

Minutes

AVA Board of Directors (BOD) Electronic Board Meeting (EBM)
September 15, 2020

1. Meeting was called to order at 10:03 a.m. EDT by President David Bonewitz.
2. All were present except for the Southeast RD. The SE DRD represented the region. Representing the National Office (NO) were Henry Rosales, Executive Director (ED) and CEO; and Erin Grosso, Finance Manager. Also participating were DRDs from Atlantic and North Central Regions; and Tim Miner, Chair of the Programs Committee. A quorum was declared.
3. Agenda. Approved with addition of items for an update on Charity Miles, new ideas on virtual national events, and IT.
4. Minutes of the August 18, 2020, Board meeting were approved.
5. CEO Report. Slides are at Attachment 1. Discussion:
 - a. Slide 2. The Statement of Cash does not include Big Give as of 9/10. Restricted funds are for the OSB and Mass Media. Big Give donations will go into the Operational pot.
 - b. Slide 3. The Big Give raised \$100,187 with more donations coming in. Match minutes raised \$2,330 of that total. Expect a full update next meeting. Henry asks that we thank our clubs, members, and peer-to-peer donors.
 - c. Slide 4. Other Updates
 - (1) The cutoff to order the Starting Point is September 30, but the NO will order extra. Due to current finances, publication of the Starting Point will be delayed. Distribution of the 2021 edition will be during the second half of December, vice earlier in the month.
 - (2) The NO is still working on the AVA relocation.
 - (3) Personnel. Hector is out long-term for a health issue. Mike Green has stepped in to help cover some of Hector's tasks. Please send requests for help to AT RD. Also, Emily has left the intern position. Henry is working on finding another intern. He notes the intern is not expected to fill hours that have been cut back for staff but instead to provide support and fill gaps.
 - (4) Mike Green (AT RD and IT) noted that with Hector's absence, AVA has lost ability to create stamps. Mike is working to get a small run, but they are \$7/stamp. He suggests people use the ability to generate paper stamps and perhaps print them on sticky paper. The Secretary reminded Board members of emergency stamps that they can plug event numbers into.
 - (5) Publicity. Henry urged all to join the next webinar on September 23 and to encourage clubs to sign in. Mass Media will talk about the importance of linking Facebook pages. Clubs will need to share information with AVA to make this happen. Also, AVA will be closing out the Mass Media contract with recommendations for partners, what the TAW should look like, and

linking Facebook pages. About \$34,000 of the \$43,000 will not be spent on the contract. Mike Green suggested webmasters in particular should participate in this webinar.

(6) Partnerships.

(a) Massachusetts Breast Cancer Coalition (MBCC) Walk Event. MBCC has listed AVA as a sponsor on their page, and Henry urged members to support the MBCC virtual walks.

(b) Austin Peay State University. Henry is trying to get an intern to help with marketing and graphics. Also, it may be possible to have a class project in the spring to help promote National Walking Week. Henry also invited Austin Peay to host a workshop at Convention.

6. Plans for Crazy Horse. The Crazy Horse organizers will try to keep the event as safe as possible. David discussed media accounts of COVID-19 cases. He hopes for a good turnout. Nancy Wittenberg (VP) asked if everyone would be required to wear masks in the registration area. Butch Spaulding (NC RD) answered that workers will wear masks and recommended volunteers bring their own, though some extras may be available. Participants will not be required to wear masks. Pens will be sanitized frequently, and hand sanitizer will be available. Workers will walk at 9 am on September 24. AVA will help the club with purchasing cleaning supplies. Erin said there will be 100 extra masks for sale to participants. Crazy Horse is monitoring the portable toilets, but they will not sanitize.

7. Status Reports from RDs on COVID-19 Recovery

a. Atlantic – Mike Green (AT RD). Things are starting to open up.

b. Mid America – Bob Buzolich (MA RD). More things are opening up primarily in Ohio (by county), Michigan, and Indiana. There have been some traditional events in Illinois, and he expects more in October. For YREs, Bob recommends walkers contact the POCs before going to make sure start points are available.

c. North Central – Butch Spaulding (NC RD). A few traditional events are going, along with some group walks during the week.

d. Northeast – Chris Mellen (NE RD). The largest clubs are walking, including weekly group walks. One club has not submitted YRE sanctioning, despite today being the deadline for entry into the SP. For canceled events, some clubs are unable to find a date and location to move a 2020 traditional event, so Chris asked if these could be rolled over to 2021. A new club from upstate New York has applied to AVA (Henry has not received paperwork yet. Chris will follow up.) With respect to the SP, Mike Green said changes can be accepted until AVA sends the SP to the printer, which may not be until mid-October. There is nothing in the system that artificially cuts off changes for SP or cuts off RD approval.

