



TREASURE LAKE RV RESORT

 **FALL FUN AWAITS IN BRANSON** 

ANNUAL MEETING 2024

The Annual Meeting at Treasure Lake was a wonderful event that brought our members together in a spirit of unity and celebration. Held at the beautiful Mickey Gilley Grand Shanghai Theater, it included a special update from our General Manager, Steven Mills, a heartfelt tribute to our veterans, and a slideshow of past and present memories that reminded us of all the wonderful times we've shared together. Awards were given to outstanding staff and volunteers, and our financial outlook was presented with optimism for the future. The door prizes were incredible this year, featuring two grand prizes: an exciting airplane tour of Branson provided by YELL Aviation and a Blackstone grill donated by Camping World! To top it all off, special guest Rick Thomas wowed us with an unforgettable magic performance. We want to extend a big thank you to everyone who helped with this year's meeting and registration! We couldn't have done it without you! If you missed this year's event, make sure to mark your calendar—next year's Annual Meeting promises to be just as extraordinary, and you won't want to miss it!





AND THE 2024 AWARD GOES TO...



Activities Outstanding Team Member

James Shanks

Rock n' Roll Outstanding Team Member

Larrie Austin

Owner Services Outstanding Team Member

Michael Hayden

Maintenance Outstanding Team Member

Ryan Farmer

Housekeeping Outstanding Team Member

Gloria Harbaugh

Security Outstanding Team Member

Wayne Thomas

Administration Department Leader of the Year

Tammy Stouffer

Operations Department Leader of the Year

Ty Mourer

Programs & Marketing Department Leader of the Year

Annie Eason

Service Award

Tom Wilkerson

Volunteer of the Year

Marty Hayes

Great Leader Award

Stacey Price



NEW PARK UPDATES

Exciting Off-Season Improvements Coming to Treasure Lake!

As we move into the off-season, we're thrilled to share that several exciting projects are underway to enhance Treasure Lake and prepare for the year ahead. This year's updates include a variety of improvements to make the park even better for our members and their guests.

One of the biggest projects is the Phase 2 Pond Renovation, which will beautify our natural spaces and enhance the outdoor experience for everyone. Additionally, tree removal and trimming are being conducted throughout the park to ensure safety and to maintain the natural beauty of our landscape.

Site updates are also planned, including installing concrete pads on several campsites. And that's not all! The roofs on the Welcome Center, Club House, and Pool House are scheduled to be replaced in November, adding greater durability and aesthetics to our key facilities. Stay tuned for updates as these improvements continue throughout the year. We're excited to share these enhancements with you and can't wait for you to enjoy them on your next visit to Treasure Lake!

Please see the attached letter from the Board of Directors for additional details and how you can help contribute to these necessary improvements.

BOARD OF DIRECTORS UPDATE

We would like to extend our deepest gratitude to Lee Steveson for his dedicated service as President of the Board of Directors. Lee's commitment, leadership, and vision have been invaluable in guiding Treasure Lake forward. Lee, we are grateful for your leadership and all you have accomplished!

Bryan Norton will now serve as the newly elected President of the Board of Directors, with Juli Jordan taking on the role of Vice President. Continuing to serve in their roles are Gary Myles as Treasurer and Tom Wilkerson as Secretary. We are also grateful to have Lael Streight, Tim Wells, Gary Ball, and Don Carter serving on the board, each bringing their unique perspectives and insights to our continued growth and success. Together, this team is focused on enhancing our community and ensuring Treasure Lake remains a top destination for everyone. Please join us in thanking each of them for their service and dedication to Treasure Lake. We look forward to an exciting year ahead!

ANNUAL COOKOUT

The Annual Cookout was a huge success this year, drawing more attendees than ever before! The Board of Directors took to the grills, serving up a delicious meal and ensuring everyone had a fantastic time. We're grateful to everyone who helped to make this cookout unforgettable, and we're looking forward to next year's event!



