

OA AREA 6 MEETING NOTES 10-27-20, started at 1:05 pm EST



1. **Roll Call to include name, franchise number, state/province**
 - a. Tina Severson – OA Office Staff
 - b. Richard Marcoux – OA President
 - c. Mike Bell - San Diego Metro KOA #5112– Area 6 – Co-Chair
 - d. Greg Query - Estes Park - #38112 – Area 6 Co-Chair
 - e. Les Peterson - Alamosa KOA - #6101
 - f. Woody - Petaluma #5-330 - San Francisco North Petaluma 5-330 Chris Wood
 - g. Scott Burkhard – Coleville Walker #5465
 - h. Stacey Huck – KOA Inc./Corp
 - i. David Fabry - Cannonville/Bryce Valley KOA - #44-151
 - j. Sandy - Sandy, Alamogordo/ White Sands KOA #13310
2. **Introduce the Other Area Director and any KOA, Inc. Staff in Attendance**
 - a. Appoint someone to take minutes of meeting – Greg to take minutes
 - b. Conversations about fires in this area being very active – only 2 miles away from Estes Park; unfortunately, CA still sees new fires springing up
 - c. A couple with great years despite the COVID impact; some down for the year
3. **Discussion of Progress in the past year:**
 - a. **Discussion of key accomplishments in 2020 –**
KOA System Summary:
 - Short term business +.8% with long term up 9%
 - Fall registrations are higher year over year and are not due to reservations moved from earlier year cancellations.
 - Camper nights down 7.7%
 - Registration dollars -6.2%
 - Overall Registration totals: -3.6% (getting the trend closer to flat compared to 2019)
 - Short term deposits up 31% from 2019
 - 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 10/26, 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. 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.

- c. **OA Office Staff Summary:** No longer utilize Prime Management. New management company is Severson & Associates.

What 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
- Created 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. **Reminded everyone to please put the Annual Meeting/General Session to be held via Zoom, November 4, 2020 at 1 PM EST on your calendars!**

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

- e. **Please remind everyone to stop by the virtual OA booth**

- f. **Please request a submission for the Work Kamper of the Year AND the We Are Family Awards**

4. Election of Area Directors:

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

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

- Greg took over for a term (filled in for Craig); continuing the 2nd year of 2 year
- Mike Bell offered to stand for election/nominated, no one ran against, start 1st year of 2nd year term

- **Acceptance of New or Returning Directors: made by the Board at the OA General Meeting on Nov 4th**

5. New Business – Discussion of how everyone is doing was conducted:

- a. Greg/Estes Park – COVID 19, 2 raging forest fires, so much gratitude from their guests and able to provide something normal in their lives, NPS score was amazing for them this year, up 1% in revenue, down in camper nights, housing evacuees from the fire until they had to evacuate

- b. Scott – opened and then closed park in March; finally, able to reopen later part of May; challenging Sept b/c of fires – then in Labor Day weekend: up close to 50% YOY for that weekend, have 20 lodge rooms and continue to be down 75% in lodge/hotel rooms; Oct gaining momentum, up close to 33% net revenue. Inquired about deluxe cabins – making money on camping but losing on the hotel side so worried about adding the deluxe cabins; Stacey mention that through 10/27 from KOA – overall up 1.6% in Deluxe Registration Dollars, in nights, -0.8% - gave an industry/system wide level snapshot for Scott. Added patio sites and paw pens for pets.

- Stacey mentioned that she's got a KOA Owner who's got 2 KOAs and the Paw Pens are booked a year out. Grandparents with their grandkids liked them too to give an extra safety feature with the fence. Incorporate deluxe site with the fencing – plans to put more in.
- c. Les – discussed how it made no sense for them to add in Deluxe Cabins b/c of the 50% occupancy and need to leave a 24 hour in between; chose not to in this year; Dept of Health used their guidelines for other businesses, but then didn't allow them to open cabins – not hotels technically – so that was frustrating at the beginning of the year. Opened April 10th for long term and necessary travelers so they could open – hearing stories about campgrounds not being able to open at all unless these categories were being sited; middle of May heard campgrounds would be open and started taking more reservations for regular/non-essential travel camping on Memorial Day; then on Memorial Day our Gov stated we could open - weekends went from 0 to full; when Sand Dunes opened in our area on June 3rd, started seeing even week days being full. Went from a bleak outlook in May, had record July, August, Sept and Oct – YOY saw a 10% rev increase and 8% reservations increase. Turned out everyone wanted to just get away and we ended up benefiting from that. Was putting in 14 new sites at the beg of 2019 and saw all the revenue trickling out, so had them finish utilities and trench work and said, ok we aren't going to roads or landscaping this year – then in the middle of June, asked for the sites to be finished, but construction crews were overwhelmed so won't get them done until 2021. Put out a 5th wheel this year which was new for them. Discussed Paw Pen sites; 5 of new 14 sites will be the Patio Sites and redoing 2 older sites as Patio Sites. Pushed down most expensive sites in selections and people really did scroll down to the most expensive sites – didn't want to stay in the least expensive sites. EIDL and PPP were both used because the beginning of the year was so scary. Working with Independence Bank on the PPP as it could be automatically forgiven. Fires didn't impact them – lots of smoke and visibility issues, but that's about it.
 - d. David – opened/closed in March due to COVID, being in UT that experience was different than CO – started to see business come back in UT much sooner – better reservations and more guests in early May – people dying to get out of the state to do something safely; large part of their business is international and that was killing them – by end of August/Sept, back to even with 2019 comparison, double in October in UT and stronger year end in CO as well. Did use a PPP loan.
 - e. Woody – opened mid-June, open year round traditionally; campground 19% gross rev down, attribute it to being in a metro vs. a rural area – seems like people want to be away from the cities this year of course; middle of a 5-year renovation/on about year 4; fires hurt that this year with 3 fires around them – lucky to have plans in place to affect the campground less so that helps. Zingle about mid-summer – eye opener for them, great conversation for renewals and info; did take PPP loan and paperwork
 - f. Mike – operating 7 campgrounds, consolidated through corporation to use Independence Bank to get a PPP loan – they submitted all paperwork for forgiveness through SBA; saved them this year; saw the same things early season; across parks they had about \$500k in cancelled reservations so they were really worried – thankfully KOA assisted with that! AZ campgrounds are doing very well, Grand Canyon will show a loss for the year b/c of foreign travel there, Circle Pines will stay open through Thanksgiving this year, so that's a positive; CA parks able to fly under the radar and were able to stay open – some had sheriffs coming out and closing them down, so they were very lucky

6. Call for Resolutions – any resolutions you want to bring forward to the OA Annual Meeting
 a. **None brought forward**

7. PLEASE RETURN MEETING MINUTES WHICH SHOULD INCLUDE THE FOLLOWING to tseverson0421@gmail.com:

8. Adjournment at 2:09 PM EST.