



ANNUAL MEETING GENERAL SESSION MINUTES

Kampground Owners Association Annual Meeting

Held Virtually Via Zoom

Wednesday, November 4, 2020

1:00 pm – 2:00 pm EST

ZOOM LINK WAS:

<https://zoom.us/j/97727908052?pwd=MmFvQ3Z0VDZ4YWVCbEphc1NudUozZz09>

1. Call to Order – 1:05 EST
2. Welcome and Roll-Call: Richard and Tina reminded everyone to please send their name, campground name, and franchise number in chat function to be official participant for roll call, voting and minutes.

ATTENDEES:

- Tina Severson – KOA OA Office Staff
- Richard Marcoux, OA President
- Tim Rout –Access Parks
- Debbie Callahan – Independence Bank - Debbie, Nate and Mike from Independence Bank
- Doug Killeen – Leavitt Recreation & Hospitality Insurance
- Philadelphia Insurance Companies- Damian Petty
- Southeast Publications – Kim Warrick and Brian McGuinn
- Rob Bruno Kankakee South #13144
- Lori Severson – KOA OA Office Staff
- Carla Brown – KOA OA Office Staff
- Tom Brown – Minneapolis Southwest 23112
- Brian – Brian McGuinn - Director / Kim Warrick - President --) Southeast Publications
- Les Petersen - Alamosa KOA 6101
- Bob Ouellette, Chocorua Camping Village #029132
- Libby DeRosa – Libby DeRosa; covert/south haven koa # 22228
- Ann Clark – Chattanooga North KOA, 42111
- Kathy Allen – Sweetwater # 42153
- John T. Baker – John T. Baker II, Austin East KOA, 43-251
- Tim & Debby Cartmell – Honesdale/Poconos KOA, #38184
- Cheryl Arnold – Grand River Valley KOA, 35173
- Karla Lemoine - Karla Lemoine, Coloma/St. Joseph KOA 22165
- James Grooms – James Grooms, North Sioux City KOA 41-127
- Oscar Carranza – Oscar Carranza- Twin Falls/Jerome KOA 12109
- James & Sharron Kockler - 38112 - Erie KOA Holiday
- Fred Pritchard – KOA Corp
- Kent and Donna Sentner Cornwall/Charlottetown KOA #58103 pei Canada
- Tammy McCoskey, Klamath Falls, #37-107
- Patrick Wagner 1000 Islands Kingston Holiday KOA #55135

- mark wood - Wakeeney KOA – #16123
- Sylvia Weber Chicago Northwest KOA #13101
- john downing, Rock Island #13156
- Mike Bell San Diego KOA #5-112
- Kate Kemker & Kaaren Fox, Cooperstown KOA 32114
- Fred Prichard (KOA Corporate Rep)
- Scott Burkard. Coleville Walker CA KOA #5465
- Karen McAndrew - Cardinal KOA # 55124
- Iris and Ken Shupe - Bay Center/ Willapa Bay KOA # 47121
- Tamara Spencer - Chocorua Camping Village KOA # 29132
- Greg Query-Estes Park KOA-#6113
- Richard Grimm - CRANBROOK/ST EUGENE KOA - 52167

3. **Approval of Minutes from Savannah, GA, November 2, 2019**
 - Tim Cartmell moved to approve; Second by Kathy Allen, Adopted.

4. **Report of the President – Richard Marcoux**

Discussed attending Area Meetings and seeing a variance in how people were able to function in the year of COVID. Some did really well especially if outside a metro area. “2020 Challenging year – one owner gave it a 1-star.” Richard would like to give the BOD 5 stars – have stepped up on several occasions and had many more meetings than usual – almost every two weeks initially as to what we and KOA could do to help the campgrounds. Discussed lots of options and worked hand in hand to help mitigate the concerns of the season. Everyone’s internet was suffering – we know we get comments from customers about rough the Internet connections were. Worse this year since we had a lot of guests from larger cities expecting that same bandwidth. Hope to address that in the future and one company on the call today who has options for us with their hardware. Parks extended seasons based on customer demand. Lots of new people who didn’t know how to hook up things with their RV. Lots of education in the season. Ramification of COVID hit us too – various levels of government concerns, but shouldn’t lose track of other things happening – forest fires are just one example. Thanked KOA for their assistance with costs and changes they made for this year.