VETERANS DAY

Veterans Day is approaching, and we're looking for veterans to join us in the Branson Veterans Day Parade downtown. This is a great opportunity to honor and represent your service! To participate, please email amy@tlresort.com. In addition to the parade, we will be hosting a special ribbon-cutting ceremony for Mustard Crossing, dedicated to the memory of owner Jack Mustard on November 11 at 2 PM. We will also honor our veterans during the ceremony. Let's come together to show our appreciation for those who have served!

WINTER CAMPING DETAILS

Based on your valuable feedback, the Leadership Team and the Board of Directors have decided to postpone the closing of phases, including sites and rentals, until December 1. As our General Manager Steven Mills has emphasized, our priority is ensuring that no one is turned away, and this decision reflects our commitment to that principle. We will continue to monitor reservations and occupancy closely during the winter season, making any necessary adjustments to ensure you can fully enjoy your membership. This extension means more opportunities for you to experience the beauty of your favorite campground during the fall season here in Branson.

During the winter beginning on December 1, only Phase 1 remain open. Phase 3 will be available for winter storage beginning on November 1. Please note, Phase 4 will not be available for storage this year. All RV sites, cabins and yurts in Phases 2, 3, and 4 will be closed starting on December 1 to allow time for maintenance to work in each phase. However, employees will be allowed to stay in Phase 4 through the winter if they are currently working. Both camper rentals will be winterized and unavailable to rent until March 1. The main laundry will remain open all winter and beginning on November 1, you do not need to move between phases or sites! Next year, on March 1, 2025, everything will reopen. We appreciate your understanding as we work hard to improve the park during the 2024/2025 off-season. Thank you for your cooperation as we make these improvements!

HALLOWEEN WEEKEND

Halloween Party 2024: A Spooktacular Success!

This year's Halloween party was one for the books! With a huge crowd of costumed ghouls, goblins, and festive friends, we celebrated all things spooky in style. The night kicked off with a delicious feast of roasted hot dogs and s'mores around the campfire, a dance party where guests showed off their best moves, followed by a fantastic costume contest that brought out everyone's creativity, from classic witches and vampires to wildly imaginative characters. The fun didn't stop there—everyone enjoyed a spooky hayride through the Haunted Trail that kept everyone on the edge of their seats! A big thank you to everyone who came out to join the party and a special shout out to those who volunteered at the party and on the Haunted Trail to make this Halloween celebration an unforgettable evening! We can't wait to see what next year's party brings—mark your calendars because it's going to get even better!

Halloween Contests 2024: And the Winners Are...

This year's Halloween contests brought out the best in creativity and festive spirit! First up was the Golf Cart Parade Contest where participants went all out, transforming their carts into everything from haunted rides to quirky, themed displays. Awards were given for 1st, 2nd, and 3rd prizes, recognizing the standout designs that truly wowed the crowd!



Next, we had our Decorated Campsite Contest, which saw campsites decked out in eerie lights, cobwebs, and inflatables of all things Halloween! Thank you to everyone who transformed their campsites into spooky showpieces!





HONORING OUR DEPARTING TEAM MEMBERS

We have some bittersweet news to share with our Treasure Lake community regarding changes within our team. Brad Price, our Maintenance Manager, has accepted a new position with another company. While we are so sad to see him go, we are incredibly grateful for the many years of hard work and dedication he has given to Treasure Lake. Brad's commitment and expertise have made a lasting impact, and we wish him all the best in his new role. Thank you, Brad, for everything!

A special thank you also goes out to Bruno Samuels, our Food & Beverage Manager, for his dedication to creating fantastic meals that brought families and friends together. This season marks Bruno's last year with us, and while we are sad to see him go, we are incredibly grateful for his hard work and creativity. We'll miss him dearly and wish him all the best!

Additionally, we are saying goodbye to two cherished team members who are retiring. JC Comstock from Security is wrapping up his years of service, and his presence will be dearly missed. JC has been a steady, supportive force, ensuring our safety and security, and we're so appreciative of all he has done.

