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**BOARD of DIRECTORS MEETING**  
**5/8/21**  
**Lake Expo – Gentry Hall**

**Call to Order:**

Board President called the meeting to order at 10:00 am and led attendees in the Pledge of Allegiance.

**Roll call:**

**Board Members Present:**

President - Sallie Halverson, Vice President - Aaron Zaner, Secretary - Laura Schneider, Sergeant at Arms - Kevin Hawk, Doug Allen, Sherri Durbin, Leanna Dalton

**Board Members Absent:**

**Chief Operation Manager:**

Paul Adams

**Number of Owners Present: 28**

- BOD President asked for show of hands of owners who would like the meeting video recorded. There were three hands raised. BOD President then asked for a show of hands of owners who did not want the meeting recorded. There were over 20 owners who did not want the meeting recorded. Meeting will not be recorded.
- Roll Call
- Approval of minutes – Minutes of the past board meeting were approved electronically. They are posted on the website and at Reservations.
- General Manager's Report: Reservations has been very busy. Dues have been coming in steady with a bit of an increase over this time last year. As the number of households who own RV's and first-time campers continues to increase, we expect to be busier and have more ownership transfers. Ownership transfers are going very strong. We expect to

double the number of transfers we had last year. We had 53 last year and are nearly at that level already this year. If you know of families that are looking for ownerships, let management know. As we keep dues generating, it makes the resort better. No update at this time on when Sales will re-open. Management has been fielding the calls for parties interested and providing tours until sales can get up and running again. Activities are up. Rentals are up. There are a lot of projects going on. Review Project and Services Update handouts provided. We are very short staffed and continue to look for help. GM asked owners to please be patient with the staff we have. The new Owners guides are in. We are proud of the new publication. Please pick them up at reservations office.

- Chief Operation Manager Report: We do have staffing issues. Normally we would have 8-10 staff in this building (Lake Expo). We have 11 for 4 buildings (Lake Expo, Stables, Aquatics Center, and Boathouse). Roads are a big focus for summer projects. They have deteriorated over the winter. Money is being re-directed to try and get them back in shape. The new internet phone system has been up for a month and has already saved us \$770. Savings should continue to increase the longer the system is in use. We have openings for the paint and sip this afternoon.
- Board President opened the floor for questions.
- Owner asked why can't we get the cardinals games on the TV anymore. Owner stated that we have been able to get the games in the past.
  - COM advised that we are on Dish Network and Dish Network is not carrying the games. Fox Midwest, which is now Bally Sports, has removed the app from a lot of services. Bally's plan is to take their plan direct to consumers.
- Owner advised that he has been a member since 2002 and would like to know what is going to be done with the Lodge.
  - Board President advised that at this time, it is on hold because of finances. When that building burned, other buildings were built that provide the same amenities. Until we bring in more dues, the building will remain on hold.
- Owner stated that they have been a member for 10 years and asked when the responsibility falls on the developer rather than coming back to the owners to fix things. Where does the onus come to the owners vs. MAR or Gentry?
  - Board President advised owners are responsible to maintain everything at the resort. That's what the maintenance fees do. Mid-America only sells the memberships. They have no responsibilities beyond that. The Gentry family does help us quite a bit. Mr. Gentry obtained the equipment that is in the Lodge now. He donated that to Lost Valley.
  - Board Member advised we are also trying to determine what to put in that space that will generate income.
  - COM – Asked who had been here when the Old Lodge was here. (Several owners raised their hands) When the fire occurred, we lost everything located in that one building. When we re-built, those amenities were re-distributed so that in the event we had another event, we wouldn't be without all those facilities again. Everything that was in the lodge, with the exception of racquetball court, has been re-built in other places. After the lodge burned, and plans were being made to re-

build, a list of amenities was provided to the owners. The owners prioritized the options and racquetball came in at 18/20 so it was not replaced. We want to be able to add something in the new lodge so that owners have more rather than less. One of the things that was in the floorplan was another restaurant. The startup costs for a restaurant were at least \$500,000 (in 2011). Another thing was an internet café, technology has made that null. They talked about putting in a spa, but we have that in the Lake Expo now. When we ask, we do want to know. But whatever is put in needs to be paid for and it needs to generate income for the resort.

