

TREASURE LAKE TIMES

SUMMER July August September 2004

1 Treasure Lake Drive, Branson, MO 65616 • 417 334 1040

Treasure Lake Resort Quarterly Newsletter

JULY 3 FIREWORKS

One of Treasure Lake's REALLY BIG SHOWS (as TV host Ed Sullivan used to say) is coming up the night of Saturday, July 3 — the Club's annual fireworks display.

And what a night—and show—it promises to be!

The fireworks will be in the same area as in the past—across the main road from the entrance to Phase 1. But be advised: The big-bang isn't just a “one-shot affair.” There will be lots of goins-on before and after with things a poppin' all over the place.

Flag raisings, cookouts, ice cream socials, watermelon, games, contests, tournaments, cake walks, swimming, golf, weiner roasts, jig dancing, square dances, you name it, are slated throughout this special weekend.

In short, there's gonna be a lotta bang for our Treasure Lake buck. Last year was BIG. This year is BIGGER.

Said Manager Tom Anderson, “July Fourth week a year ago was the busiest ever, not just the weekend as in the past. All 544 sites were full for almost seven days plus several units in temporary and overflow sites.

“In addition, about 35 units were sited off park in private campgrounds. While it was a little crowded and very hot, I think most of us enjoyed the activities.”

It seems the Park and staff have been preparing virtually all year for this week.

Anderson said the same company as a year ago, A.M. Pyrotechnics, will be in charge of the fireworks. “This will be their third year to do our display and the owner assures me it will be the best Treasure Lake event ever.”

ELECTION UPCOMING

This year, three vacancies are to be filled on the Club's Board of Directors.

The 3-year terms of Mel Pierce and Jackie Smith, both elected in the year 2001, will expire in October. In April, Bob Wolfe was appointed to replace Richard Bowman, who resigned due to illness; and that position, too, expires in October.

Any member interested in running for the Board may pick up a petition and a Board of Director's job description from Park Manager Tom Anderson. Candidates must have their petition signed by at least 25 other voting members in good standing.

Deadline for filing for the Board of Directors election is August 26th, 2004. Club bylaws stipulate that petitions to run for the Board must be submitted to any current Board member at least 65 days prior to the annual meeting.

The 2004 annual meeting will be held on Saturday, Oct. 30.

This year's meeting, currently in the planning stages, will be part of an expanded calendar that will feature special events and activities throughout the week.

“It's shaping up more as an Annual Meeting Week,” said Anderson. “Hopefully, there'll be something for everyone and then some.”

Board President Russell Aday has appointed the following to serve as the Election Committee for this year's Board election: Myrtle Lee Babbitt, chairperson; Patricia Williams, co-chair; and Danny Woolsley.

Ballots will be mailed out in early October.

FROM THE BOARD PRESIDENT

Congratulations! You, the owners have succeeded in sending the new membership sales program over the top. A few more than 925 requests were made for a membership and we are sorry that we were unable to fill all of them. Your efforts to enlist new members have underwritten the opportunity to complete a major park upgrade over the next three to four years. "Thank you," to Tom, the staff, the Volunteers, and the Board who took on considerable additional work to make the program happen.

The Board took action in the May meeting to dedicate all of the revenue from the Owner Membership Purchase Option Plan to new RV sites and/or new rentals and specified Board approval is required to spend the funds. In addition, please take special note of the new Sales Program detailed elsewhere in this NEWSLETTER.

The Board also voted to change the BYLAWS, which eliminated the proxy voting. The objective is to encourage all owners to become involved in the activities of the Club and participate in each and every election held. What this decision means is that the owners will actually make the decision on matters put before them for a vote.

During the May meeting the Board implemented a policy that allows members to purchase, on a limited basis, the nine days on a RV site that they are normally required to be off park. This will only be allowed when the park occupancy is 50% or less with specific times blocked, such as mid June until after July 4th week. The option may only be used three times during a calendar year and a total of only 29 days may be purchased. This will meet the needs of many who want to stay longer than their 21 days during the summer season in particular. The additional revenue will further expedite the upgrade of RV sites.

A third important item passed by the Board was the plan allowing for owners to assist the park as Work Campers when there is work available for them to do so. Although similar to the Volunteer Program, the Work Camper plan is designed to reduce expenses by reducing the overall salary budget. Tom and each department leader have identified work that can be performed consistent with the plan. Those owners choosing to work will not receive actual pay but they will be able to stay on park and not have to pay for the nine days out. Currently, Volunteers and employees are able to stay the nine days, which they are required to pay for.

