

## **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 Minutes Monday, October 8, 2024 | 1 pm Best Western Resort Hotel & Conference Center 2701 County Road CX, Portage, Wisconsin 53901 United States**

If unable to attend in person, Zoom is available:

<https://us02web.zoom.us/j/87503343401?pwd=Iti6IBFeXsxID3R28gagil9MfyyMO2.1>

Meeting ID: 875 0334 3401 | Passcode: 510253

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

1. **Call to Order: 1:10 pm**
2. **Attendees:** Scott K, Rob B, LeaAnne G, Tiffany P, Mike D, Ben S, Deneen P, Sarah K attending in person, Danielle Todd from WACO Office;  
On Zoom: Lori Severson, Tina Severson, Krist M, and Christina K  
Member Guests: Joyce S & Tia from Stoney Creek
3. **Motion to approve Oct agenda** - Motion from Mike D. with Rob 2<sup>nd</sup>, all approved agenda.
4. **Packet review** - any questions?
5. **Committee review & assignments**
6. **President's Report – Scott Kollock** - none
7. **OHI Update – Jim Button** – not on call
8. **Mark Hazelbaker, legal update** – not on call
9. **Executive Director Report / WACO Office Updates**
  - **Membership:**
    - Campground Owners: 132 members paid and 14 members invoiced/not yet paid, total of 146 2025 Members, need to get those remaining 50 signed up;  
***(Up from 86 pd with 101 total last month, but still needs more work here – see who has paid/signed up in folder pocket and if you haven't, get your membership forms in!)***
    - Trade Members: 43 totaling \$12,900 – normal before convention
  - **Directory Update:** Opted to go with Capital News Print/Design for their combined distribution and discounts listed below - total included value \$22,130.82:
    - Additional print discount \$2,000.00
    - Email to 425,000 people in Wisconsin interested in camping and hiking \$4,254.50 retail value
    - Email Re-Drop to openers of the initial email drop (estimated to be approximately 63,000 people at a 15% open rate) \$1,020.00 retail value

- 2<sup>nd</sup> Re-Drop email to openers in WI in County who are interested in camping and hiking \$1,020.00 retail value
- Insertion of guides towards the end of the season into the Wisconsin State Journal (approximately 20,000 copies) \$3,540.00 retail value
- Insertion of guides towards the end of the season into the Portage Daily Register, Wisconsin Dells Events, Baraboo News Republic, Daily Citizen and Juneau County Star-Times \$776.32 retail value – paid subscriptions papers inserts.
- Distribution - pay for 35 pockets (\$350 per month - \$4200 annually); 2025 WACO Guide will be distributed in an additional 21 pockets at no additional cost until or unless that pocket space is sold \$2,520.00 a value of \$210 per month; So getting \$6720 worth of distribution/rack pockets for \$4200 – which we would take from the advertising/distribution budget we already have slotted.
- WACO ad credit program \$7,000.00 – distribution of WACO certificates in exchange for advertising on websites and affiliate programs.
- Talked with some contacts – more expensive slightly than previous printers, but making it up in the distribution add-ons. It's worth it to try something new, and we will have to get more savvy with our advertising after hearing from other states and some of our members – shoulder season doesn't look to be "up" for more, some steady, but a lot down in this season. Will be shipping/drop shipping in SOME areas, so there may be SOME savings here. We would cut some of the drops that we do that maybe aren't as beneficial. Ad Lit still doing and can drop ship to them and the WI Tourism as well. Already have decent social media following and a good database to pull from with demographics split out better. Would still need more work in Door County, but Green Bay already has shows, so feels like this covers all over.
  - Scott – do we need to go to the 225K to make sure we have more for this distribution? Lori – we would have more flexibility to work with them if we do have some leftover, but could offer them to go earlier. Ran out of some for Donnie/snowbird markets. TAMPA show is biggest regional show, AZ show is good, but could also do more for Chicago if we wanted. Scott – you'll need to know what you're removing/pulling from those areas of budget. Lori – feels we will have room in that Internet line item and potentially in the distribution/shipping line item.
  - No other discussion – group approved, want to move forward.
- **2025 WACO Convention Update**
  - **Current Registrations:**
    - Campground Attendees: 52 @ \$13,250.00