- a. **Introductions of Board Directors**

WE HAVE OPENINGS FOR AREA DIRECTORS in Area 4

OUTGOING BOARD MEMBERS – Thank you for your service!	INCOMING NEW BOARD MEMBERS / THOSE STARTING NEW 2 YEAR TERM	BOARD MEMBERS STARTING 2nd YEAR OF 2 YEAR TERM
Libby DeRosa from Area 3: Served 4 years on the board	Ann Clark – Area 1	Kathy Allen – Area 1
John T Baker – Area 4: Served 2 years on the board	Tim Cartmell – Area 2	Cheryl Arnold – Area 2
Matt Stovald – Area 7: Served 5 years on the board	Karla Lemoine – Area 3	James Grooms – Area 3
Sandra VanSteijn – Area 8: Served 2 years on the board	Oscar Carranza – Area 5	Mark Wood – Area 4
Stacey Ashwood – stepped down in Feb 2020	Mike Bell – Area 6	Homer Staves – Area 5
	Patrick Wagner – Area 7	Greg Query – Area 6
	Richard Grimm – Area 8	Richard Marcoux – Area 7

b. Recap of 2020 highlights –

KOA Corp Updates:

- Total system nights down 6.5%
- Total system registrations down 3%
- Individual areas: Region down the most is Eastern Canadian down 28.4% and the region up the most is north central up 3.6% (I had it as 6% but I feel more confident with your number)
- **Advanced deposits up 25.7%**

OA Office Staff Summary:

No longer utilize Prime Management. New management company is Severson & Associates.

A lot of work has been done:

- Updated website to reflect 2020 Board of Directors, Area Directors, State/Province Presidents, Committee Chairs and Members, Associate Members, and Sponsors, as well as changes in KOA Ownership
- Sent out 30 emails via Constant Contact, with several pending specific to Area Meetings
- Posted 62 times on Facebook, with several pending specific to Area Meetings
- Produced two Newsletters, Volume 40: Issue 1 (28 pages) and Issue 2 (47 pages) with another scheduled for January 2021
- Connected with over 450 KOA's and updated their information
- Confirmed and received payment from 17 Associate Members, 15 of which added on to their membership to be a Sponsor or Newsletter Supporter

What You Can Expect from the OA Office in the Future:

- Membership Drive for 2021
- Associate Membership and Sponsor Drive for 2021
- Virtual OA Booth for the 2020 KOA Convention
- Continued communication of industry trends with blogs, article and website updates

c. Update on Board action to resolutions from 2019 Annual Meeting.

AREA 1 – 2019 Resolution Still Open:

- KOA's current standard requires parks to offer WiFi and cover 95% of the park.
- KOA's current standard does not contemplate a per site bandwidth speed that ultimately our campers current desire or will desire.
- The question is, what should that standard be? Per FCC, Broadband is defined as 25 Mbps download and 3 Mbps upload, especially during peak time of 7-10pm. As of today, only one KOA vendor guarantees such bandwidth and that is Access Parks. Are these speeds truly required? For work from home, remote learning, streaming, etc., they certainly could be. For checking emails, etc., the bandwidth would not need to be at these speeds.
- **Approach:** It makes sense to land on a speed test app/provider to begin benchmarking each KOA's current bandwidth potential, especially during the peak time of 7-10pm. With that intelligence, and consistent approach to measuring speed, KOA could then begin to understand where the standard may need to be and thus, land on a benchmark that can be measured for any royalty consideration. I still believe this resolution has merit and will continue to work with my quality assurance teams on how best to measure.
- **Next steps from KOA Corp:**
 - Finalize a Speed Test provider. My recommendation is [speedtest.net](https://www.speedtest.net). The app can be applied for both Android and IOS operating systems.
 - Utilize 2021 Quality Reviews (yes, we plan to be on the road) to complete a pricing group inventory per park and detail the bandwidth across the system.
 - After collection period, determine a bandwidth standard that is both realistic and aspirational.
 - Consider royalty incentives that reward franchisees who have invested in quality WiFi per our standards and encourage other franchisees to invest in their WiFi utility infrastructure.

