

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 MINTUES

Tuesday, February 18, 2025 | 10 am

Monk's Bar & Grill at Wilderness Resort

33 Hillman Rd, Lake Delton, WI 53940

If unable to attend in person, Zoom is available:

<https://us02web.zoom.us/j/82808738873?pwd=hOasgSqwKXtb0m3AO9HNQ1WedXyaFr.1>

Meeting ID: 828 0873 8873 | Passcode: 659430

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

1. **Call to Order:** 10:09 am
2. **Attendees:** Sarah K, Lea Anne G, Christina K, Scott K, Tiffany P, Mike D, Rob B, Ben S, Tia, Deneen P, via Zoom: Jim B, Lori S, Julie M & Mark H.; Tina S & Danielle T
3. **Motion to approve February agenda:** Rob motions, Mike 2nd – agenda approved.
4. **Packet review** - any questions?
5. **Committee review & assignments**
6. **President's Report – Scott Kollock**
 - Nominations for Board
 - Tiffany Pargman – 2nd term, accepted
 - Julie Michaels – 2nd term, accepted
 - Joe Ledger of Lakeside Fire Campground & Waterpark is sending in his bio/image and is interested in running for the open position.
 - Bud mentioned an interest if there were no other people running. Group acknowledged he is currently in the Past President role, so if Joe wants to step up, we should move forward with that nomination.
 - 2025 Budget listed in Committees, discussed as a group: LY listed and actual here to review for the group.
 - Interest - \$9K in last year when usually nothing, additional interest in checking and savings;
 - Madison Show Booth – work out a deal with Don and having that special area out front – was \$9K, now down to \$6K
 - ARVC/OHI dues no longer a line item as we are no longer collecting those dues;
 - Changes for Convention both on income and expense side;
 - Legislative Expense substantially to cover a lobbyist should we opt to move forward.

- Travel/Other increased slightly to continue to support travel to additional shows, RVIA, etc.
- Made money and we're well in comparison to any others – keeping things even and have a balance budget presented here.
 - Question: Any IRS restrictions on what we can have set aside? Scott – we've reviewed that in the past and if we include our whole budget, we've got 1-year set aside and we're just fine that way. Never gotten any questions so far.
 - Question: Jim – what was the total spent with Mark for Washburn? \$5K was the total we agreed upon and the line item listed reflects the grand total.
 - Discussion: Tina brought up Kids Kamp and how if the bus doesn't get covered annually, we'll have to adjust for that.
 - Discussion: Legislative line item could be increased from Legal or subscriptions if we end up going with another lobbyist as the quotes we're getting in are higher than the line item.
 - Narrowed down the budget to general line items vs. itemization for everything avoiding a 6 page budget. Always have additional backing of information should it be requested.
 - **Rob moved to accept 2025 budget, Tiffany 2nd, all in favor, none opposed, BUDGET PASSED.**
- **Well Grant from DNR** – supporting replacement, structures and abandonment of private wells. Award up to \$16K with cost share of \$0. Levels for nitrates have been lowered, now lowered down to 10 vs. the 40 previously noted. Other requirements as well. Details in the DNR. Based on the owners income for grant assistance, so that may negate eligibility depending on how you set yourself up.
 - **ACTION ITEM: SEND OUT DNR well information to group and in newsletter.**
- Financials in your packets

7. OHI Update – Jim Button

- OHI went to the hill, East Coast mini-conference for those that can't do the big conference – day and half at Cherry Hill Park in Maryland – anyone that wants to attend, we encourage it. Scott – is the plan to do more of these throughout the country? Jim – yes this is an initial trial, East Coast with amount of campgrounds, felt it would be a good fit for the region. Depending on how things go, they will plan additional. Lori – will it be educational and trade show? Jim, more educational focused – not everyone can go to the state or national shows, just a cost affordable option; time is valuable in the Spring and tried to work around the conventions of other groups to make this timeframe work.
- Spectrum – if for some reason you have Spectrum, OHI signed on with AT&T for WiFi needs if you need that.
- Music License follow up from last meeting – can an individual come on after deadline? Yes, they can, just have to pay regular rate, no discount.

