

## OA AREA 3 MEETING NOTES – 10-28-20, 1 pm EST



1. **Roll Call to include name, franchise number, state/province**
  - a. Tina Severson – OA Office
  - b. Richard Marcoux – OV President
  - c. James Grooms – Sioux City N KOA #41127 – Area 3 Chair
  - d. Libby DeRosa - Covert/South Haven KOA #22228 – Area 3 Chair
  - e. Carol and Tom – Minneapolis Southwest #23112
  - f. Walter Freeman - #13128 Benton KOA
  - g. Karla Lemoine – Coloma/St. Joseph 22-165
  - h. Rob Bruno Kankakee South KOA 14133
  - i. John – John, Rock Island 13156
  - j. Sylvia Weber Chicago Northwest KOA 13101
  - k. Doug Mulvaney – KOA Corp
2. **Introduce the Other Area Director and any KOA, Inc. Staff in Attendance**
  - a. **Appoint someone to take minutes of meeting – Tina Severson was asked to take notes**
3. **Discussion of Progress in the past year:**
  - a. **KOA System Summary:**
    - Registrations overall are down 4.8%, Short term down 7.7% with long term up 9%
    - Fall registrations are higher year over year and are not due to reservations moved from earlier year cancellations.
    - Reservation deposits are up 33%.
    - NPS score systemwide ended at 67, up 1 pt from prior year (for this stat they used the 2% removal information so they were comparing apples to apples)
    - 3% removal was strictly a one time event... back to 2% for next year.
    - Reminder – if you have incorrect comments as part of your NPS score, please contact Nicki Lynn @ [nlinn@koa.net](mailto:nlinn@koa.net) Incorrect comments should not be part of your 2% removal.
    - Convention– 200+ campgrounds are registered as of 10/13, Goal is 200-250. Vendors currently at 83, goal 100.
  - b. **Discuss the committees and encourage member participation**
    - Accommodations – 25 campgrounds are benefiting from royalty credits this year. Glamping Field Guide should be ready soon, hopefully by convention.
    - Communications – should be getting emails monthly, if not please contact Lori Severson @ [lori@seversonandassociates.com](mailto:lori@seversonandassociates.com). Severson would like campground owners to share stories for the newsletters so email [tseverson0421@gmail.com](mailto:tseverson0421@gmail.com) if you have a story worth sharing.
    - 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.
    - Merchandising – maintenance shirt is nearing completion and in testing phases for performance.
    - 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.
    - Quality – new weighted system for quality reviews was delayed due to Covid. Will be rolled out in 2021 and fully required in 2022.
  - c. **OA OFFICE SUMMARY:** No longer utilize Prime Management. New management company is Severson & Associates.
    - 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
- Assistance with creation of Virtual OA Booth for the 2020 KOA Convention
- Launch of Area Meetings and agendas sent to Area Chairs
- Coordination of KOA Zoom and creation of agenda for Annual Meeting/General Session
- Continued communication of industry trends with blogs, article and website updates

#### **d. Richard reminded attendees of the Annual Meeting/General Session to be held via Zoom virtual meeting, November 4, 2020 at 1 PM EST.**

- Links will be posted on the website, Email (Constant Contact) and Facebook soon

#### **e. James Grooms reminded everyone to stop by the virtual OA booth**

#### **f. Requested submission for the Work Kamper of the Year AND the We Are Family Awards –** Richard explained and requested more nominations, Tina let the group know we have 1

#### **4. Election of Area Directors:**

##### **a. Review current Area Directors in place and who is up for election/who is in 2<sup>nd</sup> term**

##### **b. Ask for nominations for those up for election/ending their term. If no nominations, ask for volunteers.**

- Libby is finishing her 2<sup>nd</sup> term and is asking for nominations for her position
  - 1 Nomination: Karla Lemoine – Coloma/St. Joseph 22-165, Accepted position
- James Grooms is starting his 2<sup>nd</sup> year of the 2-year term
  - **Acceptance of New or Returning Directors: made by the Board at the OA General Meeting on Nov 4<sup>th</sup>**

#### **5. New Business – bring forward any new business you have to discuss for the opportunity to be given**

##### **a. Libby asked the group about communication re: COVID and how to effectively handle the season?**

- Sylvia mentioned AirB&B was brought up, RV Share, Outdoorsey, etc. and with all the push for glamping that we have some sort of integrated calendars or some way that relationships are pushed so there is better communication re: reservations/calendars. Developing K2 and tweaking, beautiful dashboard, but as users, we have different priorities/needs – like integrating these calendars. Where should K2 go? Do we need to find a way in K2 to connect/broaden customer base with KOA.com and maybe other websites like glamping.com, etc?? Marketing is pushing for the glamping, but then we don't have the support of where those sites are getting reserved. Whatever helps to facilitate that connection would be favorable. Potentially a link in K2 or KOA.com on the other websites – something that connects the two together for the KOA Owners to try and get it back to their system.
  - K2 User Group to offer development into the software and what should be priority of development
  - Integrating Air B&B or specific partners that would help with these
  - Marketing, Technology, and Operations – FAC Committees of KOA Corp meeting for a week in Billings, MT and helps spear how the next year's development looks – ½

- OA and ½ KOA staff; take all the thoughts out of the meeting and put their plans/budget together for the next year; but not everyone gets involved in FAC committee – usually has about a dozen people
- Libby mentioned that KOA Corp/K2 Help does keep a spreadsheet of all complaints and the more they see of the same complaint, that suggestion does percolate to the top
- Bruno mentioned having a K2 Group – a liaison or something to connect with the KOA OA – used to have the K2 map of what’s happening next, but we never see this spreadsheet or what’s even being worked on – its like “Hey, here’s a surprise with this week’s update” – frustrating as we have these problems; just don’t know where our priority. Feels like we should look at top users and integrate with one or two of those companies – where its automatic and somehow gets added to the end user and the KOA K2 software
- Libby mentioned other owners using SiteMinder – helps to keep things straight and makes sure you don’t overbook for example – Mike/Clint Bell currently using
- Tina mentioned newsletter articles and how to submit even if you aren’t an author, she will be happy to interview
  - Rob offered Zingle as a topic and Sylvie/John also are using and love the app. Discussed how the Communications Committee was just discussing this as a topic for the next newsletter, so great timing and Tina will connect with all 3 for interviews.

**6. Call for Resolutions – any resolutions you want to bring forward to the OA Annual Meeting**

- a. Asking KOA Corp to form a K2 User Liaison Group between development team and end users – Libby will work on the specific wording and get that to Tina
- b. Asking KOA Corp to start relationships with top 3<sup>rd</sup> parties (Air B&B, Glampinghub, Outdoorsey, etc) and decide which should be formally added to calendars/reservation systems to avoid booking confusion for the Owners.

**7. PLEASE RETURN MEETING MINUTES WHICH SHOULD INCLUDE THE FOLLOWING to**

**[tseverson0421@gmail.com](mailto:tseverson0421@gmail.com):**

- a. **Summary of discussions, including Call for Resolutions – Libby to rework and send to Tina to add to the minutes**
- b. **Voting responses** – Karla Lemoine, Area 3 Chair, nominated and accepted uncontested.
- c. **Committee Sign Ups**
  - Karla Lemoine is interested in Merchandising and Convention Committee – will have Chair from both reach out and move forward with one

**8. Adjourned at 1:57 PM EST**