Area 7 – 2019 Resolution Still Open:

- Resolution 2:** Whereas Canadian KOA franchise owners cannot add subsequent charges to any credit card in the K2 system that involves and is marked as Blackline. This results in liability to all the Canadian franchise owners due to inability to collect on Charge to Site, Damages to Accommodations, etc. Therefore, to be resolved KOA Corp needs to deal with Chase and Blackline to insure this is resolved.

Most Recent KOA Response:

KOA took action on this resolution and worked with Chase to provide a terminal that can tokenize a credit card transaction. Chase identified the Ingenico Desk 5000 and completed its token certification process. An email was sent to Canadian owners on June 5, 2020 informing them of the requirements to order and receive that terminal. KOA has also escalated the certification of the Ingenico Move 5000 terminal to allow tokenization from a mobile terminal that will help facilitate express/remote check-ins.

d. SPONSOR AND ASSOCIATE MEMBER RECOGNITION:	Contact Name (if Present)	Sponsor Level
Access Parks – Proud to be a sponsor and look forward to many years to come in terms of, guarantee broadband streams with speeds listed in the contract; partnered w/ a lot of hospitality and recently purchased a KOA property. Are available in Canada and looking forward to seeing everyone stop at the KOA Virtual Booth.	Tim Rout	Platinum
Independence Bank – 100 PPE loans through SBA and working with individual solutions for lots of campgrounds this year; working through this crazy year – interesting process with going through the unknown. Encouraged us to watch a video at their KOA Booth.	Debbie Callahan	Platinum
Leavitt Recreation & Hospitality Insurance - premiums starting to rise, some companies buying markets up with lower prices but the claims are catching up with those carriers – so seeing a 20% increase now and seeing large deductible with wind areas and not writing any for fire coverage: rates to increase – get on the front end. Property insurance in areas like CA/wildfires. Saw 3 carriers get out of the RV park industry all together. Write a lot of business with Philadelphia Insurance. Buckle down and be ready for increases – if you have jumping pillows or higher risk activities, pool of carriers is limited. Damian urged our members to reach out regarding any questions – specifically with new amenities.	Damian Petty	Platinum
Philadelphia Insurance Companies – introduced himself and said he would speak more at the Insurance update portion of the agenda	Douglas Killeen	Platinum
Southeast Publications - 17K small businesses every year and are showing much appreciate for the opportunity to be able to be seen – understand the campgrounds are really the only area they able to be seen so on their behalf, Brian thanked them for being that support for small/community business.	Brian McGuinn (Director) & Kim Warrick (President)	Platinum
Blackhawk Bank	Kim Lantta	Silver
Moen's Mouse Mix	Tim Moen	Silver
TengoInternet, Inc.	Kimberly Chung	Silver
The Jump Pad	Dennis Macready	Silver
Utility Supply Group	Wade Elliot	Silver

AGS Guest Services	Michael Moore	Newsletter Supporter
Chadwick Manufacturing	Allen Smith	Newsletter Supporter
Fireside Lodge Furniture	Sara Pridgen	Newsletter Supporter
Prairie Kraft Specialties, LLC	Bethany Benedict	Newsletter Supporter
Phelps Honey Wagon	Jaylene Shannon	Associate Member
The Naked Bee	Brie Houser	Associate Member
Viking Log Furniture	Scott Legatt	Associate Member

e. Committee Reports with 1-2 Minute Report Provided By Chair:

- Accommodations Committee – Chair: Libby DeRosa

Accommodations – 25 campgrounds are benefiting from royalty credits this year.

Glamping Field Guide should be ready soon, hopefully by convention. 71 accommodations, small handful of glamping tents and some teepees. Royalty program sun setting this year and that again, they plan to roll out new royalty credit program which could be broader in terms of coverage. No changes to guidelines to the manufacturers.