8. Mark Hazelbaker, legal update

- **Hotline questions – prompt an article for next month** – what happens when a camper/seasonal guest passes away; will address it – need to work with the estate, which is not always easy to do.
 - Jim: will you make this something easy for all owners to understand? Mark: under our current model agreement it clearly states only people on the agreement can lodge there; so unit can no longer be used onsite for the season – the estate can keep paying or remove the unit from the property. Problem is, there is so many instances where there is no estate or set up based on the law.
 - Mike: Can we at least pull the unit off the site and reuse it for a new seasonal? Mark: Our current seasonal agreement already says that. I will present an article on this in the March newsletter.
- Legislative updates listed below in that section with Mark's comments indicated.
- Property Tax—We initially felt PPT was repealed and we were in a better situation, but instead, things are moving from PPT to real; some are being reflected in incredibly high assessments, others are being passed on to campground with no direction as to what we would bill back to each site. Over 2000+ townships – issue will not go away and its difficult to tackle the situation. Was expecting there would be a trailer bill following up on ACT 12 – legislation has been fighting over this for more than 100 years. We were offered assistance with DOR if we want to pursue any changes here with how the terms were written—we can offer comments.
 - Christina – is there anything in legislation stating they have to use the same provider/assessor; Mark – Utility does have set up but there is no way the township will do that. WPAM terms were set up to help provide direction but its causing more problems. Mark's recommendations: pick a few jurisdictions to litigate this issue and he is willing to step up and be that attorney. Values are out of whack.
 - Jim – the amount of work an appraisal company does in the campground costs them more than what they get out of the campgrounds – if you talk to the campground is a big chore and would just as soon like to wash their hands with them as well.
 - Mark: concern re: per campsite fee or another fee – Wheel Tax or Lot Fee – who knows what they'll come up to offset these taxes.
- Mark Hazelbaker's new office contact information is: mhazelbaker@weldriley.com 608-220-7271 | 22 Hidden Hollow Trail, Madison, WI 53717; 26 lawyers onsite and in EC to help with our legal needs, and it will help to have additional resources. Previous terms and conditions/rates will stay the same and extend to this office.

9. Executive Director Report / WACO Office Updates

- **Membership** – We have 226 members currently and continue to get inquiries about new memberships/those signing up that haven't been in the past.

- **Directory Distribution Update** – will have enough to bring to Convention and get us through our orders online/replenishing, but this is looking really good – down to less than 2 pallets!
- **WACO Convention Update** –
 - Current Registrations:
 - Campgrounds:
 - a. 236 Members
 - b. 98 Campgrounds
 - Booths:
 - a. 126 Companies with 170 booths
 - Sponsorships: this number is tracking down quite a bit compared to our goals, so our team is going to review this and see where the gaps are coming into play and see if we can push for a couple other sponsorships before our event.
 - a. Reservation companies have gotten together and determined they will no longer sponsor; Resort Forward is doing an evening meal and FireFly did \$500, but otherwise not seeing any sponsorships.
 - b. Phil officially put in notice yesterday with First-Mid but then registered his new bank. Lake Ridge is the new bank he's with now – Janesville, WI.
 - c. Trade members are up
 - Speaker/Program Update – see new draft in your packets!
 - Meals from the Board – steak dinner; hotel breakfast will be donated by Jim B and their team – may look at the hotel vendor to assist with a “donation” for the meal. Tiffany has eggs to assist with.
 - PAC – Bob/Melanie offered to come and do the PAC Auction one last time this year, did discuss a mentorship and Bob is willing to do that, as well potentially deliver donations as his schedule allows. Connected with Ben and Mark Stefan will work Bob and see if this is something they can take on in the future.
 - Awards Update - Bob Weiss (Volunteer of the Year) & O'Neil Creek HOF
 - Scott Grenon Memorial – is there anything we want to do here? Julie let me know they have the park listed and its not confidential. They will do their best to get through this season and want to make a move.
 - Jim: Will reach out and ask Julie what would make sense for a memorial.
 - Passport – example in your packet
 - Basket Raffles – challenge each other on baskets you've got or auction items you're doing.