- Board member stated when the Sports Arena burned down, a lot of the things that were in the old Lodge were put in the now Lake Expo. Gentry Hall is much larger than what we had in the old Lodge so we don't need an area like that in the Lodge as well.
- Owner asked what was in the top floor of the Lodge
  - COM – not heated/cooled, no plumbing. It is being used as storage for now. Bottom floor has the library, etc. that is being used. There is storage in the lower level as well as a storm shelter. It is being used.
- An owner suggested a bowling alley
  - COM advised startup was \$80,000 per lane (in 2011). It was looked into, but the money is not there to build it at this time and it is unknown if it would generate enough income to maintain it.
- BOD President reiterated that the responsibility to build and maintain all facilities falls to the owners via maintenance fees. When we start to build up money, something else comes up that eats it up - minimum wage, pandemic, etc. We don't owe anyone money so we are in good shape financially, but we don't have money to build any new amenities in the Lodge right now. The sewer project is paid for and moving forward. We would all like to see more, but we have to be able to pay for it. Right now, building materials are very high as well. Further development of the lodge is on hold pending a decision about what should go in there and how it can be paid for.
- Owner stated that when he came into the resort all the lights were on in the Lodge.
  - COM advised that the only lights that should be on are the bottom floor which is open and being used.
- Owner stated that the staff was not prepared for 40 and over week. There was confusion between Reservations and Activities staff at the sports arena. Owner stated that the group is glad to be here.
- Owner stated that the Owner's manual is not definitive and they needed more information. He stated that some owners are grandfathered in and he understood that some rules changed and that children are now considered guests.
  - BOD President advised the Calendar was replaced because last year, so many activities were printed in the calendar and then had to be cancelled because of the pandemic. The new format allows us to add things as we can. As we get staff to run the events, we can add more than what is in the guide. The larger, main

events/weekends are outlined in the guide. Activity sheets will cover added events as we are able.

- Owner asked why we can't we get a full-time restaurant down here?
  - There was a lot of discussion around the reservations not supporting a full -time restaurant. There aren't enough people throughout each week or throughout the year to make a restaurant feasible.
  - Board President stated that they have a lot of business at Purdy's but they aren't making a lot of money. It's a family-owned business. When they had a death in the family, they had to shut down.
  - Leanna said there are not enough reservations at the beginning of the week to justify keeping the restaurant open and staffed.
- Owner stated he wants groceries available on site so he doesn't have to go to town.
- Owner asked if we could discuss what rules have changed and when owners are grandfathered in.
  - COM advised that associates over the age of 21 that were buying the annual associate card before are still allowed to do that. Going forward on new transfers and ownerships, children over the age of 21 will not be allowed to buy the cards. We have 4,000 owners, we have 14,000 Associates. We have primary owners who cannot access facilities because of the Associates. That was not the intention and is not how the by laws are written.
- Owner asked if there was anything else that has been grandfathered in?
  - COM answered, No – not sure what owners are referring to for changes other than the Associates. The rules regarding Associates are not new. It was not being enforced in the past. Because some owners bought in with the understanding that their adult children would be able to be Associates, they are allowing that to continue/be grandfathered. However, we are not allowing that for new ownerships or transfers going forward.
  - COM advised Associates can still be here as guests, they just can't push primary owners out.
  - GM reiterated that we are just trying to take the resort back to what is in the by-laws and what was intended. We are enforcing the rules going forward.
- Owner – if someone has a Charter membership and wants to go to Executive, do they then get free storage? Where does the line cross?
  - GM advised Executives have free storage based on availability.
- Owner asked when an owner brings an overnight guest in, is there a limit on the number of times you can do that?
  - COM advised that is based on availability, but not limited to the number of times an owner can bring a guest.
- Several owners discussed the confusion about Associates and the number of reservations allowed on ownerships.
  - Each ownership is allowed to have 2 reservations on the books at one time regardless of how many associates they have. There were some upgrades to

ownerships sold in the past that provided 4 reservations per ownership. Those are not offered anymore, but some ownerships have this.