- Communications Committee – Chair: Iris Shupe

Communications – should be getting emails monthly, if not please contact Lori Severson @ lori@seversonandassociates.com. Severson would like campground owners to share stories for the newsletters so email tseverson0421@gmail.com if you have a story worth sharing. Let everyone know about the emails and newsletters and Facebook updates they've all received. Meeting monthly now and seem to be gathering the kinds of information that our members are seeking.

- Convention Committee – Chair: Mike Bell

Convention – Sign up for convention today! Reminder, it is only \$400 per campground. Perfect opportunity for members of your team to attend that would not typically have been able to go.

Detailed listing of educational opportunities available on KOA Yellow Pride and EKamp. Had about 260 campgrounds now signed up. 90 Vendors signed up. Thanked KOA Corp for pulling together a virtual convention vs. meeting in person – very difficult decision and have worked really hard to get this done. Lots of exciting things ready to see – Kama and her group have worked really hard. The most economical convention you'll ever attend this year, so we hope to see you there.

- Membership Committee – Chair: John T. Baker

Membership – All owners were given free membership to Owners Association in 2020. KOA OA Staff reached out to 563 KOA member this past year. We will be reopening the invoicing process for 2021. Discussed how Severson and Associates really went out of their way to gather all the correct and current contact information for every Campground name. Allowed the entire KOA system open to them, show them their strengths and communications and as we progress, John feels he sees a bright future with that. He thinks moving forward we will continue to have a great forward movement and that things will keep getting better and better.

- Merchandising Committee – Chair: Cheryl Arnold

Maintenance shirt is getting closer to becoming available to our parks. Corporate will be distributing the shirt to Florida parks this winter with the hopes that we will have for the spring for all of our parks.

- Quality Assurance Committee – Chair: Tim Cartmell

Scheduled meeting at their campground with Stacey from Corp which got cancelled and as many of you know, KOA then put together a photo app for us to send in information with updates and keep everyone accountable specific to quality. TO make sure we're all at the quality level we should be. Some didn't like, some thought ok. Will be meeting later on this week to go over quality review with big changes for 2021. Changes include: branding will be included, not optional with quality review – whether journey or whatever, all will be weighted differently. See a lot of changes but will provide an update on the next newsletter. Not sure on any specifics with inspections. Weighted average only come into effect in 2022 – per Richard, just so they get parks up to speed in 2021.

5. **Financial Report** - Both documents available online on the Annual Meeting Event Page of the OA website with a link sent to you in the Reminders about the Annual Meeting.

Presented by Oscar Carranza, Treasurer

At a negative income, at a loss – had planned on being just a little profitable as a non-profit. Had accumulated some savings, so when we met earlier this year we talked about money we should be investing or putting towards work in our membership.

When began 2020 – planned to cover expenses and have a little extra income, then COVID hit and we determined not to collect required dues and tried to provide relief to all. \$31K still collected in membership dues – about half of what we typically collect, but still had 50% of people pay dues even though there was no obligation. Thanked sponsors for all their assistance this year because this will make a huge impact for next year.

- a. Review of 2018/2019 Comparative Financial Statements
- b. Review of Balance Sheet and P&L YTD for 2020
- c. Looking at some expenses: Noted the higher expense of the management company, but noted we all knew going in would be more expensive because we are getting better services than what they received from Prime Management; mentioned comments from all Area Meetings being very positive.
 - Talked about offering scholarship options
 - Health insurance options through an underwriter

6. **Update on OA Property and Casualty Insurance Program: Thank you to our generous partners in the OA Property and Casualty Insurance Program**

