

**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 | Wednesday, April 24th | 10:00 am**

**MOOSEJAW Pizza & Dells Brewing Co.**

**110 Wisconsin Dells Pkwy S, Wisconsin Dells, WI 53965**

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

1. **Call to Order: 10:03 am**
2. **Attendees:** Tina Severson, Danielle Todd, Lori Severson, Scott K, Christina K, Rob B, Sarah K, Krisiti M, Ben S, Mike D, Lea Ann G, Tiffany P  
Approved Absence: Deneen P  
Mark Hazelbaker, Patricia Lombardo (Zoom attendees)
3. **Motion to approve April Agenda:** Rob motioned to approve, Sarah 2nd, all in favor, none opposed, agenda approved.
4. **Packet review** - any questions?
5. **Committee review & assignments**
  - a. Ben S on the Membership Committee
6. **President's Report – Scott Kollock**
  - a. Swearing in of new officers: Ben S & LeaAnne Gieck - Read from handbook by Scott K as President; both accepted and promised as requested.
    - o Both accepted committee assignments (Lea Ann - Advertising & Ben - Membership).
    - o Discussed the importance of focusing on what's best for the whole association vs. your own individual campground.
  - b. Got several comments after the Annual Meeting - want to make sure we're all on the same page with an answer/response vs. not having a common voice. People will ask questions and we want to encourage that - not afraid to answer those and should feel comfortable answering these questions. Mike added - when the board makes a decision, even if you weren't in favor it's irrelevant - the board made this decision and that's what should be backed, as a common voice.
  - c. Around the room introductions - park, size and how long you've been involved with the Association – all board present and staff.
  - d. Prospective campground owners (see packet for example) Discussed background as to why we need this, concerns with vetting, people using the association for their knowledge and never buying a campground - seasonals coming, potential trade members posing as a campground, etc. Idea proposed in the packets - group reviewed.
    - o Between Eric H (insurance); Phil Whitehead (banking) and John Jaszewski (appraisal/real estate) we have a lot of experts. If you're serious about being an owner, \$500 is not much - still get convention and fall workshops for free. So that's great if they are really invested and doing it - gets them started,

helps them get a discount and gather invaluable information. But if their goal is insider information and not to truly be an owner, its an incredible discount.

- **New program - added to the membership forms and move forward as is stated above with changes in document suggested from group.**

#### **7. ARVC Update – Jim Button**

- a. Not in attendance, no report provided. Check newsletter - he is always great about supplying updates there.

#### **8. Mark Hazelbaker, legal update**

- a. Property Tax Assessment - will be discussed even further in the upcoming newsletter; provisions in Act 12 that repealed personal property taxes, somehow are getting shifted to decks, sheds and portable/add-on structures. It allows the towns, cities and villages to start taxing them. Short answer is - covered it years ago by including a provision in the model seasonal agreements that includes language about all taxes that would come into play would be paid by the Seasonal guests. Problem is that these taxes are a larger cost to the guest - if its \$200 by the town, that's \$200 you can't increase your fees by, or that they won't spend at the bar, your store etc. Personal Property tax issue isn't done and will require legislative sessions - WMC and others are working on changing this language. Decks at \$1000 are excessive. Difference between cost to build and resale value, depreciation, etc.
  - Christina - Plymouth Rock very accurate, But Lake of the Woods in the current assessment is incredibly high and very different - we may need to look at other options for that. In different counties, but the assessor is very involved in the county - the name is very well known, competitive business there, so seems to be outside of just tax concerns. Conflict of interest seems to be happening.
  - Tiffany - for years, we've been passing along the fees - we don't call it taxes, we just frame it as "if you have a deck, it costs this much for a deck fee."
  - WACO did discuss some options with Zach F, an appraiser, but he needs to review the information a little more closely to understand that.
  - Mark is happy to assist with a short video or a webinar - what to do if you go to the board of review/Open Book. Campgrounds should be using an expert, because its hard and expensive, so happy to help us with that.
- b. Washburn County Zoning Ordinance legal suit update - restrictive use of campsites based on size and number, sued because of the illegality and how the ideas and ordinance could "spread" to other counties. County plan was not in place - illegal, so still working on that issue. In next 6 weeks judge will read information and render a decision that same day.