- Expo: 48 booths with \$29,850 for booth fees/electrical (have been hearing from other expos/mfgs that normally get booths in general at expos that the trend is going to fewer shows.
  - \$6400 in sponsors
- **Speaker Update** – the survey is showing that people want a variety of options for the workshops – like no top choice, just a lot of options and for entertainment, they want comedic relief (full survey results were in last month's packets, included in folder pockets for this month). Scott from Tunnel Trail mentioned reaching out to some podcast celebrities about this next year. Show me how to make money, save money or make my systems better.
- **Initial cover of theme in your packets!**
- **WCA Convention Recap** - Set up was a struggle but we still served more than 250 people from all over the WI counties; set up for "hospitality room" as an "upgrade" in a hallway – because the roof outside was a beautiful view, except you can't do trivia, show a PP, etc. Lori/office still in negotiations for some of those charges, as we did bring our own items for set up and they still charged us. It was amazing how many board members knew the answers – last year it was so slow/quiet – this year, there were a minimum of 80ish people who raised their hands for the answers! Of course the freebies helped a lot. They truly enjoyed it, and so many stopped by the booth to share information and thank us afterwards. Joe from Lakeside Fire Campground had a great idea about finding other associations like this one to educate. Tavern League we are known in but never had a booth. The economic impact booklet was a huge hit.
  - Need to look at other associations and see what events could be replicated there.
  - WCA did mention going back to the Dells next year. Was nice having it close, but working with the venue this year was tough.
- **Insurance Quote** – see packet; Eric isn't 100% sure we need this level of coverage, but the only time we do is when we're at Convention and then each individual vendor, hotel, WACO and GBF all have insurance. Just wanted to make you aware of this option. Lori didn't feel it was necessary. Did ask what other Associations currently carry – PA/TX are the only 2 that have additional insurance. NJ is covered under different plan because they are set up as a business entity. No one else has more than \$500K – we are larger. Thoughts? Scott/Mike – doesn't feel like we need one based on everyone else having their own coverages.
- **Website/FB/Instagram Update** – Packet includes Sept; feeling frustrated on the stats as they continue to change and once we gain traction on what's happening, they change how the information is presented – traffic is slower and so is engagement; 3 times/week. Most random thing will pique interest – reminder back to Kermit the Frog exhausted post sheet change in the RV – always random. Members are also able to post 1X per year – did highlight that on the advertising form, but not always being used.

Danielle may up / increase that in the winter to keep it on the top of feeds. LeaAnne – do you ask members to share the posts? Danielle – yes, if there's a contest or a larger impact post like winter camping, sites available, etc. LeaAnne – if having issues with memberships not getting/finding values, maybe that's something we could be helping with. Danielle – that makes sense for the member page, this information is for the public facing page. We will also highlight gift certificates/WACO gifts for Christmas – we do sell a lot this time of year.

- **GBF Updates** – currently at \$112,560; total last year was \$272,097 – difference of \$159,537; do still have a large fundraiser this weekend for Legends Weekend, but anyone else that's been saving up their fundraising efforts, please send them in! If you've used the license for the raffle, be sure to turn those funds in. Tavern League is seeing a lot of donations there. Ben - Grand Valley needs to turn in theirs and Lori agreed, all common that some wait until the end of the year.
- **Fall Workshops Review**
  - Sept – any suggestions? No comments, all looked good.
  - Oct Schedule in your packet folders!

#### 10. Committee Reports:

- **Financial Committee** – Scott K, Julie M.  
Duties: Budget & Dues, Audit, Insurance, Executive Director
  - Approve expenses
  - Review financials – included in packet – pg 23 so we all can see where we stand. This time of year looks proper. Scott – made about \$7K on interest for moving our savings/checking account over, so that's great news. Lori/Scott – savings needs to stay over \$100K to get the interest; Lori can check into any insurance issues with the funds getting to a specific level. We do have cyber insurance, and there is another program she's been reviewing – 2 / dual authorization to include approval after a check was written, we just need to confirm how that works and get back to the board. Rob – some accounts will roll funds over back/forth so you don't have to transfer funds physically. Ben – if there are more signors on the account, you may need to include more insurance/options. Mike – is it a concern – ask the bank and let us know, otherwise its not worth worrying about. Scott – did review the AR – need to determine what we're doing with outdated items like Holiday Shores. Lori does have some information on that one. Stand Rock sold again, so its like the 3<sup>rd</sup> owner in a short period as the owner didn't get full paperwork signed. Lori feels we may have to take a hit on that based on them no longer being the owners we worked with.
- **Advertising Committee** – Patricia L, Sarah K, Deneen P  
Duties: Directory, Shows, Website, Publicity