We're also saying farewell to Glenda Martin, our Storage Coordinator, who is stepping into retirement. Glenda's work behind the scenes has been invaluable to our operations, and we'll certainly feel her absence as she embarks on this new chapter. Please join us in thanking Brad, Bruno, JC, and Glenda for their many contributions to Treasure Lake. While we will miss them, we know that great things are in store for each of them, and we wish them happiness and success in their new journeys!

VOLUNTEER DAYS

November 7 and 8, starting at 8 AM both days, we'll be working on projects all over Treasure Lake—painting, cleaning, and fixing up our beautiful park. Come lend a hand, have some fun, and make a difference! Email Wally at operations@tlresort.com for more information and to sign up.



HALF PRICE CABINS & GOLF CARTS

Starting December 1, we're excited to offer a special deal on golf cart rentals—half price for a limited time through the end of February! It's the perfect opportunity to explore Treasure Lake comfortably and enjoy the scenic views with friends and family. And the savings don't stop there! In January and February 2025, we'll also be offering half price cabin rentals, so you can enjoy a cozy winter getaway at an unbeatable rate. Whether you're here for a day of fun or a peaceful retreat, these specials make it easier than ever to experience Treasure Lake. Don't miss out on these fantastic offers!



WRAPPING UP AN AMAZING SEASON AT TREASURE LAKE

As the season winds down, we want to extend a heartfelt thank you to everyone who made this year at Treasure Lake so memorable! From exciting activities and delicious food, to the best camping experiences around. It's been a fantastic year, and we couldn't have done it without the support of our wonderful community.

The Rock n' Roll Café will be closing for the season at the end of the day on November 11, scheduled activities will begin to slow down after Veterans Day, and November 10 will be the final church service of the season. However, we'll continue to host special events through the winter, so be sure to watch for updates on our calendar!

This year has been filled with incredible memories—from holiday celebrations and concerts to Friday Night Bingo, endless crafts and games, and an unforgettable 4th of July Freedom Celebration. Thank you once again to everyone for making this season one for the books. We look forward to seeing you this winter for our special events and can't wait to welcome you back next year for even more fun at Treasure Lake!

A NOTE FROM THE GM

Dear Treasure Lake Owners,

As the season comes to a close, I want to personally thank each of you for making Treasure Lake such a remarkable place. This year has been filled with memorable moments, and it was wonderful to see so many of you at the Annual Meeting. For those who couldn't make it, I'd like to share a few key updates about our financial health and the exciting projects on the horizon.

I'm pleased to report that Treasure Lake is financially strong. So far this year, we've generated over \$2.5 million in revenue. Compared to 2023 we have seen a slight increase in revenue, a savings in cost of sales and major savings in expenses. I'm pleased to report that due to these savings our YTD Comprehensive Activity as of August is \$211, 361, which is 451K better than last year's negative 240k. These improvements in our financial position mean we can move forward confidently with important projects to enhance our park.

One of our big upcoming projects is the Phase 2 pond renovation, set to kick off in December. We are excited to see the Phase 2 pond restored to its former glory with additional plans being made to enhance the use and aesthetics around the pond once repairs are completed. We're also preparing to replace the roofs on the Welcome Center, Club House, and Pool House starting in early November, ensuring these buildings are well-maintained and ready for many more years of service.

As we prepare for next season, we want to extend our deepest gratitude to several valued team members who are moving on—Brad Price, Bruno Samuels, JC Comstock, and Glenda Martin. Each of these individuals has dedicated their time, skill, and heart to Treasure Lake, leaving an indelible mark on our community. Their commitment to excellence and service has greatly contributed to the experiences we all enjoy here, and they will be sincerely missed. As we look to the future, we are actively seeking skilled professionals who share their dedication and passion, ensuring that Treasure Lake continues to be a place of pride and enjoyment for everyone. Thank you, Brad, Bruno, JC, and Glenda, for everything—you have our heartfelt appreciation and best wishes.