#### **9. Executive Director Report / WACO Office Updates**

- a. RV Show Update:
  - 02/23 - Oshkosh (1,500)
  - 02/29 - Milwaukee (3,000)
  - 03/08 - Wausau (1,500)

- 03/08 - Rockford (2,000) Very busy show, ran out of directories at the end of Saturday. Christina also mentioned seeing a lot of activity at this one - we've debated dropping out of it in the past and it turned out to be a great show for us.
- 03/15 - Eau Claire (2,000)
- 04/05 - Kunes (Sheboygan 2,000)
- Sponsorship for the 2025 Green Bay Show – we provide the bags with our advertising for the sponsorship - placement is in the front, back and at the show. 8000 bags from us and (2) shows - the Boat Show and the RV Show even if we aren't present. Included in our budget for the RV stuffing program. No issues from the board - all approved.
- Madison and Green Bay Shows will be on the same dates in 2025
  1. GB is concerned with playoffs - burned too many times and nervous, so keeping it.
  2. We are responsible for the Madison show space, but this could be tough if GB is more important than Madison - for those that do double booths is tough; and everyone that does one, does the other. We may have to get creative with what we do with Madison. This year we may have to supplement this one. We did add in Magic Matt/WACO entertainment. Have to be cautious of what they do or you'll get charged per person through the turnstile. Sarah - biggest problem is admission fee - \$12/person and Dane County - plus \$5 to park. GB is bigger and costs less. Would Dave allow us to reimburse us with the tickets or something else? Lori - want to have our hands in this show because at some point, they'll say - "here do you want this show completely?" Having your own RV show isn't a bad idea - not sure that venue is the right spot, wouldn't want to compete against it but would like to see what we could do there.

**b. Membership -**

- 2024: 226 total in Access
- 2025: 6 members signed up for 2025 at the Convention – new to everyone, brought documents today if you want to complete them 😊 Deneen was one of the 6 - nice job. She's a real one!
- What would you like to see in the Membership emails and prospect letters specific to OHI no longer being included in our dues, as well as how the Music License will work? Want to be cautious of the wording and we want your input! What Lori knows so far: CAMP decided that they want to get a music license pulled together to offer other associations. Some people are involved in CAMP, you can be anyone - if you're a Campground Professional - so OHI, any corporate can be part of it, if they manage campgrounds. That could be voted odd. Jason from PA & Lori from WI are set up the same in terms of Association Management. Jason has agreed to create a separate entity to house the control over the music license - there will be no outside influence - tourism method of no conflict of interest. Jason would handle the

management of the information - each state association would broker it through Jason. There is money in that licensing program. Administrative fees are much higher. Mike - would the discounts be the same?? Lori - actually I think they'll be better without the administrative fees. ASCAP - a large option - will be better than BMI for type of license most of us need. Would pay based on the band itself and the number of times vs. a blanket yearly fee. Lori - we have a bar, but the jukebox is already covered on a different license - they cannot do the TV music. BMI is going from non-profit to profit and going after more of the film industry. Campground could be \$200 vs. \$2400 depending on what you need. This way your state association would help you navigate with what you need. There's not a tie to the date - the previous music licenses through OHI were tied to a date. When you pay its for a year at whatever time you pay. Global - a little more difficult to negotiate. Mark/Christine Towns - legal to create a document that shows the songs that Bands/Performers would be able to play and if they sign it, you'll be covered. Also give them other options - if you just want mood music, etc.

- Working on bylaws to make CAMP a little more structured. So if you manage a group right now - you could attend - Ex: ELS, SUN, Jensen or Jellystone, KOA - could all participate in this group vs. Exec Directors. Not really viable for the point of the group - looking to exclude those brand managers based on how that would impact voting, etc. with CAMP and doesn't really align with their mission/goals.
- Ideas for the Membership Form - could you do an add-on section; see these attached forms for these benefits highlighted on the front page and make sure its an option they can choose. Really tout the access to the information and the rates. Mike - we need to be more worried about what we're offering and what we're doing. Scott - probably need a separate flyer explaining the new benefits vs. keeping it hidden on the website or in the membership document. Probably needs its own/standalone piece. Group mentioned OHI made their own choices to step away from the Associations and we need to be offering benefits that help our membership and focusing on that.
- c. General discussion: Reservation and CC fee, haven't really seen pushback on it which is surprising because its an average of \$11 per booking. So common everywhere now, they don't notice. Lori - only thing you have to be careful with on the Debit card - can't charge the fee.
- Directory Requests/Updates –
  - 617 individual requests as of 4/23
  - 39 box requests total online since 2024 issue has been out
  - 225,000 ordered, just before Convention, had sent out 159,244
  - Down to 49,800 remaining – 498 boxes and still receiving multiple box requests, as well as restocks from the Convention Centers

d. Website/FB/Instagram Update - social media updates included in packet – additional contests will be set up – see below in the Promotions section. No questions, mentioned how we listed the YOY and annual information in the annual report to review as well.

