

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 AGENDA

Wednesday, Jan 22, 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/88645996893?pwd=I7eL5b6Joa3EkDTnGeB9eCfjZfwdzh.1>

Meeting ID: 886 4599 6893 | Passcode: 179903

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

1. **Call to Order** – 10:05 am meeting called to order.
2. **Attendees** - Kristi, Sarah, Deneen, Joyce, Scott, Tiffany, LeaAnne, Rob, Ben, Mike, Tina from WACO Office, Lori S/Danielle T & Jim Button via Zoom. Christina K not in attendance
3. **Motion to approve January agenda** - Rob moved to accept, Mike 2nd, all in favor – agenda approved.
4. **Packet review** - any questions?
5. **Committee review & assignments**
6. **President's Report – Scott Kollock**
 - Bylaw Change Suggestion – Scott would like to adjust the timing as to when information needs to be presented to membership for bylaw changes. Much going on prior to Jan with holidays and people shutting their parks. Call still adjust with the board, but need to give the membership 90 day's notice to override with a 2/3 vote at the annual meeting should they chose. With email and social media that we have the requirement for presenting changes out so far in advance and most people forget by the time they get to convention with that much notice. Thoughts on adjusting that to 30 days or 60 days to make it easier to get information out timely? Also states ballots received via mail at least prior to annual meeting. Do we adjust to 60 days and leave the 30 days via mail or do we change the ballot sent in via email or form provided? Group felt in today's world, email is fine, mail gets lost sometimes. Group mentioned maybe 45 days so that you for sure had a Jan meeting and a little time after to react. Response to send in, could provide mail, email – adjust to “any responses for/against within 30 days of the annual meeting.” **Rob motions that we change the notice to the membership to 45 days and adjust verbiage on the response received by to what we have listed above. Kristi 2nd, all in favor, none opposed, all in favor – motion passed. Jim Button abstained from the vote.**

- Terms for 2025-2026 Board – 1 open position & (2) starting a 2nd term: Tiffany P and Julie M.

After March 2024, what I've had listed in Newsletters:

1. Scott Kollock, President, Vista Royale Campground: 2024-2027 - 1st Term
2. Bud Styer, Past President, Red Barn Campground: 2024-2025 – no term listed
3. Lea Ann Gieck, Director, Skillet Creek Campground: 2024-2027 - 1st Term
4. ~~Patricia Lombardo, Director, Jenkins Org/Jellystone Park Warrens: 2022-2025 – 2nd Term –~~
resigned in Sept/retired officially in December, **OPEN POSITION**
5. Rob Brinkmeier, 1st Vice President, Merry Macs Campground: 2020-2025 - 2nd Term
6. Julie Michaels, Treasurer, Scenic Ridge Campground: 2022-2025 - 1st Term -- **needs to run for 2nd term**
7. Deneen Pedersen, Secretary, Stoney Creek RV Resort: 2021-2024 - 1st Term **(This should've been updated to reflect 2nd term, 2025-2027)**
8. Mike Dricken, Director, Lake Lenwood Beach & Campground: 2023-2025 - 1st Term
9. Christina Kornetzke, Director, ELS/Lake of the Woods: 2023-2025 - 1st Term
10. Sarah Krause, 2nd Vice President: River's Edge Campground: 2021-2024: 1st Term **(This should've been updated to reflect 2nd term, 2025-2027)**
11. Kristi Mlodzik, 3rd Vice President: Duck Creek Campground: 2021-2024: 1st Term **(This should've been updated to reflect 2nd term, 2025-2027)**
12. Tiffany Pargman Director, Indian Trails Campground, 2022-2025: 1st Term – **needs to run for 2nd term**
13. Ben Stefan, Director, Grand Valley Campground, 2024-2027 1st Term
14. Jim Button, OHI Representative, Evergreen Campsites and Resort – no term, appointment
15. Adam Malsack, Chair Elect Legislative, Lake Arrowhead Campground: Appointed Term 2016-2023 **(This should've been updated to reflect current year, but appointment continues)**

2025-2027 Terms:

1. Need replacement for Patricia
2. Julie needs to run for 2nd term
3. Tiffany needs to run for a 2nd term
 - a. Ballot will include 3 open positions

- PAC Update
 - Coordinator Role – Bob is still willing to assist and while they will no longer be owners, we more than likely need his assistance to navigate this position as he's the only one that's held it for several years. Thoughts? Reporting with Ethics Commission for PAC – Agent of Record, not through lobbyist. In the past, we've had it be a member – there's nothing stating he HAS to be a member and currently he is. Board gets recommendations from others and we vote on the funds distributed; Bob really did all the financials, and funds

distribution. Would maybe give more of an opportunity for him to put a check in their hands.

- **ACTION ITEM: Confidential on the sale, but try to find someone to shadow PAC and learn the role, financials, etc and get more information passed along from Bob – looking for the first year at least.**

- Filing WI Ethics Commission – this was completed for 2024.

7. OHI Update – Jim Button – packets include update for Jan newsletter; Per Jim: moving smoothly, about 75 attendees so far for owners/managerial courses. Membership numbers are doing well, the only thing that has changed with OHI is that OHI collects dues from Jan 1, 2025 going forward. OHI will reach out to you directly versus going through your State association. Discussed the silent value – all the advocacy that they do with their behind things – Lori, Scott and others do in the background – things you may not know until you hear about it from someone else. Right now working with Credit Cards for lowering fees as an example.

- Put out letter at end of the year, asking for membership and encouraging people to join – Jan 1st to renew membership. But if someone wants to join at any time, they can still do that correct? JIM – yes, they can.
- Music License – are we past the sign up/enrollment time for that? Jim, I don't know the answer, but will get back to us on that!

8. Mark Hazelbaker, legal update – not on the Zoom, shared with the group

- Reviewing draft bills from legislation for potential changes and will get those back to Tina after reviewing.
- **Change in Office** – Mark is now at Weld Reily firm, the same as Anders Helquist, and will be in the same office. Feels this is a good thing for WACO.
- **Washburn Litigation status** – Back in Dec Washburn County complained they didn't feel the facts alleged in our complaint were enough to prove we had standing – we have standing and the courts take that at your word. Judge instead of dismissing the complaint, Mark filed 1/21 with several pages from additional facts and included several updates from our membership. Had some cooperation from a campground that isn't a member. County has a chance to respond in 20 days, then scheduling in Feb to move forward.
- **Sawyer County – 30% and recreational vehicle changes to ordinances** – County put in a definition of a recreational vehicle and the state codes say something else with park model, etc. can be hauled on the HWY, titled, etc. Mark doesn't want to get into another war, but did give some ammunition to the owner to push back. But we probably have to be prepared to write some strongly worded letters at least to the County. Is the DATCP willing to help us at all?
 - Sawyer County – ordinance change re: 30% and recreational vehicles - Currently the ordinance definition of a park model has a little blip in there stating that we are limited to 30% of our site inventory for Park models. It's not even in the actual campground ordinance, just the definition of a park model.

- *Note from Member: Please see my note below to our zoning administrator to dig up when and how all this got put in there. We are reaching this 30% limit in one of my properties here in Sawyer County and obviously want to get this removed.*
- A town in this same county attempted to do some verbiage on definitions and with a strongly worded letter, they backed down – were trying to adopt a local licensing, ordinance program – that particular town didn't have zoning ordinance. However, Sawyer County does have zoning ordinance.

