

OA AREA 4 MEETING NOTES, October 22, 2020



1. Meeting called to order at 12:06 pm
2. Roll Call to include name, franchise number, state/province
 - a. Tina Severson – OA Office Staff
 - b. John T. Baker – Austin East KOA #43251, Area 4 Chair
 - c. Mark Wood – Wakeeney #16123, Area 4 Chair
 - d. Richard Marcoux – OA President, Mallorytown
 - e. Dawn Maust - Sallisaw/Ft Smith W KOA #36124
 - f. Barbara Ballard - Stanton/Meramec KOA #25162
 - g. Linell Knight Tulsa NE/Will Rogers Downs # 36136
 - h. Nikki Lynn – KOA Corp
3. Introduce the Other Area Director and any KOA, Inc. Staff in Attendance
 - a. Appoint someone to take minutes of meeting – John T. Baker, Mark Wood to run meeting

4. Discussion of Progress in the past year:

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
Incorrect comments should not be part of your 2% removal.
- Convention– 190 campgrounds are registered as of 10/13, Goal is 200-250. Vendors currently at 83, goal 100.

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
- 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

a. 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. Severson would like campground owners to share stories for the newsletters so email 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.

b. Reminded everyone 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

c. Reminded everyone to stop by the virtual OA booth

d. Requested submissions for the Work Kamper of the Year AND the We Are Family Awards

5. Election of Area Directors:

a. Review current Area Directors in place and who is up for election/who is in 2nd term

- John T. Baker – stepping away from the Chair position; opening it up for nominations
- Mark Wood – completing the 2nd year of his 2-year term

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

- No nominations and no volunteers

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

- a. Discussed new quality system and have been field testing on their Corp Owned KOA properties. Making sure the new system aligns with what the old scores were – trying to keep tweaking to making they work like that. Purpose of it is to put weight on areas of highest priorities but so that Journey is on a level playing field compared to a Resort. The old grading system really interfered with that in some instances. Seems to be a positive thing, so not to worry.

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

- a. Discussion: KOA Corp Awards (Presidents and Founders Awards) – seems to be an overall belief that they are very close to becoming participation trophies vs. real affirmation of quality. How can this be corrected?
- b. Discussion: Conversion process and becoming a KOA as well as immediately following it – doing a great job, as well as K2 conversion. If you reach out to BDC, great job in getting back to request/answers/finding solutions. However, consensus feeling that if you aren't falling into one of those categories, you don't hear from your BDC ever. No consistent follow up or communication.
- BDC should have scheduled call (zoom or conference call) annual meeting with each/every franchise, along with provided reports, and discuss questions, concerns and status of KOA franchise. Reports would be presented prior to meeting, giving franchisee lead time to review reports, have questions developed, allowing both parties to be prepared for a productive meeting.

- Reports would include those only BDC has access to (behind the scene magical reports that the KOA franchisee cannot see/do not have access to – Ex: compared to other parks similar to you, you're doing great here – here are some areas you need to work on.)
- c. John to work on the verbiage and send resolutions along with meeting minutes.

8. JOHN/MARK: REMINDER: PLEASE RETURN MEETING MINUTES WHICH SHOULD INCLUDE THE FOLLOWING to tseverson0421@gmail.com:

- a. Summary of discussions, including Call for Resolutions
- b. Meeting notes
- c. Potential for new Directors, as the Area be will one short here without any nominations/volunteers

9. Adjourn

- a. Motion made by Mark Wood
- b. Seconded by Barbara Ballard
- c. Meeting adjourned at 1:43 pm EST