VOLUNTEER MORE IN 2004, is a slogan thought up by none other than some Volunteers. We have many members volunteering and providing so much value to the Club, and we say, "Thank you", each and every one. The beautiful flowerbeds have been planted and are being maintained by Volunteers. Others are assisting the contractor hired to pour concrete RV sites saving us much money. Still others continue to paint and fix up all around. Assistance is being provided in the office, especially for the work in getting the new sales program completed. This NEWSLETTER is a volunteer effort. The Saturday and Sunday breakfasts are still a hit. You are making a big difference in helping the staff and employees beautify and upgrade the park for all our enjoyment.

Serving and representing you is a pleasure. "Thank you," for the opportunity to do so.



Robert Wolfe, left, with Board President Russell Aday. Wolfe was appointed in April to fill a Board vacancy.

DIRECTOR APPOINTED

Bob Wolfe, a Treasure Lake member since 1992, was appointed by the Board of Directors to fill a Board vacancy in April.

Wolfe replaces Richard Bowman, Springfield, who resigned from the Board of Directors because of health reasons. Wolfe will serve out the remainder of Bowman's current term, which expires this coming October.

Wolfe and his wife Brenda reside in Dearborn, MO., which is located north of Kansas City. He retired at age 55 from TWA, where he served 33 years as an engine inspector and mechanic. For the past several years he has been maintenance supervisor at the Kemper Arena/American Royal complex in KC.

Said Wolfe, "I feel honored to be chosen by my fellow Board members.

"I have goals, both for myself and the Park, and would be honored to be elected by the membership this fall. I look forward to serving all of the membership."

Treasure Lake is currently offering a \$100 "finders fee" for referral membership purchase. This applies to either a membership from the club's inventory, or through the secondary sales market. Please refer to the insert in this issue of The Treasure Lake Times. Also, complete information is available at the Welcome Center.

**TREASURE LAKE
TOLL FREE NUMBER
1-800-455-2961**



Board Member Gene Hartman presided at a recent ceremony dedicating Treasure Lake Volunteer Park. Improvements to the area around the front pond were funded by the Volunteer Committee.

BOARD ACTION

The Board of Directors, at the May meeting, voted to eliminate proxy voting in Club elections.

ARTICLE IV (Page 17) of the Bylaws now reads as follows:

8. Quorum. Those members eligible to vote, present in person at the meeting of members, or by delivery of their written ballot, shall constitute a quorum for the purpose of transacting any business. Unless other wise required by law, the Declaration of Restrictions or any amendment thereof, the Articles of incorporation of these Bylaws, the affirmative vote of a majority of the members constituting a quorum shall be the act of the members.

The Board deleted all of ARTICLE IV (Page 17), paragraph 10, which pertains to the voting of proxies.

* * *

Also at the May meeting the Board authorized members to purchase nine days on park following a stay of 21 days. Objective is to enable owners to further utilize their membership by allowing them to remain on park by purchasing some or all of the nine days they normally would have to be off-park following stays adding up to more than 21 days in any giving 30-day period.

The Board adopted several rules and regulations pertaining to the plan, including the following:

Only one membership per Member may be used during a calendar year under the plan; members may use the plan for no more than three stays per calendar year, with an accumulated maximum of 27 days; members are limited to one combined stay of 111 consecutive days per calendar year; requests will only be granted provided the total Class A RV site occupancy usage is 50% or less, and there are specific designated times when the plan does not apply.

Rules and regulations regarding the 9-day plan and the proxy-vote resolution are available at the Welcome Center.

The welcome mat's out for 927 new members who took advantage of the Owner Membership Purchase Option Plan offered in May.

Manager Tom Anderson noted as the Treasure Lake Times went to press that "we're in the process of double and triple checking everything, but it looks like we now have 7,500 on our membership rolls."

Jack Fountain, chairman of the Board's Sales and Marketing Committee, termed the OMPOP sales program "an overwhelming success."

"Treasure Lake is now in a position to shift its sales/marketing focus from selling our on-park in-office membership inventory to assisting members who want to sell their memberships."

He went on to say that over the course of time there are always members who, for one reason or another, are desirous of selling their memberships.

"By the time you receive this newsletter we hope to have in place a dedicated sales staff who will work with you and for you, on a commission basis only, to help facilitate ownership sales."

If you're at the point you desire assistance in selling, give the Sales Department a call at 1-800-455-2961, Extension 6. Ask for Secondary Sales details and, if still interested, ask for a sales contract to be mailed to you.

Also, please note the referral insert in this newsletter. If interested, fill out the insert and return it to the Sales Office, as noted.