9. Executive Director Report / WACO Office Updates

- **Membership** – activities Zoom update – will be on tomorrow! (Danielle/Lori); Facebook group being updated to clear out non-members and adjust for paid members.
- **Directory Distribution Update**
 - 200 requests shipping out this week
 - 77,000 shipped directly to other distributors: Anderson brochure - 5,000, Vector & Ink - 33,000, Opportunities Inc (travel Wisconsin) - 9,000 & Travel-Ad-Service - 30,000; those included in the distribution plan from Capital News / Madison Media also held back with them.
 - Online requests - As of 1/21 - From the online JotForm requests:
 - 8 boxes
 - 154 individual requests
 - **Partnering vs. Piggy Back** – we need to flesh out this program more to explain more of what's happening in the Piggy Back process – if we're in the market, we distribute; we need to do a little better job of explaining what we're doing here to ensure this program is being utilized. We started with COVID because we couldn't get to the RV Shows, and so we started doing creative things to drop off directories. Now able to put promotions on in the stores, at places like Scheels, Dicks, and maybe other options with ACE Hardware as an option. We need to explain this better to the membership. If an RV show is light (weather, other events, etc.), then we will get those directories out to the rest of the group.
 - **Membership Distribution Proposal** – We are looking to print labels from campground member registrations and request that every member take back 100-200 of the directories to distribute either at their campground or locally in their communities to assist with distribution. With marketing being such a big focus this year, we felt this would help efforts, and then each member would know they are in their area at the right stops!
- **WACO Convention Update**
 - **Current Registrations**
 - Campgrounds - 78 people and 34 campgrounds currently registered, early bird ends 1/31!

- Booths - 124 total booths so far with 96 companies; early bird ended beginning of Jan.
- Sponsorships – Currently at \$47,500 in cash sponsorships including outstanding invoices – this doesn't include any trade sponsorships, just the money; Concerns: Harris Golf Cars is no longer coming, sponsoring or participating due to territory changes; Some scuttle butt about reservation companies pulling together and stating they won't do sponsorships to be all even; are seeing that a little bit so far with WACO; be sure anyone you're using is at the very minimum a TRADE MEMBER.
- Speaker/Program Update – will look at some topics for legal options with Weld Reily attorneys; Benefits Overview with all the new benefits we offer and how to access them & Advertising Overview Options with WACO – this year advertising will be extremely important and we want to be the leader in advertising for our members. Scott Grennon has been really amazing at continuously trying to get us a big speaker for entertainment – he's reached out to over 200 people this year. One thought he had, was Lance Armstrong and thoughts on the keynote spend, as well as is this a draw? \$30K about – made out ok with Charlie at \$25K, and we got a substantial reduction with GBF/Gilbert, but we'd have to try to do something similar with Lance. Scott – we did sell seats for some speakers in the past, Scott G feels he could maybe get him down to \$22K as he's located in Minneapolis.
 - **ACTION ITEM: Sarah will send out booking agent information and also could look back at TikTok Humorist lead. Group feels we should look at that with less funds and focus more on marketing/advertising to make that work. Looking at \$10K or less if possible. Tina reach out.**
 - **ACTION ITEM: Request speaker ideas/leads from membership.**
- **Print Program**—Brochures and all print pieces are in and ready for pick up. Please coordinate that with someone at the office to ensure we have help there for you. Invoices will be coming out shortly. I'm waiting on CPC to add in shipping costs and get me finals this week.
- **Website/FB/Instagram Update** – Packet includes Dec / Year End
- **GBF Updates** - \$248,799 total, which is down about 9% YOY in member contributions; Lori will also discuss thoughts on Gilbert continuing the onsite visits. We need to look at Carla's time, Gilbert's time, etc. – to make sure the appearance makes sense. Lori is asking for more of a routine with an event, here's info on the foundation, etc. Will be talking more about this and will be revamping this a little. I want to make sure the scheduled events make sense for a full appearance with advertising and well-thought-out plans on the campground side. Raffle License – SOME percent of that needs to come back to the Foundation to ensure its being used properly. Will have to be a little more strict with that. Group: Do we need to come up with a fee to use the license? Lori felt it was a broader concern with other non profits -we need to make sure anyone that

is using that license will report the income. Did have a couple members that used the license and didn't contribute back. Jim – are we in violation? Lori – no, not at all, but we can let members know if they are for sure. Foundation in the past and sponsored at the show with signed memorabilia. Tucker Kraft is available this year for that set up – let Lori know if you have others. Kristi – maybe we should provide a form for them to complete in order to even get the raffle license?

