

OA AREA MEETING NOTES from AREA 1 Meeting: 10/19 started at 1:03 pm EST.



1. Roll Call to include name, franchise number, state/province

- Carla Brown, OA Office Staff
- Tina Severson, OA Office Staff
- Kathy Allen, Sweetwater KOA #42153 (going on 4th season)
- Ann Clark, Chattanooga North Co-Owner, #42111 nominated on OA Board – learning a lot
- Richard Marcoux, OA President, Mallorytown KOA, #55208
- Brian Kavinski, Lookout Mountain/Chattanooga West, # 10102 TN/KY President
- Cole Reinhart – KOA Corp Office – Sr Director of Technology, paid media/apps/oversee social media team with IS Dept, been with KOA almost 10 years
- Holly Richard – Refro Valley KOA #17113 (17 year owning a campground but 4 years with KOA and just caught up from spring losses)
- Debbie Cunningham - Clinton Knoxville North KOA #42177 (good person for veteran experience – been campground owner for 20 years and 8 years with KOA)
- Marc Farmer Crossville/I-40 KOA #6255 – joined at 1:24 pm EST
- Andrea Arnold - Harrisonburg Shenandoah Valley KOA #46140 – joined at 1:30 pm EST; really strict at initial start of the season in their area for “shutdowns and with COVID” and were still happy with how their season went even though it was less than usual

2. Introduce the Other Area Director and any KOA, Inc. Staff in Attendance

- a. Appoint someone to take minutes of meeting – Tina Severson was appointed.

3. Discussion of Progress in the past year:

- Discussion of key accomplishments in 2020 – *went through summary of 2020; discussed big difference across the board – record breaking summer, exhausted but very blessed, hopeful everything levels itself out across the board*
 - Cole from KOA added: *demand still very high, online perspective 100% up YOY in October, still doing a good job of capturing the demand; booking has really shifted – later in the summer, would go out 1-2 weeks out before arrival vs. 4-5 weeks in the past. 65% are booking in 1-2 weeks now. 17.4% online are booking for 2021, for those who have their 2021 calendars open.*
 - Can contact Nikki Lynn if you get a review that you know was NOT for your campground and it needs to be adjusted. You can contact the person who left the review directly and if they can confirm it's not your park, KOA, Inc. will remove for you. Incorrect comments should not be part of your removal process, but rather done by the corp office.
- a. Discuss the committees and encourage member participation – don't have to be a director or chair, can help out on any committee – if you have a passion or interest in any category, they would love to see you help! Contact Ann, Kathy or the OA Office if you're interested in joining!
- b. Reminder of the Annual Meeting/General Session to be held via Zoom virtual meeting, November 4, 2020 at 1 PM EST.
- Sweetwater plans on making a party out of the convention – Big screen TV, having popcorn, getting everyone together and making it fun!
- c. Reminder to please stop out at the OA Virtual Booth
- d. Requested submissions for the Work Kamper of the Year AND the We Are Family Awards

4. Election of Area Directors:

- a. Reviewed current Area Directors in place and who is up for election/who is in 2nd term
- b. Kathy in her 1st year, so will continue on to 2nd term

c. Ann was appointed, finishing up another Directors term in this year, so Kathy moved that Ann be Nominated for Area 1 Director

- All in favor, none opposed, no other nominations
 - **Ann accepted, uncontested**

5. **New Business –**

a. **Discussed first some “Old Business” as Kathy provided an update on a Resolution Area 1 had put forth to KOA in 2019. That Resolution read as follows:**

Area 1:

Area 1 proposes a resolution for those campgrounds that work towards obtaining a commercial grade Wi-Fi bandwidth for their guests, be awarded an adjustment on their royalties to help compensate the cost of this upgraded service. Should this resolution be adopted, then it is requested to have a designated icon/label on all marketing platforms.

b. **Moving forward from KOA Corp (not an official resolution response, but follow up on the status of this resolution still pending!)**

- *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:*
 - *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.*

c. **General Discussion:** Brian & Andrea use fiber optics and guests can stream TV based on the internet he’s opted to; GB WiFi Solutions – has been amazing for others in this area

- **QUESTION:** Would royalty incentive be retroactive or would it start at time of determination after Quality Review gets standards in place; or even a royalty flat fee – deduct of so many \$\$ because you made the investment
- **QUESTION:** When will the snapshot be taken – as Ann brought up, 12 pm noon is low usage, but 10 pm at night when people are back at their sites, biggest influx of bandwidth use – would want to make sure there was an average or somehow taking those fluxes into consideration. (9, 12, and 6 and average maybe?)

d. **NEW BUSINESS:**

- **RV SHARE & Other RV Rental Apps**– Brian mentioned about 10% of business has been RV Share, like AirBNB for using their RV – rent to strangers and let them use the RV. Cole mentioned Outdoorsy as another site doing the same, in which you can add on things like meals if you have food stocked, etc. It was stated some did this to keep their RVs – recent

purchases and potentially lost their jobs with COVID, so a unique way to make the payments was to use this app. Mentioned that there was definitely front end confusion with it – as the site was technically already paid for by the RV owner, so then the person checking in isn't paying for the site.

6. **Call for Resolutions – any resolutions you want to bring forward to the OA Annual Meeting**
 - a. No new resolutions presented for Area 1 for 2020

7. **Adjourn** – Holly moved to adjourn, Brian seconded, no opposed, meeting adjourned at 1:46 PM