FOURTH OF JULY SCHEDULE

Friday, July 2

Volunteer Breakfast, 8 a.m., Lodge
Watermelon Feed, 1 p.m., Pavilion
Talent Show, 2 p.m., Clubhouse
Cookout, 5 p.m., Lodge
Cakewalk, 6 p.m., Clubhouse
Hank Williams Revisited, 7 p.m., Clubhouse
Games and Activities throughout the day.

Saturday, July 3

Volunteer Breakfast, 8 a.m., Lodge
Flag Raising, 10 a.m.
TBA, 2 p.m., Clubhouse
Cookout, 5 p.m., Lodge
Heartland Band, 7 p.m., Clubhouse
Activities and Tournaments throughout the day
Fireworks, After Dark

Sunday, July 4

Volunteer Breakfast, 8 a.m., Lodge
New Revival Gospel, 10 a.m., Clubhouse
Ice Cream Social, 1 p.m., Lodge

Are we assessed the Branson tourism tax on anything other than rentals and food purchase? No. Members are not taxed on maintenance and storage fees because they're paid annually.

When did we begin paying the tourism tax? In 1994, when Treasure Lake was annexed into the city.

As I recall, Club Members voted overwhelmingly to amend our Declaration of Restrictions sometime in the mid to late 90's. Did these changes ever go into effect? No. Although 84% of votes cast in 1997 were in favor of the issue, it failed because it didn't receive the necessary approval of 75% of the total membership.

What was our rental income last year as compared to 1997, when the Club began upgrading its rentals? Rental income in 1997 was less than \$200,000. Last year it reached \$300,081, up 4.7% from the previous year.

How many "rental nights" did we record in our rentals last year? 10,926, up 12.6% from '02.

One year, as I recall, the Board of Directors, because of limited funds, passed along the cost of the Club's property tax to members. When was this, what was the total cost, and how much was it per member? The year was 1997, the Club's property tax that year was \$69,909.87, and the cost per member was \$9.36.

What was the Club's property tax assessment last year? \$83, 561.74.

Do our leasees pay a proportionate amount of our property taxes? Yes, last year lease holders paid \$30, 486.

My husband and I try to plan a Treasure Lake visit to coincide with the Cajun Connection's visit. Are they scheduled to appear on park this year? Yes, on Saturday, October. 23.

Who is the Club's attorney? We have two—Ben Upp, Springfield, and Matt Trokey, Branson.

Are members allowed to post items on the Club bulletin boards? Members may post items on bulletin boards upon approval of the Park manager.

How long has the duplex "at the top of Phase 4 hill" been in use? Since 1993.

How much revenue do our leases generate annually? Last year, lease revenue was \$245,000.

When IMAX originally leased property from Treasure lake they paid an "up-front" payment of \$1 million in lieu of paying rent for 20 years. When will their rent payments resume? In 2013.



The new flagpole, across from the Welcome center, is a project of the Volunteer Committee and the Park.

WORK CAMPER

At the May meeting of the Board of Directors, the Board adopted a Work Camper Utilization Plan, effective June 1.

Purpose of the program, said Manager Tom Anderson, is to utilize owners in the performance of specific tasks or to work specific jobs that are otherwise worked or performed by paid employees.

The park manager will identify current or future jobs suitable for Work Campers which are consistent with the day-to-day business on park, and would be otherwise performed by paid employees.

Work Campers are expected to work regularly scheduled hours (16 hours per week per household or 12 hours for one individual); with all work coordinated by the Park Manager or designated Department Head.

Work Campers who complete at least 64 hours per month per household (48 hours for a one-person household) may stay on an RV site on park for the nine days they normally would be required to leave following a 21-day stay. Also, they may stay on an RV site in the Phase 4 employee area and not move after 21 and nine days.

Complete rules are available at the Welcome Center.

NIGHTLY RENTAL RATES

(April 1, Dec. 15)

17 ft. Trailer	\$18.00 + tax
23 ft. Trailer	\$24.00 + tax
34 ft. Trailer	\$34.95 + tax
Duplex	\$34.95 + tax
Motel Unit	\$34.95 + tax
1 BR PM	\$44.95 + tax
2 BR PM	\$59.95 + tax

25% discount applies on Tuesday, Wednesday and Thursday nights, except during holiday weeks and Annual meeting weeks.

50% discount applies to all rental reservations of seven nights or more, except during holiday weeks and Annual meeting weeks.

MESSAGE FROM THE MANAGER

Greetings from Treasure Lake. The 2004 season is well underway with the big July Fourth celebration just around the corner. Fireworks, music and food are just a few of the activities that are in store for the weekend. Of course, finding sites for everyone will be a priority. After experiencing over 100% RV site occupancy the last two years, there is no reason to believe this year will be any different.