- **RV Shows**

- Need approval: Magic Matt: Friday 01/31/25 Times TBD, Saturday 02/01/25 Times TBD and Sunday 02/02/25 Times TBD at the Madison Camper & RV Show & Sale at Alliant Energy Center - \$1500.00 + lodging. Anyone have an issue with him coming again? Sarah commented he was really great last year and people enjoyed him. **APPROVED.**
- Madison RV Show – Currently have 21 booths, let's brainstorm on how to fill in a couple more booths here; Dave needs to ensure we're using all the space for that deal – members pay less than half price and need to be sure we're at least covering the \$6000 fee we pay the show organizer.
- Rockland show update from Carla - Rockford RV Show: Jan. 16th - Jan. 19th The show was much slower than last year. WACO had 9 campgrounds there verses 3 from the past year. Last year the show was in March with a very big response. The show promoter Laci said the venue made her choose another date because of another event, and was scared that WACO would not attend if she did it after the WACO Convention. She said she usually schedules right before the convention and will not put the show in January again. I also think the playoffs hurt the show, because the traffic came to a stop at 3pm, on Saturday when the first play-off game started.
- Note on Green Bay Show: Green Bay RV Show, Jan. 29th – Feb 2nd, this show is sold out. A few campgrounds tried to get in this one, but the show promoter Amy told me she can put them on a waiting list for next year. So, if there are any campgrounds that would like to get on the waiting list for next year, this is the time. Contact information is below, please reach out directly! Comment from the group – wonder if this is due to how they set up the floorplan because the spacing is definitely different than what they've been doing in the past.

- **Legislative Updates**

- **State Affairs online portal signed up** – discounted 20% by working with other state Execs, direct for WACO, \$3700 ended up being \$2960 total.
- **Scott, Adam, Lori & Tina met with Senator Jacques** re: the Amusement Bill Draft (in packet); Removal of Guest – bill also ready to present; Property Taxes – Bob Welsh has not reached back to Sen. Jacques office, so we will more than likely be presenting our own legislation, but need a little guidance on what specifically to ask be drafted. Connected with Jason on that and he still feels

we need to get in touch with the DOR and see how they are directing assessors on these changes with our examples of varying assessments included. Tina - reached out to connect with the DOR on a meeting in their SLF division to ask about the property tax as well as the recreational / camping unit definitions to ensure nothing else gets tacked on we don't want in that ACT 12 language enforcement with assessments.

- Jim update: Scott & I have connected in a couple of meetings; what I can tell you is I've hired Amy Sibel to work on personal property tax since last year, a savvy tax attorney who's gone up against DOR many times. OHI & Jim hired Bob Welch as a Lobbyist for them. Since then, Rep. Kevin Peterson's office is drafting the language that Amy/Bob initially crafted. Once drafted by their office, Rep Peterson will ask other representatives / Senators to sign on to the proposed legislation. Bob Welch will work the floor to assist and get others to co-sponsor the bill. We will need the support of WACO and WACO members, as well as campers who are Seasonal. Believes this will be a bill on personal property tax and the re-tax of the park models. Believes it will be a stand-alone bill separate from the budget bill. Haven't seen what Gov. Evers has put out on the budget bill, so can't confirm that. Tried to keep Scott in the know, but so many things he couldn't share for fear of jeopardizing forward movement. Jim: I understand it may have been uneasy not knowing, felt this all needed to be done with delicate hands; didn't want any false information getting out/about. Jim took this on and saved \$489,000 across 54 campgrounds – those who didn't get a personal property tax bill and, through the Shared Revenue Act, will not pay moving forward, so the township can collect from that. In his township, it was a win, and he wants to populate that through WI. Now that the information is out there, he is comfortable setting up a weekly or biweekly meeting to connect on updates. Willing to pass all information along to Lori/Scott and WACO.
- Lori: When you say OHI & you personally hired a lobbyist – can you explain that? Jim: I cannot personally hire a lobbyist, so when this all started in the Spring, didn't feel that some of the comments made reflected what I wanted done; didn't feel WACO would be on board with me moving forward, so I as a campground owner I decided to tackle this and knew I needed a lobbyist – so all funds are being taken care of by OHI. If the park model issue gets out there it will be an issue in other areas/states and we don't want to trickle out to anyone.
- Lori: In the future, we need to look unified on situations like this and that WACO should've been part of this and not just OHI/Jim. Jim: we are unified, but when started this in Spring, I needed to get things taken