- **Print Program Update** – all invoices have been sent with shipping included; if you have remaining print program items, please schedule a pick up time to ensure we have your items ready and staff at the office!
- **Website/FB/Instagram Update** – January updates in your folders.
- **GBF Updates** – \$254,294 starting off 2025 strong with a \$2400 donation. There will be several less events in 2025 with GBF, so you need to let Carla know ASAP. There will be a new license in March/convention or else immediately after in April. There will be a more structured process with who has is and the donation coming back to the office. Not planning on having a player there – but will see about the rates at this time.
- **RV Shows**
 - **La Crosse:** Fri afternoon & Sat very busy, Sun steady; Thurs was VERY slow; distributed all allotted directories and (1) additional box!
 - **Central RV Show Wausau:** This RV show was not good. The weather ruined it with 10 inches of snow over Friday night into all day Saturday. We gave away maybe 700 bags; 10 booths were empty from vendors that did not show. We had 4 WACO Campgrounds there. Cancelled RV show they do every other year in march and tried to merge it – wasn't a good move.
 - **Christina** – Rosemount in Chicago was lower b/c of the weather, but Madison was great for ELS. Think if people missed other shows because of weather – Milwaukee, GB & Madison.
 - Other updates from the group; Madison was down about 400 people/day and he attributed it to the same 2 shows at the same time and neither of them will move show. Madison is the most cost effective, GB is the most costly. Milwaukee – more expensive but higher distribution.
 - Hoping the promotions with Dicks and Scheels will help us distribute better – will include WACO in their program – helping with GBF and the promotion.
- **Legislative Updates**
 - **Criminal Trespass at a Campground and Providing a Penalty-LRB-1166-P2** – we asked for a couple of changes on this due to the verbiage being stronger than the current enforced WI state language regarding trespassing – Mark came up with some changes and sent those back to Andre's office and am waiting on Mark's review to say its good to go. This is our first step in getting better assistance with abandoned RVs. Mark Comments: I would make it very clear that seasonals are not tenants, and we're not landlords & I will push them to legally assist with removal.
 - Jim: Is this something similar with the self-storage legislation and abandoned mfg homes? Mark: if we could fit this into the bill, I'd strongly request the board do that as well. Christina: What if unit is not worth any value – it just needs to be disposed of, how do use the self-storage law? Mark - you'd put property up for disposal (Sec. 704.90 of wis statute); clearly states self-storage has a lien on all property stored –

if person abandoned, you can recycle/sell/landfill or dispose in another manner that's reasonable. If legal notice is given, you can sell and pay the lien back. Worthless campers would still require this process but you can still get it taken care of.

- To clarify – this legislation will help us make it more clear that we aren't landlords, guests aren't tenants and we can lean on self-storage rules already in place if we get this legislation passed.
- **LRB-0444-P2_AmusementRides** – this one is approved to send, but I am a little worried about the backlash from DSPS. We have a newly appointed Deputy Dir – Jennifer Garrett. She was the Assist. Dep. Dir last year, newly promoted and she was ready to fight us based on previous legislation we had proposed on this issue. Jason suggested we present the legislation to her and DATCP to allow for them to comment before we present back to Andre's office to get the ball rolling. Thoughts on providing both offices a preview?
 - Mike: do we need to say anything in here about insurance being covered/provided in the language on those that are exempt due to mfg installation?
 - Ben: Are we in any way asking to be "special?" Permanent installation? Yes, we're asking to be exempt from the current code.
 - Jim: Do we have committee for this? We need to know what might come next – unique toy from a vendor and then we find out its got to be registered and what not.
 - DSPS & DATCP review and then move forward with legislation.
- Property Tax – met with Jason and Evan Umpir and they will both join us for legislative luncheon to discuss this issue further. Lori/Scott/Bud/Adam and Tina met with the DOR and they basically said they feel our frustrations and offered to connect us with contacts at the WAAO and also would create a 1-page document to assist with clarity to assessors. But, in the end, they take very little responsibility for the interpretations that assessors are putting in place. I've followed up since our meeting and got a short reply with no timeline in place. Meeting with Jason/Evan to discuss further thoughts on how to present solutions at our Convention in March. Andre's office is very willing to assist with language here, but we still haven't seen anything presented from Jim/OHI.
 - Indian Trails, Duck Creek & Plymouth all have an assessor that outlines everything with a spreadsheet; but most townships are not doing this or making things this easy.
 - Indian Trails falls into the Assessor case/review that Jim worked on.
 - Scott – do you need to go back annually to the review to present information again at the review? Jim – doesn't believe so, but will find out and get back to the group. Scott – this carries through

