

OA AREA 7/8 MEETING NOTES



Wednesday, October 21, 2020 – 1:00pm

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

- Tina Severson, Severson & Associates – OA Office Staff
- Richard Marcoux, 1000 Islands/Mallorytown KOA, ON #55-208 - Area 7 Director & Chair & OA President
- Mat Stovold, Toronto North/Cookstown KOA, ON #55-252 - Area 7 Director & Chair
- Richard Grimm, Cranbrook/St. Eugene KOA, BC #52-167 - Acting Director Area 8 & Chair
- Polly Mulvaney, KOA Inc.
- Patrick Wagner, 1000 Islands/Kingston KOA, ON #55-135
- Aaron Raposo, Barrie KOA, ON #55-119
- Jackie Banas, Brighton KOA, ON #55-??????
- Karen McAndrew, Cardinal KOA, ON #55-124
- Lisa Thompson, Niagara Falls, ON #55-201
- Michelle & Tristan Berry, Parry Sound KOA, ON #55-225
- Greg & Jesse Demers, Sturgeon Falls KOA, ON #55-255
- Shaun Saulnier, Toronto West KOA, ON #55-243
- Annick Lepage & Martin Bruneau, Bas St Laurent KOA, QC #56-120
- Shawn & Charlene Shears, Gros Morne/Norris Point KOA, NL #54-125
- Kathleen (& Vic) Hryckiwi, Cavendish KOA, PE #58-102
- Donna (& Kent) Sentner, Cornwall/Charlottetown KOA, PE #58-103

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

- a. Appoint someone to take minutes of meeting – Susan Marcoux for Richard and Tina Severson for KOA OA

3. Discussion of Progress in the past year:

a. Discussion of key accomplishments in 2020 –

- 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%.
 - **Eastern Canada** – down 38.9% nights, registration comparison down 40.1%
 - **Western Canada** – down 28.8% nights, registration comparison down 26.6%
 - Asked Matt Stovold to send Tina stats specific to Eastern Canada to include in the meeting minutes
- 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 – 140 campgrounds are registered as of 10/13, Goal is 200-250. UPDATE: Polly let us know this is up to 192!
- Vendors currently at 83, goal 100.
- Richard discussed transition from Prime Management and how we have been working through ensuring all the information is accurate
- Tina reminded everyone to add Lori@seversonandassociation.com and went through the following OA Office Summary:

- 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

b. Discussed the committees and encourage member participation:

- Accommodations – 25 campgrounds (**71 new lodging units**) are benefiting from royalty credits this year. Glamping Field Guide should be ready soon, hopefully by convention. **KOA will be announcing the replacement of the 10% Royalty Fee to a new program that will include various other lodgings and super sites.**
- 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! **Mike Bell & Kama Humphrey have persevered in making the virtual convention an exciting must-do event!** 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 the OA in 2020. KOA OA Staff reached out to over **450** KOA members this past year. We will be reopening the invoicing process for 2021. **Thanks go out to all who have voluntarily paid dues this year!**
- Quality – new weighted system for quality reviews was delayed due to Covid. **The QC Inspectors will go over this inspection in 2021 and will be in effect in 2022.** Will be rolled out in 2021 and fully required in 2022.
 - **Reminded everyone of the Annual Meeting/General Session to be held via Zoom virtual meeting, **Wednesday, November 4, 2020 at 1 PM EST.****
 - Links will be posted on the website, Email (Constant Contact) and Facebook soon
 - **Please stop by the virtual OA booth**
 - **Requested submission for the Work Kamper of the Year AND the We Are Family Awards by **October 31, 2020****

c. Election of Area Directors:

- Review current Area Directors in place and who is up for election/who is in 2nd term
- Ask for nominations for those up for election/ending their term. If no nominations, ask for volunteers.
 - Matt Stovold Nominated: Patrick **Wagner** for Area 7 Chair

- Patrick **Wagner** Accepted – uncontested & **acclaimed**, no vote required, New 2 Year Term
 - Richard Marcoux Nominated: Richard Grimm for Area 8 Chair
 - Richard Grimm Accepted – uncontested, no vote required, New 2 Year Term Me (Sandra Van Stein has resigned, having accepted a new position with another company) No other campgrounds in attendance automatically falls to who is there?
 - **Acceptance of New or Returning Directors: made by the Board at the OA General Meeting on Nov 4th**
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- d. **New Business – bring forward any new business you have to discuss for the opportunity to be given**
 - Care Camps - Karen mentioned at the end of the final evening of the convention ½ hour will be a program/time dedicated for Care Camps and she will send us information to get out to the OA Membership. The online action will start on October 31 for 2 days.
 - French Translation - Annick (via text): QC still having trouble with French translation. Richard mentioned that the translation system translates the English as it is written. If it is not written correctly, then the system cannot translate it correctly. Whitney is working on owners being able to do their own translation. Action: Richard will follow up (with who?).
 - Franchise Agreement – Richard noted that there were two changes that the OA and KOA were in discussion. Kathleen (via text): What were the 2 points. Richard mentioned the selling of campgrounds and passing ownership to siblings/family were still up for discussion.
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- e. **Call for Resolutions – any resolutions you want to bring forward to the OA Annual Meeting**
 - 2 Area Resolutions in 2019 were discussed:
 - 1st has been addressed, 61 page set up guide and 29-page front desk guide for front user operation tasks, and will be augmented as the K2 gets new features. CLOSED/COMPLETED.
 - 2nd was about credit card and tokens – being held up as it has to be completed by BlackLine and so far, not a lot of progress in 2020. OPEN/PENDING.
 - **New 2020 Resolution**
 Patrick discussed how he was very disappointed in the handling of COVID for Canada – mentioned an April cutoff and seemed really only directed at US KOAs. Richard also discussed how KOA Corp is taking the OA seriously – mentioned the franchise agreement as an example. Patrick brought up the fact he had spoken many times with Toby and Darin about the fact that the Canadian campgrounds were impacted differently than the ones in the US and that they got a much better compensation than the Canadian market (and perhaps those in the northern US) and also that there was no ‘fair share’ of the amounts that were distributed and this should be remedied. KOA has not fairly supported the ones who were also impacted. Richard mentioned that there was \$5M that went to over 400 campgrounds and that our regulations were a lot stricter. RV sales were up 53% in July so we should see improvement in the next year. Karen suggested a royalty drop.
 - Richard will bring this new resolution up with Darin on the on the idea of a royalty subsidy based on the serious decrease seen in the Canadian KOA numbers
- NEW 2020 RESOLUTION:**
- Be it resolved that the KOA Campgrounds in areas 7 & 8 have suffered financially more significantly than any other region in the KOA system from the effects of Covid19, and furthermore were largely unable to benefit from the help KOA corporate gave to southern KOA campgrounds in subsidies for cancellation charges.**

So be it resolved that KOA Inc should consider a one time royalty reduction/credit as a means of compensation for the Canadian KOA campgrounds.

f. Adjourn

- **Motion made by Shaun Saulnier**
- **Seconded by Michelle Berry**