care of and when I talked about solidifying something it didn't seem like WACO was going to move on it. At the end of the day, this will be a win for WI and for the park model issue nationally. Jim has been paying his attorney and lobbyist from day one. Jim doesn't want any credit for it all. Lori – doesn't feel the credit is being taken, but our bigger concern: OHI is paying the lobbyist on behalf of who? An individual park owner? Jim – no, I am personally reimbursing OHI. I couldn't write the check directly to a lobbyist. Lori - so OHI hired the lobbyist on your behalf and you didn't feel WACO was a good Association for this? Jim – no, I didn't feel WACO was behind it all, felt personally slighted at the time and that WACO made him feel as if he knew what he was doing. Couldn't do more than what they did in the short timeframe they had available, so helped as many as they could. Didn't have time with all the board of review timeline, etc. to help more campgrounds than those with the one appraisal company.

- Lori: Important thing here – if a member doesn't feel heard, or feels slighted, we need to explore that and talk about how we made that happen – we need to reflect on what we could've done differently. Our concern initially was, will we poke the bear – or impact negatively those that didn't see issues with the changes – which was a thought in the moment, not a motion or permanent thought.
- Jim: Those notice of assessments come and we may not look at it, worried about the park and being an owner, but since I had a little time, I opened mine and it went up \$4.5 million for his assessment at Evergreen Campsites.
- Lori: We do have moving parts on this with WACO and need to be aware of the language so we can look unified vs. two separate groups who aren't communicating on the same topic from WI. Jim: I will coordinate a meeting when I have the language with Lori/Scott and the attorney to review. Always told Scott exactly what we were doing and when we were doing it – just got it approved to communicate to this group this morning.

**a. ACTION ITEM: Jim: coordinate meeting with Scott/Lori/WACO
Office re: language in bill being drafted for property tax and
definitions.**

- **Up & Coming Lobbyist Follow up** – meeting with Pete Madden next week, reached out to Bill Cosh and Jason Culotta to keep their ears/eyes out for us. Kathy Kilgore and Bob Welch are other options that we can review – but in general, we'll put something in the budget specific to that to slate funds aside for the role. Want to put more money in the legislative fund. Jim comment:

Feels that Bob Welsh would be the best and would be all in favor for him proposing something for WACO again. Feels he would be a great fit.

- **Mary Arlington with - Rivers & Rockies Outdoor Lodging Coalition (RROL)** has another system that she uses and will watch for anything for states related to CAMP/COE that would be RV related to assist with National issues.
- **Tavern League** – liquor bill did pass and we can get that information in our newsletter; to remind people what it includes.

10. Committee Reports:

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

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

- Approve expenses
- Review financials – included in packet
 - Need a little clean up yet with where some funds were recorded on specific line items that shouldn't be; regardless, currently at \$46K+ profit and need to look at using those funds with new budget to vote on with finalized info for Feb board meeting.
 - Balance Sheet – checking/savings and CD balances noted; came out good on interest; paid 3% on interest and then kept the \$100K in the account, then got interest there as well – CD made almost \$5K and total in \$7500 in interest
 - AR Reporting – some area 60/90 days and current we aren't as worried about; but the outdated, we should be getting some feedback/follow up. Asked if the office is worried about any problems – Lori, some were sold and need to get that cleaned up for annual meeting. Scott – much is for Convention Sponsorship which we'd expect to take a bit.

- **Advertising Committee** – Sarah K, Deneen P, LeaAnn G

Duties: Directory, Shows, Website, Publicity

- How should we best present information at Convention for the Advertising session? Group liked the idea of doing sessions.
- LeaAnne – lots of print being used; how are we using our Social media to get out into the public? Should we be sharing more to our FB pages when WACO posts – group – YES.
- Interviewing a camper at a campground – what if campground was responsible for doing a little snapshot of their campground – what's the theme you're most looking forward to at this summer, what's something new at this park you're looking forward to?
 - **ACTION ITEM: LeaAnn will join social media panel at Convention**

- **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

- Sent out bylaws to membership as requested – thanks for the email help Rob!
- See action items re: new changes and get those out to members.