e. WACO Convention Recap & Follow Up:

- Convention Numbers :

- 1. Campgrounds:

- Total Campgrounds - 124

- Campground Attendees Registered: 2024: 384

- 2. Exhibitors/Sponsors:

- Companies: 2024: 147

- Booths: 2024: 187

- Attendees Registered: 343

- 3. Sponsorship: \$72,550

- 4. Total Booths: \$98,920

- 5. Kids Kamp: \$2,625

- 6. Classes: \$3,175

- Survey Highlights:

- 1. Campground Member & Vendor summaries are in your packets:

- a. Had 24 Members (6% of attendees) and 36 Vendors (10%) respond – not a valid sample, but still some worthy feedback included

- b. Biggest complaints were space and food – may make sense to gather quotes again and send out a poll to membership explaining what the costs might look like if we went to another location to get their response – like would you attend if Convention costs this much?

- i. Group commented this was so tough to do. We are committed until 2026. Maybe by then it makes sense to review with some additional quotes but its a lot of work and group feels it will cost double. Need to find out about potential expansion.

- 2. Need to call Mancave something different and did receive multiple direct complaints, in addition to survey responses regarding the ways the females in the group were treated - comments like “do you ladies understand what I’m saying?”, “This is probably boring you ladies”, “Ok

ladies, this probably is of no interest to you”...some women were offended knowing they handle much of what was being discussed at their campgrounds.

- Feedback from Hotel
  - 1. Food is not going to be different at all in terms of rates.
  - 2. They are now charging us \$500 instead of \$200 for the kitchen use per time. Discussed ideas for doing a bus again to going to bullheads or another option. Local chamber does a free bus for us - either for Kids Kamp or for a group activity. Get additional charter options (ask Sarah about this) and could look to have another transport company help.
  - 3. Continue to have issues with reservations - could work with Cobblestone and new hotel being built near WalMart - ELS for example gets 30 rooms so they just go outside our block.
  - 4. We can save a lot of cost by providing screens and carts, but the work and investment isn't really worth the savings – as well as the storage, technical issues that we may not be savvy with for the screen connections?
- Auction Items - We will be adding a phrase to the auction item sign up process and on the item table signage stating: YOU are responsible for the bid listed for each item whether the item is picked up or not. The WACO office is NOT responsible for taking the item back to our offices for you – pick up from another member or your campground must be made no later than Sunday morning of Convention.
- f.** Jeff Crider Emails – watch for those throughout the season, we'll continue to do JotForm in emails and post on Members Only Facebook page
- g.** GBF Updates –
  - \$10,784 total so far in 2024
  - Dates are full for summer GBF visits!
  - Severson & Associates is subsidizing that out and having Carla really focus on this alone. If you have parks in your area combine, that's always helpful. Looking outside Gilbert - Love, etc - that's still his connection.
- h.** Wisconsin Counties Association Convention
  - Complimentary Booth at expo secured/signed up
  - GBF providing players for game/appearance and autographs

- Sept 22<sup>nd</sup>-24<sup>th</sup> with the Hospitality event on Sunday the 22<sup>nd</sup>

**i. Benefits Updates:**

- Music License - see information above.
- The Bear Factory - 10% and currently offer most 5%, could do a lot of these small vendors - maybe we stuff bears at the RV shows and do glitter tattoos, etc - group buying increases.
- Constant Contact – still reviewing/potential - 30% discount. Will potentially run through Jason as well.
- Buyer Group/We Grow Value - Clint from US Foods - Lowes, Home Depot, and Lori is still focused on Menards. Arizona has a similar group they work with - they are wanting to charge \$5000 to be a member of that - they wouldn't let Jason be a member, but would let COE for example. Diamond Vision - they have several discounts/potential additional buyer group.
- IAPPA - can get a registration without being a member, fairly large discount.
- Polaris – is it a thing? LaCrosse can not find it and corporate doesn't know about it but Scott got it in Stevens Point. Very confused as to how this is being executed from OHI's end. Scott mentioned this discount is a letter that is provided to farmer's and others. OHI / Paul Bambei is stating its approved, its online and available to download; we've tried to use it locally