We're in the process of developing a long-term strategic plan to guide us into the future, and I'm grateful for your feedback, which is helping shape this vision. I encourage you to stop by our "Meet the Manager" sessions on Saturdays at 10 a.m. in the Club House. These sessions are a great way to stay updated and share your ideas.

Thank you all for your support and involvement this year. I'm looking forward to the exciting work ahead and to welcoming you back for another fantastic season.

Respectfully,





Dear Fellow Owners,

We are reaching out to ask for your support in funding critical capital improvements essential to maintaining the quality and integrity of our beloved Treasure Lake Camping Club. As many of you are aware, our park needs significant repairs that, without immediate attention, will continue to deteriorate and affect the long-term enjoyment of our facilities. While an assessment is not an option, we are relying on the generosity and commitment of our owners to help fund these necessary upgrades.

Out of the many projects needing attention, we have prioritized two major initiatives to be completed over the next few months:

1. Re-roofing three key buildings: The Clubhouse, Indoor Pool, and Welcome Center.
2. Restoration of the Phase 2 pond.

After receiving and evaluating four bids for the re-roofing and structural repairs, we are pleased to announce that a local company—one of our fellow owners—has been awarded the contract. We are confident this decision is in the park's best interest due to the owner's commitment to the resort, strong reputation in the community, and proven quality of work. We have ensured no conflict of interest and believe this partnership will deliver superior results compared to other providers.

Restoring the Phase 2 pond is also a top priority, as it has become an eyesore and a safety hazard. To address this, our maintenance team has already begun the process by draining the pond. Work will continue throughout the winter to restore the pond to a condition that we can all enjoy for years to come.

To make these improvements a reality, we need financial contributions from all owners. With the detailed information provided below, we hope you will feel motivated to contribute to these essential projects. When divided among our 6,414 owners, the total cost results in a minimal amount per person, allowing us to avoid depleting operational funds and ensuring the park's long-term financial health.

We kindly ask that you consider donating **\$19.91** to support these efforts. Below is a breakdown of the estimated costs:

• **Repairs to the Clubhouse, Indoor Pool, and Welcome Center: \$97,671.69**

(This includes all materials, labor for re-roofing and repairs, decking, and other necessary work. While there may be slight variances, we believe this estimate to be accurate.) *

• **Phase 2 Pond Restoration/Beautification: \$30,000**

(The first phase of draining the pond and relocating the fish to the Welcome Center pond is complete. The pond requires time to dry out before additional work can begin, including cat tail removal and further restoration efforts.)



- **Total cost for both projects: \$127,671.69.67**
(Dividing this by 6,414 owners, the cost comes to only \$19.91 per owner.)

*Does not include the cost of painting the building. If you would like to donate more for this project, feel free to do a round-up to \$25.

We truly believe that by breaking our list of capital improvements into smaller, more manageable expenses, we can keep our park thriving for years to come. We hope that by seeing the full picture, every owner will be inspired to contribute towards restoring and preserving the park we all love.

Thank you for your continued support and investment in our community. Together, we can maintain and improve the park for everyone's enjoyment.

Sincerely,

Steven Mills, General Manager
Treasure Lake Camping Club

Board of Directors
Treasure Lake Camping Club

How to Contribute:

1. By Check

Please make checks payable to *Treasure Lake RV Resort* in the amount of \$19.91 (or more if you feel inclined) and mail them along with your storage fees.

o Memo line: Please write "Capital Improvements."

2. By Phone

Call us at 417-334-1040 to make your donation.

o Be sure to mention "Capital Improvements" when making your contribution.

3. Online

Visit our website at www.tlresort.com and click "Payments." Once on the payments screen select Donation then select "Capital Improvements" as your category.

4. In Person

Stop by the Welcome Center to donate.

o Please specify that your contribution is for "Capital Improvements."

A separate check for Capital Improvements is appreciated, but not mandatory.

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