- a. **Doug Killeen from Philadelphia Insurance Companies (Phly):** So much has been happening in the market lately, but wanted to touch more specifically on how things have gone between Philadelphia and KOA – long (many years) relationship. Doug is newly handling our relationship and has been with the company for 20 years, just don't know as much about the relationship as much as Krystal may have in the past. Leading provider of campground insurance – KOA is the most recognizable name in campground and appreciate and value that partnership. From a results standpoint, has been difficult the last 3 years – evaluation in claims from 2018, 2019, and 2020 is up in the air. Overall so far, hasn't been a great year – wildfires, wind storms, and hurricanes in 2020 so not sure yet what that year might look like. Claim standpoint – things like acts of God that they can't prevent with hail, wind storms – risk management could come into play with others. Electrical fires with sizable losses or type of recreational activities – wonder if there is a better way to mitigate some of those risks and claims with more education. Someone randomly tripping, can't do much about, but some claims you have more control over than you realize. Mix of where we stand from a claim standpoint with life happens/Mother Nature happens or is it that particular account could've been more aware and attempted to better manage the risks they are opening themselves to.
- b. With 150 accounts, the loss ratio is quite a bit higher than loss ratio for any other campground accounts. When Phly track success rates of new accounts – KOA has been trending lower over the last couple of years. When looking ahead to 2021, our members should expect to see increases in pricing. Averages 10% in rate increase in past – can't

continue to lose money on the program, so one area will be to look at raising rates for the KOA campgrounds. Also, being candid, Phly needs to determine if there is a way to make money on this relationship. Combined ratio – 120% over past 5 years. Lose a lot of money at that rate.

- One Member asked about pillows vs. pad and if there is a – value of premium with additional activities but the rates will go up, as those accounts have exposures. Looking at where accounts are located – states could vary. Waivers upheld in certain areas and not in others, so that does impact rates where the legal climate may be different.
- Tim Cartmell mentioned that there are a lot more amenities offered to guests at KOA, so our losses would be higher – wouldn't they be? Doug agreed that to be the case.
- Damian from Leavitt mentioned that Phly has been a good partner for them – as Leavitt reps all 50 states and Phly is not pulling out in any areas, where other carriers may be pulling out.
- Greg is mentioned that 120% means they are losing 20 cents on the dollar. Can't help us when they are losing money like that – claims of today equate to rates of tomorrow.

c. **Damian Petty provided update from Leavitt:** doing this for 22 years and KOAs have been the best in class and historically perform extremely well.

- Push for more activities because more activities bring more \$\$ into the companies. Have been seeing more train rides, zip lines and jumping pillows which is great on hand, but then boils back down to the risk management side of things.
- Need to mitigate as much risk as possible. Loss ratio is recently getting out of whack b/c rates are heavily credited and have been for several years.
- Thinks they can tighten a lot of this up with good risk management – more and more gravitating toward this – lots of training and inspections and things they can offer to assist with to keep rates low.
- Leavitt grew by 8 KOA accounts this year and if Phly continues to be the Platinum sponsor, we have to get more 47% insured nationwide with plenty of room to grow. Does Phyl look at the total accounts written under each policy because Damian suggested there is probably more based on how things are written.
- Partnership with Marquel – work comp carrier in several states and that's who really gives money back – 22 accounts growth this year. Exclusive for campgrounds and RV Parks – been great results for that company/arm of Leavitt.

Additional Conversation:

- Richard asked about webinar and checklists – Damian teaches at ARVC, at KOA U, Buyer Seminar and 20Group Meetings, 3rd party management with lots of options. Can do things specific to the park or overall for the membership that we could get pulled together. Would be delighted to do a one-off with Zoom for the membership.

7. Presentation of Awards—Richard Marcoux, President:

a. **WE ARE FAMILY - Bill Chapman from KOA of Spokane, Nominated by Heidi Chapman, who writes...**

I am nominating Bill Chapman for this year's We Are Family Award.

Bill's parents purchased Spokane KOA in 1976, when Bill was 10 years old. From a young age, Bill was helping his parents with running the campground. He spent his summers mowing grass and his winters, after school, working the store. Bill and his father planted every tree in the campground, some of them being their Christmas Trees after the Holiday. Together, Bill, his parents and his Grandmother struggled

through tough times such as the gas crunch in the late 70's and the eruption of Mt. St. Helen's in 1980, which devastated the travel industry through the early 1980's.

As Bill grew up and married his wife, Heidi, they made the Spokane KOA their home and their life. Living and working side by side with Bill's parents and Grandmother, Bill and Heidi raised their 2 children in the KOA Business.