- 1. ACTION ITEM: Scott to reach out to Paul to confirm how the Polaris discount works as there seems to be confusion.**

**j. WACO Legislation & Other Committees:**

- CAMP May 6-8<sup>th</sup>, Billings, Montana: request for WACO Sponsorship - \$500
  - 1. ACTION ITEM: Submit sponsorship based on: Rob made a motion to do \$500 CAMP sponsorship for each event, \$1000 total, Sarah 2nd, all in favor, none opposed.**
- RVIA Legislative (RV Move America Week): June 3-6, 2024 in DC (Lori & Tina will attend)
  - 1. RVCC (RV Campground Coalition):** Lori/JoAnne to Co-Chair the Advocacy Toolkit and Travel & Tourism Sub Committees; will meet at the RV Move Across America in June; question from the group was to ask if RVCC is competing with OHI? Lori - in the first meeting, the group stated they needed more sites for these RVs - the group thought initially it was state or municipality parks - Lori explained that private business owners will be able to make that happen more quickly. RVIA is now working to create the RVCC to get the toolkit in place for roadblocks to expansion like the zoning, the codes, etc. It's important that WACO is present at

these kinds of meetings and groups to, if nothing else, know what's going on.

2. Lori was requested to assist on Strategic planning for the RVCC: no cost to WACO except to get to the meetings and a boat load of time from Lori. Data is great – but Lori wants to learn more before she commits and will keep the group informed on that.
- Amusement Rides – did you all register your amusements? Remember it has to be completed before you can open/use those rides – all on our website and on Facebook and emails as well. Discussed the importance of getting Jumping Pillows out of the code, informing the board on the bill we wrote and CHOSE to have it removed from the floor based on the cost analysis and uncomfortable situation that would've put DATCP. DATCP would've had to be outsourcing to a 3rd party for the inspections and the cost analysis showed us that we would've been really shooting ourselves in the foot the way the bill was written for full exclusion. Brought this up because a member was told at Convention that OHI saw we put in a bill that “died on the floor” but that's not true - we opted to pull it back.
- POWTS – see in packet for example/update from DNR; will have DSPS and DNR at the Fall Workshops conducting a joint session to know what members should be thinking about if they increase or change their POWTS system. Discussed the importance of people sharing this information to help other members that run into situations.
- Andre Jacque for Congress – City of Depere may complete the nomination form, we can send out another request to membership in that area and send it back no later than May 15<sup>th</sup>

**1. ACTION ITEM: Can we give a donation for Jaque on the Congress Campaign fund to WMC for a specific candidate from our PAC fund?**

- Property Tax Assistance with Assessments – Connected with an appraiser who used to conduct assessments and will be sending over information that we can either use as an Association (he's doing that gratis) or we can request individual campground assistance and he'll provide a rate for that service.

**1. ACTION ITEM: Lori - check into the 6" off the ground requirement, with Jim at DATCP - it's a code rule and it should be adhered to. Otherwise it needs railings - does this need to be a certain limit or min/max? Get clarification on this.**

**k. Severson Actual Costs Question from Annual Meeting:**

- The costs for our services are in the budget as a monthly fee; in addition there
- Champions donates certs for volunteers and pays staff to assist at Convention
- RVIA time that is not in the contract
- Stuffing for the RV shows: 2300 hours x \$13/hour = \$29,900 this year



**1. ACTION ITEM: Itemize out the budget better to show more information in an easier conversation.**

**I. Promotions Update:**

- 16 campgrounds signed up for Hero's Weekend
- 5 signed up for Camping for Kids
- Plan to incorporate more contests on FB for getting out additional WACO certificates to the public this season. Will do less with radio/TV to track things better and use the online social media presence - get more interest and more information. Need to continue to educate the membership on how the WACO certificates work - and remind them to tell their staff how they work.

**1. ACTION ITEM: Reminder to members, as you train in your new staff, don't forget to train them on how WACO bucks works and how they get reimbursed.**

**2. ACTION ITEM: Reels or video showing people how to redeem and purchase as gifts for the WACO certificates.**

**10. Committee Reports:**

**a. Financial Committee – Scott K, Julie M.**

Duties: Budget & Dues, Audit, Insurance, Executive Director

- Approve expenses. May look more closely at the next meeting to review final convention numbers.