automatically? Jim – I think so but will need to find out. So everyone with Associated Appraisers would be covered in this. Some board of reviews were already done; only had so much time to work with on this.

- Scott – we're coming into this timeframe right now, so if another group wants to approach this, now may be the time to get something rolling with open book reviews.
- Jim – told he'd have something in his hands by the end of this week, still don't have the legislative language.
- Jim – will ask the question to see if there is an opportunity for those townships who didn't apply for the reimbursement for PPT to his tax attorney. Discussed how there was a deadline for that, but can do an application still to the DOR to get a prorated reimbursement for those losing funds due to less PPT.
- **Scholarship Update** – Tia is here from YP to discuss their meeting and provide an update. Notes from their committee are also included in your packets! See notes from the scholarship commitment. (3) \$1000 scholarships were suggested and will have an application available for convention – print and online version right now, summary of what should be included right now. Five young professionals on the committee and are open to others from the board joining.
 - **ACTION ITEM: Include blurb about this in newsletter and be ready to present as new at Convention.**

10. Committee Reports:

- **Financial Committee** – Scott K, Julie M.
Duties: Budget & Dues, Audit, Insurance, Executive Director
 - Approve expenses
 - Review financials – included in packet
 - 2025 Proposed Budget – approved with motion above.
- **Advertising Committee** – Lea Ann G, Sarah K, Deneen P
Duties: Directory, Shows, Website, Publicity
- **Governance/Planning & Development** – Rob B, Bud S, Mike D
Duties: Bylaws, Standard operating procedures, Strategic planning, Historian, Nomination; Past President precedes over the nominating subcommittee
 - **Research of Lobbyists from Kathi Kilgore**
 - ✓ Klaetsch Public Affairs Strategies - George Klaetsch | www.kpasllc.com – will to attend WACO, recommended by both Kathi and Jason said he was a good guy, but felt that way about others as well. \$2500-\$3500 monthly.
 - ✓ McDowell Capitol Consulting / Kelly McDowell

- ✓ Pfaff Public Affairs / Shawn Pfaff – sent response/quote – willing to attend WACO – I like this guy based on his relationships with DSPS and DATCP - \$2000 monthly.
- ✓ PW Government Relations Group / Matt Phillips & Michael Welsh | <https://pwgovrelations.com/> - sent response/quote – Willing to attend WACO - \$3000 monthly.
- ✓ Jim Button also suggested Bob Welsch – quoted \$3000/mo. Feels he's well respected and represented a lot of campgrounds in the industry and highly successful. Need to not look at the money, we need to look at what they can do for us and he's well respected. Had we had a seat at the table on a number of issues – this is a cost of doing business and whomever we choose, with that being said. Jim let us know that Bob is willing to attend Convention if we'd like. Scott: Do you see any weight to the fact that we should go with someone else since you're already with Bob? When you bring in an attorney, people pull back, but he knows how to present things in a way that people understand it. Jim would like to see the firm get in as our WACO lobbyist because he's backed a number of campgrounds in the industry – he knows a lot of people and feels he's very respected in Madison.
- ✓ I did receive a list of (3) others from Jason – all of which more than likely are in that \$3000/mo pricing.
- ✓ In April need to have it narrowed down to interviews and sign something going into May.
- ✓ **ACTION ITEM: WMC ask re: Small Business Lobbyist and if there is an option to increase membership and gain more access there.**
- ✓ **ACTION ITEM: Additional quotes/submissions send out to board/government committee.**