Several Park improvements have been completed during the winter and into spring. There is new paving around the miniature golf course and east of the outdoor pool, plus an overlay of the east Club House parking lot. The roads in Phase I were repaired and seal coated. Electric upgrades were completed on 49 RV sites and there are additional concrete RV pads. We have installed a new flag pole across from the Welcome Center. This was dedicated Memorial Weekend in honor of all Veterans.

Volunteers have been involved in many of the Park improvements. While volunteers have always worked the weekend breakfasts and helped in the activities department, this year many went a step further. Some additional projects include: dirt work to prepare the sites for concrete; landscaping around the sites; painting the miniature golf course buildings, picnic tables and handicap parking areas at the bath-houses. It isn't hard to see the labor savings the Club realizes from those wishing to help out.

To step up volunteer contributions the Board approved a Work Camper Plan. Our goal is to reduce overall cost by allowing Treasure Lake owners to perform specific tasks that are performed by paid employees. This program is underway and we hope more owners are ready to use their talents in making Treasure Lake a better place. Information regarding the program is available at the Welcome Center.

Treasure Lake's 2004 Annual Meeting will be Saturday, October 30. This year we are planning the Owners Homecoming Week, with activities scheduled throughout the week. It will be a time when you and your fellow owners can celebrate the dream called Treasure Lake that started 22 years ago, We can all say "you've come a long way." Kimberly, our Activity Director, will have more on this in her message. If you have suggestions about this special week please contact Kimberly in Activities.

I close wishing each of you a safe and happy summer. We look forward to seeing you On Park soon. Please take a few minutes to pray for our troops.

Tom

BOARD OF DIRECTORS

Russell Aday, Ponca City, OK, President (05)

Melvin Pierce, Belle Fourche, SD, Vice President (04)

Jack Fountain, Chisago City, MN, Treasurer, Asst. Sec. (06)

Eugene Hartman, Manchester, MO Secretary (06)

Jackie L. Smith, Maumelle, AR (04)

Cecil Bragg, Edgemont, SD (06)

Robert Wolfe, Dearborn, MO (04)

NEWS & NOTES

Phase I B sites will be made available as overflow sites for Coast to Coast and RPI guests when there are no available sites in Phase 4.

* * *

Senior Moments, a new Tuesday morning program, is planning lots of fun activities.

* * *

Weekly activity sheets are available at the Clubhouse and Welcome Center.

Volunteers have been helping to get sites ready for concrete work and work has begun on 4 wheelchair-bound handicap accessible sites.

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The Board of Directors has authorized a contract for 19 additional RV site concrete pads

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The Board of Directors has authorized renting two generators to help offset the added usage when RVers are assigned to temporary sites during heavy occupancy.



Park improvements were on-going throughout the spring.

KIMBERLY'S KORNER

The summer is off and running and the activities department have been very busy. Our next big weekend, the 4th of July, is quickly approaching. The weekend will kick off with a volunteer breakfast on Friday morning at 8 am. The volunteers will also be serving breakfast on Saturday and Sunday mornings. We will be having a flag raising, national anthem, and special music by some of the kids, a water fight (don't forget those supersoakers, kids), shuffleboard tournament, sand volleyball, watermelon feed, talent show, pool tournament, 2 cookouts, cake walk, kids movie nights, softball game (bring your glove), horseshoe tournament, flag football, kids crafts, church services, ice cream social, and of course FIREWORKS on Saturday night. We will also be having a dance on Friday night with music by Hank Williams Revisited and Saturday night with music by Heartland Band. It's going to be a great weekend so be sure to be here and celebrate with us.

Owners Homecoming week is being planned for the week of October 23-31. The celebration begins with our annual Cajun weekend and performance of The Cajun Connection on Saturday, October 23. The Annual Meeting is Saturday, October 30. We will have lots of great activities planned for that week. We want to highlight the week with a display of the States represented by our owners. If you would like to showcase your home State please contact me. We are going to need lots of help gathering all the State information, so stop by the Activities office and let us know if you can help. The best booth will win a prize! You will also have the opportunity to hear the "Treasure Lake Story" as told by some of our board members and volunteers. It's going to be a week packed with fun as all of the owners come together to remember the past and celebrate the future of Treasure Lake. We also want to issue a special invitation to past Board members who are able to attend.

It's going to be a great **Owners Homecoming Week!**

Have a safe and fun summer!
Kimberly

417-332-2569
ksreese@cox-internet.com



Take it from Kimberly, the park is ready to flip into summer.