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

Duties: Education, Membership Development, Convention, Awards, Scholarships

- How to push 2026 sign ups at 2025 Convention? We can add into General Session Wed/Thurs, but any other ideas on how to get more to sign up? We had (2) last year. Breaking out multiple sessions with highlighting membership benefits. Showing people how to actually use the benefits vs. not using the discounts available. Does think it's a new thing for people – not yet "trained" to sign up for the following year at Convention, still waiting for that Summer invoice.
- In Activities Zoom – knowing where to get Glitter Tattoos, Bear Factory, etc.
- Scholarships – do we want to offer something for Convention or for HS students? Convention, we'd have to put something out quickly. Group mentioned we had Young Professionals taking over the HS scholarships. Need to circle back with them on it. Convention – do we want to use something to promote it, get new members. Wouldn't mind seeing some money earmarked for that.

- **ACTION ITEM: Connect back with Young Professionals on scholarship language and posting, etc. for high school students.**

- Committee structure something with Scott for current members and look at scholarship monies for those that financially are struggling to attend Convention. Mike offered a campground under a certain size. If people really need it, they've 'applied' in the past.

- **ACTION ITEM: Set up committee meeting to discuss scholarship options and awards for 2025 Convention.**

11. Secretary's Report: Review/Vote to Approve Dec Board Meeting Minutes – Sarah motioned to approve, Rob 2nd motion – all in favor, none opposed.

12. New Business:

- Next meeting: Feb., Tues. 18th at 10 am

13. Adjourn- motion to adjourn from Rob, 2nd from Kristi, meeting adjourned 12:27 pm.

DECEMBER ACTION ITEMS STILL OPEN:

- ACTION ITEM: WACO office to draft a letter to present to Jim from the board requesting an update on the information. *Are we no longer doing this based on Scott's conversations? We did not get anything from Bob Welch to Sen. Jacques office. Do we still need a letter?*
- ACTION ITEM: Mention to Jason/Bill and see if there are some up and coming lobbyist that would work for our industry and the association. *Meeting set up with Pete Madden on Jan 27th contacted Kathy Kilgore to get quotes. Also have feelers out to a few lobbyists we saw online with business background.*
- ACTION ITEM: Reach out to Airbnb to be a vendor/sponsor and connect with us on better rates/association discounts. *Working on a good contact for this one!*

JANUARY ACTION ITEMS:

1. WACO OFFICE: Update bylaws and send to board for approval based on motion in Presidents report.
2. WACO OFFICE: Terms/Ballot & Nominations message out to membership with 3 open positions, showing Tiffany and Julie running for 2nd term, with one position wide open.
3. WACO OFFICE: Message to membership re: PAC mentoring and learning that role with Bob Weiss for 2025.
4. 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.
5. JIM: Schedule meeting with Lori/Scott/WACO office to connect with Amy on language in legislative efforts.
6. WACO OFFICE: Pay Magic Matt – approved for RV show listed above.
7. JIM: Contact Bob Welch to send WACO quote and information.
8. WACO OFFICE: Set up Membership Committee meeting to discuss
9. SARAH: Will send out booking agent information and also could look back at TikTok Humorist lead. Group feels we should look at that with less funds and focus more on marketing/advertising to make that work. Looking at \$10K or less if possible.
 - a. Once received, WACO OFFICE to reach out for potential speakers.
10. WACO OFFICE: Request speaker ideas/leads from membership.
11. WACO OFFICE: Add LeaAnn Gieck to the social media panel session.
12. WACO OFFICE: Connect back with Young Professionals on scholarship language and posting, etc. for high school students. Notes: Committee structure something with Scott for current members and look at scholarship monies for those that financially are struggling to attend Convention. Mike offered a campground under a certain size. If people really need it, they've 'applied' in the past.
13. WACO OFFICE: Set up a committee meeting to discuss scholarship options and awards for the 2025 Convention.