As his parents grew older, Bill took over many aspects of managing the family business. In the mid 2000's, Bill began making drastic changes to the Spokane KOA to incorporate his vision of the future. These changes resulted in regular increases in revenue, quality review scores and Camper satisfaction. Bill and Heidi took over all operations of the KOA as Bill's parents health began to decline.

In 2014 Bill's father suffered several strokes that left him in a wheelchair and in 2015, Bill's mother was diagnosed with Alzheimer's. Bill's grandmother, now in her late 90's, also had dementia and still lived with his parent's at the KOA. Bill had promised to care for his family in their home as long as possible, so he and Heidi became their full time care takers, as well as running the KOA. Bill and Heidi's son, Nick, moved back to the KOA to help run the family business.

Although caring for Bill's parents and grandmother, Bill and Heidi kept upgrading the KOA and making noteworthy improvements every year, including charming wood carvings around the campground. These wood carvings are created out of many of the Christmas Trees Bill and his Dad planted long ago, instead of removing these dying trees.

Having a railroad track running adjacent to the campground has always been a challenge with Spokane KOA's NPS scores. However, undeterred, Bill kept striving to make Spokane KOA a destination campground that campers would love and return to. Bill's undeterred vision for the future, along with his years of hard work, brought Spokane KOA their first President's Award in 2017, 41 years after his parents purchased the campground, and they have won it every year since.

In 2019 Bill and Heidi finally were able to purchase the KOA from his parent's. However, true to his promise, his parents still live in their home at the KOA and Bill and Heidi continue to be their caretakers. Though caretaking is a full time job, Bill and Heidi continue to run the day to day operations at the KOA as well. 2020 brought COVID-19 and an entire new set of challenges. Not only threatened with business and financial uncertainty, the well-being of Bill's parents was also a constant concern. A home-care nurse was brought in to help with the care of his parents, so as "New Owners", Bill and Heidi could focus more of their attention on their guests and the challenges this pandemic had brought to the business. A new, "Exclusive" Patio Site was opened that awed campers and brought in more revenue. Construction continues of a massive, one of a kind sound-barrier/art structure to aid with noise from the railroad tracks. These and other improvements won Spokane KOA it's first Founder's Award this year. For Bill, being able to share this honor and recognition with his parent's is the definition of what it means to be a KOA Family.

Thank you for your consideration.

Heidi Chapman

b. WORK KAMPER OF THE YEAR - Don and Sue McKay from Twin Falls/Jerome, nominated by Oscar and Kim Carranza, who writes...

Even though Don and Sue arrived mid-season July 15 to our campground, they were an invaluable asset. We were so lucky to get them midseason. Both Don and Sue hit the ground running based on their KOA knowledge and experience.

Almost immediately after Don arrived, we had a new Deluxe Cabin that needed some last-minute improvements as requested by the Building Department and Don worked with Oscar for about 13 hours one day making sure it was ready for inspection and occupancy. Don not only completed assigned tasks but also found things that needed to be fixed and took care of them before they became an issue.

He repaired many cabin screen doors and windows while power-washing and staining camping cabins. Don had a goal to finish all the cabins before he left at the end of their assignment and finished the last one the day before he was scheduled to leave. He worked tirelessly and with a smile on his face every day he worked with us. You could always count on seeing him with his straw hat and a smile under his handlebar

mustache walking the campground and talking to the guests. Always a friend in the next site, just waiting for an introduction.

Don and Sue live by the Golden Rule and are such wonderful people to be around. Their love for each other and the outdoors was so beautiful and infectious. After being with them for just a little while, you wanted to go out and do the same things that they were doing.

Don and Sue were always there when something needed to be done or taken care of, whether it was their job or not. There was no fanfare, the job just got done.

Sue has used K2 before and with their prior business experience and knowledge of KOA she was performing front desk duties from day 1. Sue was always ready to lend a hand to anyone who needed it and had that wonderful mindset of “how would I want to be treated?” On her days off, Sue would be out hiking and camping and exploring Idaho and when she returned, she was always full of the wonder she had experienced. She was always ready to share the excitement and fun that she had experienced, and it was like you were with her and Don on that excursion. Many a guest followed their example and explored Idaho.

