as always took care of WACOs PAC FUND reporting required by the government, due to the amount we took in – see his email in your packets and Michelles completing the check/information included last week as requested.
- **Polaris** – Scott is surprised that OHI is still saying its not a current benefit/still finalizing, but Scott was able to find a document showing the program is live. Scott talked it with his dealer and it's a nice benefit if you're willing to use it. Lori – brings up a couple other things and making sure our benefits are open to other WACO benefits as well. So if you're not an OHI member, then you can still get access to benefits – through WACO. Looking at music licenses, John Deere, Kubota and Polaris as well. Scott – Lori asked if we should do this without stepping on OHIs toes, but told her yes to pursue because we still have to make our membership happy and keep benefits fresh as well. Scott – and Lori thinks she can do it and Mike agreed, of course because she's from Wisconsin. On Wisconsin, On Wisconsin, grand old badger state!

8. Committee Reports:

- **Financial Committee** – Scott K, Julie M.
Duties: Budget & Dues, Audit, Insurance, Executive Director
 1. Approve expenses
 2. Financial Review
 - a. A/R Report – review those outstanding from 2022 and 2023, determine next steps – Scott, number is coming down and the 90+ is more stuff that we worry about and seeing less and less of those - \$8500 – workable. We do need to figure out the discrepancies – are we ever going to get anything or else write off. Scott suggests we get rid of those and clean it up.
 3. Budget

- **Advertising Committee** – Patricia L, Ashley W., Sarah K, Deneen P
Duties: Directory, Shows, Website, Publicity
 1. Review Print Program Update
 2. Madison show - \$4000 how to manage – see above in ED report.
- **Governance/Planning & Development** – Rob B, Bud S
Duties: Bylaws, Standard operating procedures, Strategic planning, Historian, Nomination; Past President precedes over the nominating subcommittee
Discussed above
- **Membership Services** – Mark S., Tiffany, Kristi, Christina K.
Duties: Education, Membership Development, Convention, Awards, Scholarships
 1. Convention Hall of Fame Campground Nominees – need these by next month to order plaques, make member aware, etc.
 2. Scholarship Program – need to outline timelines with the YP Committee

9. Secretary's Report: Review/Vote to Approve December Board Meeting Minutes:

Correct Julie's last name in the attendee listing. Nikki from GRH's husband won the Reggie White GBF bike – they bought several tickets and they won! Facebook LIVE drawing on that on our WACO page.

Motion to approve Sarah, Mike 2nd. All in favor, none opposed.

10. New Business:

- **Marketing Idea – Keychains/Tags:** S&A could design key chain and tokens and campground could purchase keychains and carry tokens if they wanted to. Something fun for social media – could tag their keychains; Ashley loves the idea! Office staff loved it to and asked her to present it today. Would like to have it together before convention and have it at our booth – could have it at the booth. Tricia – playing devils advocate, are we pushing people to go to other campgrounds other than ours? Sarah – whenever she hears someone was at another campground, she says to tell the owner “hi” – Ashley – she heard from someone else that attended convention we're the friendliest bunch of competitors she's ever met – I'd rather someone go to another campground of WACO vs. the state/county. Danielle – hardest to get people to post personal pictures – this would be something we could encourage others to share and interact online.
- **Feb 27th** – 10 am Board Meeting – location TBD based on need for Convention – Stevens Point/Bullheads or Holiday Inn or

11. Adjourn: Motion to adjourn, Kristi 2nd to adjourn, none opposed, all in favor, adjourned 11:39 am.

ACTION ITEM:

1. **LORI/SCOTT:** Letter from the bank, realtor letter – something showing the campground owners interested in purchasing who are members (“wannabe” members) they have vested

interest and funds in being a campground owner to ensure they aren't here trying to take advantage. Something outlining a process here.

2. **WACO Office:** Need to explain to the membership that if they contact Mark directly they will incur legal fees. If you have questions, use this JotForm and inquire to the WACO office so we can explain how we are handling the legal inquiries and that we need to follow this process for the Association. ***Email, newsletter and facebook posts!***
3. **Lori/Scott:** Letter to Mark to outline when he should endorse WACO vs not endorse, how he should talk to the membership when inquiries come in, etc.
4. **WACO OFFICE:** Confirm meeting location and send out invite for group for Feb 27th meeting at 10 am.
5. **Membership Committee:** Provide suggestions for Convention Hall of Fame members to WACO office/group no later than 1/30/24.
6. **WACO Office:** Send list of AR potential write offs to Lori/Scott.