e. Northwest – Tom Baltus (NW RD). State and local restrictions still curtail large events, so walks are mostly individual and small group. He has encouraged clubs to use the OSB as much as possible. Three Oregon clubs are closing (Eugene Mossbacks, Yachats Coastal Gems, Turnaround Trekkers). The wildfires have shut down walks for about a week. Some clubs have been unable to use Meetup to bring in new walkers because of Meetup requests to avoid large

groups. Tom has been doing Zoom sessions with individuals, clubs, and state associations on how to use My.AVA and the new features. Tom had expected to work details on a regional conference in Medford, OR before the fires started. On the OSB, Mike Green said if clubs want to use Online Start Box in 2021, mark it in the ESR NOW, even if the directions are not ready to go for 2021. Just get the directions ready and submitted well before the end of the year, so they can be approved. Doing the first 7 steps of the tutorial is enough to get the event marked for the OSB in the 2021 SP.

f. Pacific – Carl Cordes (PA RD). Carl has been helping clubs with the OSB. Clubs that do group walks are continuing with smaller groups. Many events have been postponed, and the fires are causing them to get canceled or rescheduled again. He expects 10-12 new events in Pacific Region.

g. Rocky Mountain – Sherry Sayers (RM RD). Colorado still has a mask order in place. Falcon Wanderers had a walk in August that went well with social distancing. There will be a memorial walk this coming weekend. Most YREs/seasonals are open, and people are walking.

h. South Central – Lucy Yother (SC RD). The SC Regional Roundup is still scheduled for October 23-25 in Bentonville, AR. There is an airport nearby. There will be a Friday meet and greet with individually wrapped food. No dinner for Saturday. Lucy attended a multi-event weekend in Oklahoma that went well with COVID safety measures in place. Traditional events are scheduled in the rest of the year.

i. Southeast – Rob McDaniel (SE DRD). Rob said by chat that John McClellan (SE RD) had no report, but John requested all RDs to send him "best practices" that their clubs are coming up with. Also, he would like info on what are clubs doing to get better participation during the pandemic.

j. Southwest – Sammy Hunnicutt (SW RD). Traditional events are still being held according to state and local guidelines. Mask orders are still in place. Some traditional events have been postponed to 2021 and 2022.

8. Status on move to obtain approval of revised Bylaws. The approval process has gone out.

Motion

The Governance Committee moves that the Board of Directors directs that the current versions of the Amended and Restated Certificate of Formation and Revised Bylaws be sent to the clubs for their consideration and comment, with comments due back to the Regional Directors prior to the October 20 Board meeting.

As the motion was submitted by a committee, it requires no second.

Discussion:

Nancy Wittenberg (VP) said the summary document should go out at the same time. David Bonewitz (President) replied that the summary had gone out, but he will send it again. Mike

Green (AT RD) asked who would accept comments. David said RDs will receive feedback, which the Board will discuss at the October meeting. At that meeting, a motion will come to the floor to recommend approval of the two documents by the membership. Also, we will approve the mechanism of calling a Special Meeting. Nancy asked how the President envisions a special meeting happening. David said in the past, a ballot went out to the clubs, which required a yes/no vote on the motion(s) presented. The ballots would be sent back to the NO for simplicity. We can also consider if there are alternate electronic means of voting.

Motion passed unanimously on a roll call vote.

9. Status on nominations for At-Large Board Member

The process for nominating at-large members went out after the last meeting and requested that nominations come to the Secretary. None have been received as of this meeting, though Ben McDonald has expressed interest and has submitted a bio. We are still open for nominations until October 18.

10. Other Topics as Needed

a. Update on partnership with Charity Miles. Henry has not talked recently with the Charity Miles CEO or John. AVA is still on the waiting list. It's possible we could join if we bring our own money, but the cost would be around \$4500. It would give us exposure, and Henry would like to share with the Publicity Committee. Mike Green asked if there was an estimate of what AVA would get back? Henry responded just what we provide as the limit. Cecilia Miner (Secretary) said we could also sponsor ourselves or get personal sponsors. Nancy Wittenberg (VP) added that two companies support her when she walks.

b. Virtual National Programs (Tim Miner, Programs Committee Chair). Slides are at Attachment 2. The US FreedomWalk Festival (USFWF) is looking at options to keep the event going in its 19th year. The decision is to convert to a guided walk with minimal physical registration and try to offer a virtual option. The idea of the virtual option came from the military races that are offering virtual events since they cannot be held in person. Tim said we personally are doing those events using sanctioned volksmarches for the distance and would like to consider how national events, such as the USFWF and the Texas Trail Roundup, may be able to adopt virtual participation. Options to consider are these:

(1) Use the AVA Virtual Online Program (VOP) or COVID-19 program with Walker Tracker as verification. This choice would involve sending a screen shot showing the distance covered (or activity converted to steps with the COVID-19 program). Insurance would not be offered in a waiver, and the participant would pay only the required fee for the event.