- Review final choice for printer/designer
- **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: Patricia Lombardo – retired from the Board, so we will have one open seat for elections. It would be nice to have it filled by January. No one else mentioned dropping off the board. Scott is willing to continue to be President, but also willing to step aside to let someone else step up and would still be here as Past President. Change in the bylaws last year to take away term limit. We didn't want anyone to step up and not want the position. The line of Exec Committee doesn't always sequence out the right way – sometimes people sell, for whatever reason, its never really worked that way. Its been good to have some continuity in place. Mike – you being involved for so long and willing to serve as President is great, but if we need to adjust the bylaws, then let's do that. But we're lucky to have Scott in the role. Scott also feels like at some point, we will be retiring from the campground, and then we want to make sure the association is set up well for that future situation. Lori – need people with the history with WACO and those with new ideas so we get a great blend of the past information and great new energy. Other Associations don't have that. Baldwin is great, but her opponent is fierce, so we need to be cautious of walking that line and potentially supporting both in some way.
- **Membership Services** – Ben S., Tiffany, Kristie, Christina K.  
 Duties: Education, Membership Development, Convention, Awards, Scholarships
  - Convention ideas – Adventure Awaits update

**11. Secretary's Report:** Review/Vote to Approve Sept Board Meeting Minutes – motion to approve the meeting minutes from Sarah, 2<sup>nd</sup> from Rob – all in favor, approved.

**12. New Business:**

- **Spectrum Wifi Letters (Tina)** – Ben and I both attended this call, Ben gave a summary. From the meeting and post conversations – its more COAX customers, not just any Spectrum. Most are Spectrum fiber. Whether the issues turns from COAX to fiber – if you sign on to their services, terms states you cannot redistribute the use of the WiFi – have been giving a 30 day notice to pull the plug and no longer offer WIFI/shut them down. Treating them like a mobile home community which is incredibly high. If you have competitors in the area, use them – but a challenge for them. Not aware of anyone in WI is seeing. OHI was on the meeting, but stated they were “gathering information” and didn't seem like the National conversation was really doing much – sent out a survey. Fiber networks are capable of much higher speeds. So Tiffany is Spectrum internet customer but literally to their face told them what they were doing and seems like sales reps in our area are well aware of what's happening. So currently not

impacting us in WI, but haven't heard of any getting shut down as of right now. Difficult for campgrounds to afford the alternatives. If in area with AT&T fiber can work.

Different providers all over WI – Frontier with dedicated service; local options like DES, and some county-based co-ops, are great. Star-Link can work – but generally have data limits – much higher than cellular plan, but still. Spectrum must've gotten large gov't grants for fiber because they put in a ton of that in WI – aware of 7 local campgrounds that signed up in this area. Ben – all customers are trying to fight them on their own, but need help to fight collectively. Probably shouldn't pay the same as residential, but this huge price increase is also not fair. To clarify, on the Spectrum letter to redistribute OR resell, you'd still be shut down even if you didn't charge your customers. Hard part is determining if this is actually a WI issue. WACO probably wouldn't even be able to make traction – really needs to be a National Association. Mike – do we need to do any pre-emptive conversations? Scott – agreed, you'd need a senator or someone to take this on, not just our association. Ben – recommendation would be that we let OHI fight it at a national level and since its currently not happening that we know of in WI. Campgrounds that have better wifi in their park and distribute it better

- **Hurricane Relief** – Bud called Lori asking about ways we could assist. No further discussion.
- **Red Barn:** If anyone at the end of the season could help with site additions, there, they would really appreciate it.
- **Christina K** - Those who've personally had personal property tax in the past are not being assigned those in 2024.

### 13. Adjourn

#### OCT MEETING ACTION ITEMS:

1. **Tina:** Reach out to Mark re: Washburn lawsuit update and get to the board.
2. **Lori:** Check into bank accounts – do we need additional insurance, rules in place re: fund levels in checking/savings to keep getting the higher interest return?
3. **Tina:** Need to get funds / listing of those that will help us for PAC funds/donations.
4. **Ben:** Send link to group of the recording of the call with Mark Koepp
5. **Office/Board:** Determine if December board meeting is necessary, if so schedule.

#### SEPTEMBER MEETING ACTION ITEMS:

1. Schedule POWTS, electrical, plumbing and UDC speakers for WACO Convention
2. Tina: Connect with Jason/Bob on PAC funds being used
3. Bylaws with latest changes to be sent to membership in proper timing to approve at Convention.
4. Tina/Legislative: Move forward with the amusement ride (removing jumping pillows/jumping pads), set meeting with DOT/DMV, (put together legislation to get titles in hands easier for Campgrounds – discuss the costs of court, loss of revenue right now) putting something together to readily remove seasonals / guests and getting assistance from the law.

5. Lori: Review AR report and remove those that aren't going to pay: Holiday Shores – over 90 days; Stand Rock will be an issue – sold/transfer and then both parties didn't want to pay; review AR report and have it more solid for Oct/Nov.