- Bylaw suggested changes from last meeting:

Section 11. RESOLUTIONS AND REFERENDUMS. The General Membership hereby assigns the board of directors the ability to change the association bylaws when the amendment is approved by a two-thirds majority vote of the board of directors. Board approved amendments shall be announced to the General Membership no less than ~~90~~45 days prior to the Annual General Membership Meeting and are subject to veto by two-thirds majority vote of those present at the meeting (including ~~ballots received via mail~~ votes of approval or disapproval received by the WACO office at least 30 days prior to the annual meeting)

- **ACTION ITEM: Send this out and mention it on Annual meeting agenda that it will be for membership approval at our 2026 Annual Meeting.**
 - **Membership Services** – Ben S., Tiffany, Kristie, Christina K.
Duties: Education, Membership Development, Convention, Awards, Scholarships
 - Fall Tour Dates – need to confirm save the dates, area of state would be great to include too!
- September:**

- ✓ Sept 15th board meeting; 16th/17th Fall Workshop – group determined this date.

October:

- ✓ Oct 6th board meeting; 7th/8th Fall Workshop – group determined this date. Mauston/Necedah area potential.

11. Secretary's Report: Review/Vote to Approve Jan Board Meeting Minutes – sent prior to meeting, need to get updated in packet, as these are showing Dec – include Tiffany for the attendee listing for December meeting min update.

12. New Business:

- Next meeting: At Convention, Saturday, March 15th following Annual Meeting; add approval of Jan board meeting minutes to this meeting agenda. Unanimous ballot at this point, so should be quick and easy.
- ACTION ITEM: Add Indian Trails to campground sponsorship - \$500.
- ACTION ITEM: Add Lake Lenwood to campground sponsorship.
- Brewer Tickets w/ Coverra: Buy two tickets and have option to buy 4 – June 23rd game
- ELS – invoice to Christina and she'll split but acknowledge 1000 Trails - \$500 campground sponsorship

13. Adjourn – Sarah, motion to adjourn, Rob 2nd, meeting adjourn at 1:08 pm.

JANUARY ACTION ITEMS STILL OPEN – *Red showing updates from Feb Board Meeting!*

1. JIM: Will determine if members can access music license at any time in the year through OHI or if the deadline is passed/no longer available. *Update in meeting: Determined the enrollment period was passed, but could still get a license, just not at the discounted rate. Later saw email from OHI extending the deadline to 3/1/25?*
2. JIM: Contact Bob Welch to send WACO quote and information. *Sent quote and information to office – WACO Office sent on to government committee.*
3. JIM: Schedule meeting with Lori/Scott/WACO office to connect with Amy on language in legislative efforts.

FEBRUARY ACTION ITEMS – All for WACO Office unless noted otherwise:

1. Next meeting Agenda for Convention, Saturday, March 15th following Annual Meeting; add approval of Jan board meeting minutes to this meeting agenda.
2. Add Indian Trails to campground sponsorship - \$500.00
3. Add Lake Lenwood to campground sponsorship - \$200.00
4. Brewer Tickets w/ Coverra: Buy two tickets and have option to buy 4 – June 23rd game
5. ELS – invoice to Christina and she'll split but acknowledge 1000 Trails - \$500 campground sponsorship
6. Add Fall Workshop dates to WACO Program & next newsletter

7. WMC ask re: Small Business Lobbyist and if there is an option to increase membership and gain more access there.
8. Additional quotes/submissions from Lobbyists send out to board/government committee.
9. Include blurb about Scholarship Program in newsletter and be ready to present as new option at Convention.
10. JIM: Reach out to Julie Grenon re: acceptable option for memorial.
11. SEND OUT DNR well information to group and in newsletter.