**b. Advertising Committee – Patricia L, Sarah K, Deneen P, Lea Ann G**

Duties: Directory, Shows, Website, Publicity

**● Governance/Planning & Development – Rob B, Bud S, Mike D, Jim B**

Duties: Bylaws, Standard operating procedures, Strategic planning, Historian, Nomination; Past President presides over the nominating subcommittee

**● Membership Services – Ben S., Tiffany, Kristi, Christina K.**

Duties: Education, Membership Development, Convention, Awards, Scholarships  
Determine options for host campgrounds and review list Tiffany previously sent for potential tours; discuss entertainment/meal/hotel options.

ACTION ITEM: Tina set up zoom for Membership Committee for Fall Workshop - see notes from committee ideas.

**11. Secretary's Report: Review/Vote to Approve February Board Meeting Minutes. (*Annual meeting minutes get approved at the next Annual Meeting in 2024.*)**

Motion to approve the February Meeting minutes from Sarah K, Mike D 2nd, all in favor, none opposed.

**12. New Business:**

- a. Scott - oldest son is starting clinicals and Billing is his first, then Seattle, then Minneapolis. Housing is a real pain, so if anyone has any connections.
- b. RVIA/RVCC and/or CAMP and those other conferences - and OHI with their relationships with the states being separated into Director Membership. And Paul and Jeff may be moving into different areas and how that may impact things. They all work from home since COVID, no real HQ, just interesting to see what will happen - budgeting for a large drop in Membership, so they are EXPECTING it. MI, TX and PA - we've benchmarked ourselves against other associations at the state level. WI is really the benchmark now - so you need to look outside the states to keep ourselves relevant and also for continued education.
- c. Cicadas - information in your packets on resources and how to handle/what to do.
- d. Mike asked Scott to discuss the succession of S&A. Group is asking - Lori is getting into other commitments and what is her plan for the future. In the past, the other staff wasn't really involved or in front of the group. So now this decision was made to be the next generation, so now they are learning more and getting more involved, so if something happens to Lori, we have people in place. And most people were happy with that, they just wanted a plan in place. Put more and more on her plate and it made sense to bring more of the oversight to the board with the daily functions back to S&A. Discussed the market value of what it would cost to have other people come in to play - many people working for free and volunteering. So it needs to be financially viable for them to continue to work with WACO too. Doing more, so need to be paid more.
  - o Discussed how Scott's term was extended and that the succession for our President position is tough because it doesn't always align with the
- e. Out of state - we allow them to attend WACO, but do we want to look at additional options for them?

**13. Adjourn:** at 1:42 pm, Tiffany, motioned to adjourn and Mike 2nd - all in favor, none opposed.

- a. NEXT MEETING: Via Zoom on Monday, May 13th at 9 am to cover specific topics versus an entire meeting.

#### **April Meeting Action Items:**

- 1. ACTION ITEM: WACO OFFICE: Remind members that they will be charged fees for talking with Mark directly vs. using the Legal Hotline. Just another reminder as we need to keep this education continuous for it to "stick."
- 2. ACTION ITEM – Tina: send invite and agenda for NEXT MEETING: Via Zoom on Monday, May 13th at 9 am to cover specific topics versus an entire meeting.

3. ACTION ITEM: Scott to reach out to Paul to confirm how the Polaris discount works as there seems to be confusion.
4. ACTION ITEM: WACO office: Submit CAMP sponsorship based on: Rob made a motion to do \$500 sponsorship for each event, \$1000 total, Sarah 2nd, all in favor, none opposed.
5. ACTION ITEM: Can we give a donation for Jaque on the Congress Campaign fund to WMC for a specific candidate from our PAC fund? Tina to ask Bob W.
6. ACTION ITEM: Tina circle back with Mark and Zach re: options for our membership with Property Tax Assessments.
7. ACTION ITEM: Lori - check into the 6" off the ground requirement, with Jim at DATCP - it's a code rule and it should be adhered to. Otherwise it needs railings - does this need to be a certain limit or min/max? Get clarification on this.
8. ACTION ITEM: WACO office: Itemize out the budget better to show more information in an easier conversation.
9. ACTION ITEM: Danielle/WACO Office: Reminder to members, as you train in your new staff, don't forget to train them on how WACO bucks works and how they get reimbursed.
10. ACTION ITEM: Danielle/WACO Office: Reels or video showing people how to redeem and purchase as gifts for the WACO certificates.
11. ACTION ITEM: Tina set up zoom for Membership Committee for Fall Workshop - see notes from committee ideas.