One day, things were crazy at the campground, Don was working on a project, Kim was in town and Oscar was working the store, when contractors showed up unexpectedly. Sue came in on her own, two hours early, and told Oscar to do what he needed to do, she had the office taken care of.

Sue was so good with her fellow workers and the guests. She was able to seamlessly redirect budding conflict and work with even the most difficult people without losing her composure. This is saying quite a bit during 2020, which we found to be an exceedingly difficult year to please so many guests and employees with so many diverse needs, requests, and phobias.

Unfortunately, they will not be returning to our campground as they love to hike and will go out exploring and camping on their time off and want to see as much of the country as possible. Although we will miss them terribly, we wish them all the best and feel that they are the embodiment of the Best Work Kampers. These two people are who we all hope for when we put out an advertisement for help. Therefore, we would like to nominate Don & Sue McKay for Work Kampers for the Year 2020

Oscar & Kim Carranza
Twin Falls/Jerome KOA

8. Report on the Owners Association Disaster Relief Program – Introduce Chair; Greg Batts:

- a. No reply from Greg and not in attendance.
- b. Oscar did note a little over \$3K in the fund and no requests have come in. Canada needs to bring in a deposit for the group as well.

9. Resolutions: Read by Area Chair or Owner who brought the resolution forward: Read into the meeting records at this meeting, presented to the group today and will be presented to the KOA Corp.

I. Area 3 – Read by Libby DeRosa:

- Area 3 hereby resolves to request KOA form a K2 liaison user group consisting of franchises/OA members in order to better funnel ideas and requests directly to the K2 team and be kept informed as to the road map and current direction of the team.
- Area 3 hereby resolves to request KOA to develop the ability for K2 to integrate with 3rd party vendors such as Airbnb to allow a guest to book through a site such as Airbnb and have it book directly into K2.

II. Area 4 – Read by John T Baker:

- **Review of Standards & Thresholds for Founder’s/President’s Annual Awards**

- In general terms, members think that said Awards have become too common and that the thresholds for achieving such should be reviewed and raised in order to maintain the value of said Awards.
- Specifically, members think that the Awards have become so common that they are becoming more of a “Participation Trophy”.
- **Schedule Annual Meetings between KOA Business Development Consultants (BDC’s) and each Franchisee**
 - While members unanimously commended the BDC’s on their assistance with onboarding through the KOA conversion process, onboarding to K2 process, and generally being accessible and responsive to questions/concerns, members think that BDC’s should take a more pro-active approach via a scheduled annual meeting (via phone, ZOOM, or other platform – not in-person) with each franchisee.
 - Membership is aware that BDC’s have access to information unavailable to individual franchisees that is invaluable; however, dissemination of said information, business guidance, and general consultation should be proactive, not reactive, in nature.

III. Area 5 – Read by Oscar Carranza:

- Area 5 brings forth the resolution that a second approved uniform company be brought forward by Inc. to allow for healthy competition to encourage better quality uniforms in terms of fit, material, and cost for all campgrounds. The monopoly held by Graphic Imprints has led to high cost, ill fitting, and inferior materials, which a number of the campgrounds have brought to the attention of Inc. to no avail. Having a second option for approved KOA uniforms would allow for choice as well as healthy competition and hopefully better-quality products.

IV. Area 7 & 8 – Read by Patrick Wagner:

- Be it resolved that the KOA Campgrounds in areas 7 & 8 have suffered financially more significantly than any other region in the KOA system from the effects of Covid19, and furthermore were largely unable to benefit from the help KOA corporate gave to southern KOA campgrounds in subsidies for cancellation charges. So be it resolved that KOA Inc. should consider a one-time royalty reduction/credit as a means of compensation for the Canadian KOA campgrounds.

10. Old Business – None

11. New Business - None

12. Adjourn- Motion from Tim Cartmell, Second by Mike Bell, Adjourned at 1:43 pm CST/2:43 pm EST