- Owner stated that we need to get people to buy other owners' memberships but the Executive storage doesn't go with that, but new ownerships come with storage.
  - GM advised that we don't sell the Executives that way anymore, since 2019. And when we did, those people also went on a waiting list. There was no difference between a transfer or a sale during that time.
- Owner – something went out on Facebook about the storage went down to 30 days out of storage.
  - COM advised that it did not change. When the BOD was deciding on what to do about the storage limits there were several proposals. One of them was to change the time a unit could be out of storage to 30 days, but it did not change to 30 days. It is currently 120 days.
- Owner stated that the Facebook page needs to be moderated so that the garbage doesn't stay out there. There's some confusion. Owner wants either the BOD or staff to speak up and say, "this is wrong". Posts should be reviewed before they go up. We are a small group, but there is some stuff that needs to be addressed.
  - COM advised that he contacted that individual directly. The FB conversation spiraled far away from that question and it is no longer on the FB page. COM advised that he contacts people directly so that a thorough discussion can be had that addressed the concerns fully. That isn't something that happens on a Facebook page.
  - We have 4 moderators who are staff members. Staff cannot always get to the Facebook page in a timely manner. Some do not have access when they are at home. We can't get on there in a timely manner or when we are at home at times. We don't just want to throw out an answer, but discuss it and then answer.
  - BOD President advised that the Facebook page is not monitored or moderated by the Board members.
  - Anytime anyone has a question, you can email customer service or email the Board or call.
- Owner asked COM if the Cat Tail Pond is monitored by security. He sees people fishing up there sometimes.
  - COM advised Security does monitor it.
- Board member asked if we should post a sign at that Pond that it is for owners only.
  - Leanna advised that they are working on a day-use car tag to help identify day-users who have checked in appropriately vs local traffic.
- Owner – Is there any way to set up partial maintenance dues for Associates?
  - COM advised that is what the associate card fee is.
- Several owners asked questions regarding Associates and how they are monitored. Several conversations took place at the same time. Details were not captured. No new information or changes resulted from the discussions.
- Owner asked if the resort is sold out

- COM -No
- Why are we still selling if space is an issue and we have to limit Associates?
  - COM advised -Not everyone comes at the same time.
- Owner stated that he has observed people checking out but their campers stay on the site. Couldn't someone use that site?
  - COM advised that they remove the campers as time allows. They have a spot on and off list every day. The priority is to ensure that campers get placed on sites for arrivals first. Then they start the removals. The site shows checked out. If someone wanted the site, they would be able to reserve it, then the camper would be removed to ensure the site was ready for the new arrival.
- Board President asked if there were any other questions – none noted
- Board President advised that there are 4 Board seats up for election in September if anyone is interested in running.
- Meeting adjourned at 11:18

The closed portion of the board meeting was called to order at 11:36 with all board members and COM present.

### **Old business**

- Annual election in September – we need to set a date for the Bio's for any new candidates and re-post for candidates up for re-election. Bios need to be in by July 15<sup>th</sup>.
- Consultant update for sales of new memberships – Mr. Gentry is working with an outside company. No updates yet.
- Staff is currently offering only Charter and Wilderness memberships when people call the resort offices looking for information. Staff is taking it on themselves to try and capture some of these interested parties rather than lose them.
- Update on Wi-Fi – in Project and Services Update (PSU) handout. In service in September. We are getting a fiberoptic line run to the resort.
- Status on RV storage – 10 on the waiting list. If owners need repairs done the unit can be taken out of storage longer.
- Sewer plant smoke test update – Report is back outlining issues and options to address as well as a prioritization of each issue. There are 8 issues considered high priority. DNR has been amenable to granting our requests as we continue to manage through the process.
- Status on welcoming committee -in progress.
- Status on private sign at entrance - installed
- Updated financial report – The money that was allocated for roofs has been moved to the roads budget. Roofs are currently doing their job with no leaks.
- Dry hydrant status – No updates.

- Status of CPR cards for staff – in PSU. Seven of the security team have been certified in CPR w/ AED and 1<sup>st</sup> aid.

### **New business Questions**

- Closing park again for July 4th? - Park will be closed to the public.
- Update email addresses for owners possibly at sign-in at gate and or when reservations are taken to make sure we have current emails. Currently in progress.
- Price increases any feedback or concerns from owners? - Nothing significant.
- Board member received a question regarding when points are awarded. Can be found on Page 31 of the Owner's Guide.
- Reviewed Online Voting Proof of Concept. Discussion around potential issues. Board will move forward with a test vote.
- BOD President asked if we can set a date for an additional Board Meeting to review dues. Discussion around ideal timing that allows for financial needs of Lost Valley and owners. Agreed for Staff to target gathering financial proposals by September 17<sup>th</sup>, 1 week prior to September meeting so BOD can discuss and vote at the September meeting.
- COM advised that hiring is more of a challenge now than it ever has been. At this time, we cannot keep the hours of service that we have in the past.

Motion to adjourn and 2<sup>nd</sup>. Meeting adjourned at 1:02

Minutes electronically Approved: 6/3/21

Minutes submitted by: Laura Schneider, Secretary

\*The Board of Directors met prior to the meeting with the owners. The meeting was called to order at 9:32 with all Board Members and COM present. Discussion was had regarding complaints between staff and owners as well as complaints from owners against other owners. Meeting adjourned at 9:51