FINANCIAL

Jackie Smith, chairman of the Board's finance committee, notes "it's truly amazing how far we have come financially during the past decade."

"Comparing Treasure Lake's financial info today with a decade or so ago is like comparing night and day. Many of you remember when the Club had to borrow money to get through the winter months. But that's in the past.

"It ended in '96 or '97, and since that time it's truly amazing the progress and upgrades we've made while also building up our cash reserves. We're indeed in a healthy position financially.

Smith said that during most of the years since 1993 "we've been blessed to have Richard Bowman on the Board and serving in several financial capacities—as the Club's treasurer, on the Finance Committee, on Facilities and other committees."

Bowman was appointed to fill a Board vacancy in '93, and was elected by the membership in '94, '97 and in 2001.

Citing reasons of health, Bowman resigned his Board position in April. Said Smith, "I truly miss him and his input, but I understand why he had to bow out at this time."

Smith reported at the May Board meeting that in 2003 our cash on hand was \$801,828 and in 2004 it is \$1,188,883.

REMINDERS

Due to the high expected Park usage over the July Fourth Holiday period, guests are not permitted on RV sites or in rentals.

We regret the inconvenience

* * *

See you at the annual meeting October 30.

• Treasure Lake is a 5-Star Resort in the Coast-to-Coast system:

- ★ Facilities
- ★ Rentals
- ★ Recreation
- ★ Hospitality
- ★ Cleanliness

STATEMENT OF FINANCIAL POSITION

2004

2003

ASSETS

Current Assets

Cash and cash equivalents	\$ 837,659	\$ 482,494
Certificates of deposits	101,106	100,000
Accrued interest	111	61
Maintenance fees receivable, net of allowance; 2004 - \$0, 2003 - \$11,000.....	1,980	242
Other accounts receivable, net of allowance; 2004 - \$2,880, 2003 - \$1,500.....	14,002	14,777
Inventories	1,928	1,958
Prepaid expenses	22,569	15,001
Total current assets	979,375	614,533

Notes Receivable, net of allowance; 2004 - \$3,000, 2003 - \$2,500.....27,49826,806

Property and Equipment, At Cost

Land and buildings	3,638,687	3,638,488
Land improvements	2,121,938	2,023,925
Trailers	878,115	877,540
Equipment	784,024	784,339
Vehicles.....	85,838	73,758
	7,508,602	7,398,050
Less accumulated depreciation	2,299,608	2,034,243

5,208,994 5,363,807

Deferred Income Taxes

182,825 201,825
\$ 6,398,692 \$ 6,206,971

LIABILITIES

Current Liabilities

Accounts payable	\$ 28,733	\$ 20,118
Accrued expenses	110,751	78,182
Income taxes payable	70,318	11,605
Current portion of deferred lease income	50,000	50,000
Deferred maintenance fees	9,639	10,510
Dererred storage fees.....	68,597	74,713

Total current liabilities

\$ 338,038 \$ 245,128

Deferred Lease Income

431,118 481,118
Total liabilities

769,156 726,246

Unrestricted Net Assets.....

5,629,536 5,480,725
\$ 6,398,692 \$ 6,206,971



Have you met our new neighbors? The Smokehouse, by the way, offers Treasure Lakers a 15% discount.

TREASURE LAKE TIMES



Treasure Lake Resort

1 Treasure Lake Drive, Branson, MO 65616

REMINDERS

- Gate cards not turned in within 30 days are not eligible for a \$5 refund.
- Vehicles may be washed on park, but a permit is required. A permit costs \$5, and may be purchased at the Park Office. Hours to wash vehicles are 7am to dusk..
- Date of this year's fireworks display is Saturday, July 3.
- Treasure Lake's email address is info@tlresort.com.
- The Club's web site may be accessed on the internet at www.tlresort.com.
- Computer modem access terminals are located at the Welcome Center, the Laundry Building near Phase 2 east entrance, and at the Lodge.
- Members may move their units from storage to phase sites no earlier than the day of occupancy.
- Members are reminded to update their associates if names, addresses or phone numbers have changed.
- Mark your calendars: this year's Annual Meeting is Saturday, Oct. 30.
- Church services are held every Sunday at 10 a.m. in the Clubhouse. Members and guests are invited to attend services, which are non-denominational.
- The Club hosts two traditional potluck dinners in the Fall— Thanksgiving (on a Saturday evening in early November), and Christmas (on a Saturday evening in early December.) Watch for dates and details.
- Manager Tom Anderson holds a Meeting with Members on Thursdays at 2 p.m. in the Clubhouse. (Except prior to Board of Directors' meetings held the last Friday of the month.