(2) Use another AVA sanctioned trail to accomplish the event. To follow the insurance rules, the participant would sign up for a local YRE and for the national event, sending a screen shot showing the waiver signed for the local walk. The participant would pay fees to both the local club and to the national event and collect the local event stamp but not the local distance stamp. Additional fees would apply if participants want awards from the national event. Both event and distance stamps would be provided by the national event. Benefits would be insurance coverage for the participant and extra money for AVA. Question: Since the participant is paying

for and walking a local trail, should the participant be able to collect the local event stamp as well as any special programs found on the local trail? Nancy Wittenberg (VP) asked how one would take a picture if using the OSB? Response: Send some evidence of the trail walked, perhaps a picture of the stamp. Mike Green (AT RD) said a picture of the OSB insert card, which would include the date walked. Tim said the USFWS would request participation within a limited window to ensure participation would occur in time to make the after-action report deadline. Mike added there should be no problem collecting two event stamps and one distance. Tom Baltes (NW RD) offered that virtual events could be offered for OptOutside and National Walking Week events. He encouraged the Board to expand thinking on this topic.

(3) Additional discussion: Tom Baltes (NW RD) asked if there is a virtual event that is only a day or two long, could it be put on the OSB? Mike Green (AT RD) answered there is nothing to prevent sanctioning a seasonal for two days. Participation results would be due at the end of the quarter. However, lead time is still an issue, so for short lead times, the club needs to contact the NO (which will go to Mike in Hector's absence) and explain the walk will be on the OSB. Finally, President David Bonewitz thanked Tim Miner for forward-looking ideas.

c. IT Update (Mike Green)

(1) There is a new capability for clubs, state associations, and RDs to get a pdf report for the 2021 Starting Point to see how the entry will look and get recommendations on how to improve the entry. Mike has added the GPS-friendly location. He asks that clubs use start times to indicate availability of walk box rather than "dawn to dusk." If a box is available 24/7, such as at a hotel, Mike suggested saying the box is available 24/7 and say "walk during daylight" elsewhere.

(2) The IT Committee is forcing clubs to use the My.AVA entry to encourage them to establish credentials and permissions, as legacy logins will go away at the end of the year.

(3) For extending events into 2021, please do so before the event expires. RDs can handle date changes before expiration. Otherwise, RDs need to go to the NO (which will then go to Mike).

11. Next meeting October 20, 2020. Adjourned: 11:44 EDT.

Respectfully submitted,

Cecilia Miner
AVA Secretary

Attachments:

1. CEO Report
2. AVA Virtual National Events



September
2020

AVA BOARD OF DIRECTORS MEETING

Executive Director's Briefing

September 15, 2020

STATEMENT OF CASH

OPERATIONAL/UNRESTRICTED	\$49,769
RESTRICTED/OSB	\$21,926
RESTRICTED/MM	\$44,983
RECEIVABLES	\$13,348
INVESTMENTS	\$450,226

BIG CONGRATULATIONS! BIG GIVE SHATTERS GOAL! (80K)
TOTAL RAISED = \$100,187

Match Minutes = \$2,330

Individual Donors (Duplicated) = 586

Club Donors (Duplicated) = 101

OTHER UPDATES

Starting Point Book Orders

94/\$25.00

AVA Relocation

TAW

MBCC Walk Event

Personnel

Austin Peay State Univ.

Publicity Committee

(Wednesday's Webinar)



QUESTIONS?

Attachment 1-5



Virtual “National Events”

Tim Miner

AVA Programs Committee

Overview – Virtual “National Events”


- Using the AVA “Virtual Program” (WalkerTracker.com)
- Using the AVA “COVID-19” Program
- Using another AVA-sanctioned IVV trail

Using AVA Virtual Programs

NO INSURANCE COVERAGE NEEDS TO BE MENTIONED IN USFWF WAIVER WITH THIS OPTION

ONLY ONE \$3 FEE PAID TO ONE CLUB AND TO THE AVA


September 13

 **timminer**
September 13, 2020
[Edit](#)

STEPS **17,667** **KILOMETERS** **11.4** [Comment \(1 \) ↓](#)

Add a comment

Notify me of new comments Yes No [Add Comment!](#)

 **timminer**
Sep 15
at 8:32 am

Like this could be for the VIRTUAL USFWF if we used it!
#JustSaying

[Delete](#)

Using another AVA-sanctioned trail

- One would have to sign up on that club's sign-up logbook and waiver (noting that it is a virtual USFWF event). Must send photo of logbook signature to USFWF.
- The walker will not use the trail stamp for the event that they signed up for but will pay that club \$3, and also pay the USFWF \$3 plus the cost for any awards and postage.
- Both clubs pay AVA \$1.25 and the walker only uses USFWF stamp and USFWF awards.
- NO special program credit for any qualifier found on the walked trail. **(UNLESS BOARD IS WILLING TO ACCEPT TWO EVENT STAMPS AND ONE DISTANCE?)**