

Area V KOA Owner's Association Meeting October 26, 2020 via Zoom

Roll Call 11:09 am MT (please excuse spelling errors as all names were verbal and not spelled)

Oscar Carranza – Area V Director, Twin Falls/Jerome KOA, ID
Richard Marcoux, National OA President, 1000 Islands/Mallorytown, Canada
Mike Bell – Area VI Director, San Diego, CA
Tina Severson– Severson & Associates
Ken & Iris Shupe – Bay Center/Willapa Bay, WA
Tammy McCloskey & Lisa DeFord – Klamath Falls, OR
Heidi Chapman – Spokane, WA
Andrea Wood – Devils Tower/Black Hills, WY
Stuart & Jennifer Rasmussen – Winthrop, WA
Kim Carranza – Twin Falls/Jerome KOA, ID, appointed to take meeting notes.

Progress in the Past Year

- Changed Management Companies from Prime Management to Severson Management
 - Because Prime Management had been employed for well over 20 years this was an exceedingly difficult transition and consumed a great deal of time and effort on both the OA and Severson's part.
- New Severson Management Personnel
 - Lori Severson, President
 - Carla Brown, VP will be working with Sponsorship
 - Tina Severson, Account Rep, will be our main contact Social media specialist
 - Danielle, Jr. Account Rep will work with stats and Instagram
- Improvements seen already since the transition
 - Better communication via
 - Facebook,
 - website,
 - production of the quarterly newsletters,
 - as well as the upcoming end of year newsletter
- The OA opened the year to all membership with no dues this year to help alleviate the financial strain of COVID-19.
 - There will be a membership drive for next year.
- KOA Inc Provided Information
 - Registrations overall are down 4.8 %
 - Fall registrations are up over last year and are not because of reschedules from COVID-19 Spring cancellations.
 - Reservation deposits are up over 30%
 - NPS up 1% from prior year, using the 2% removal, the 3% was a one-time deal only.
Reminder: Contact Nicki Lynn for incorrect campground NPS comments that need to be removed and are not a part of the 2%, provable as not your campground.

Election of Area Directors: (Richard ran this portion of the meeting)

- Oscar Carranza accepted nomination, no other nominees, Oscar was re-elected unanimously.

New Business

- As of 10/23 there are 190 campgrounds registered for Virtual Convention and 83 Vendors with a goal of 100
 - There will be a Virtual OA Booth at Convention. Please stop by.
- Please submit Workcampers of the year applicants by 10/30/2020
- Please Submit We are Family Award applicants by 10/30/2020
- Do Not Forget the National OA Meeting November 4th at 1PM EST, 11AM MST, 10AM PST
- All Committees are looking for participants. Please feel free to contact the chair if you would like to volunteer to join any of these. These are all listed on the OA Website.

Call for Resolutions

- Area V 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.

Open Forum

- Jennifer had issues with complaints of internet usage and the need for more bandwidth.
 - 40% of normal travelers are Canadian, so they have been seeing more local traffic, but still hurting from loss of Canadian business.
 - A lot o new camper and renters who have not been trained on the use of their rigs. Extra sales opportunities due to lack of items supplied with rentals and new purchases.
- Heidi had the same issue with Canadian business.
- Klamath Falls budgeted according to election year. They are down in registration but are still doing well with their budgeting. PPP really helped them.
- Bay Center. They were slow, closed down, now busy as heck. What a 2020. They also used PPP.
- Twin Falls, Oscar also used PPP and has made up from the slow Spring.
 - Extended season through November due to number of travelers still on the road.
 - Has seen more people traveling with children with remote schooling and work from home, luckily they invested in new WiFi and have been able to keep up with the demand. Recommended looking at the vendors at convention for those looking to upgrade.
- Total of 6 campgrounds took advantage of the PPP loans.

Adjournment

Iris Shupe motioned to adjourn, Lisa DeFord seconded, motion passed unanimously , meeting adjourned at 11:51 am MST.