

## MINUTES

### MONTHLY INFORMATION MEETING

17 October 2017

1. Meeting called to order 11:00 edt
2. All Present
3. Requested change of date for January 2018 meeting withdrawn
4. Audit Committee will continue with Bob Morrison as chairman.
5. NEC vs Board of Directors - see Article 6, Articles of Incorporation. Although the vote at convention made the effective date 1 July 2019 to change the name of the National Executive Council to Board of Directors, the NEC is already the Board of Directors.
6. Discussed the attached Committee charters.
7. Meeting adjourned 12:00 noon edt.

## AVA Club Development & Support Committee Charter [draft]

The Club Development & Support Committee is hereby chartered by the 20<sup>th</sup> National Executive Committee (NEC) of the American Volkssport Association (AVA) for the term of 1 July 2017 through 30 June 2019.

**Reports To:** ~~[AVA Executive Director]~~ [AVA president] [AVA Board of Directors]

### Designated Sub-Committees or Lines of Coordination:

*Training? Membership? Standards & Eval?*

**Committee Membership:** John McClellan (Chair); Irena Paronis; *more members under recruitment*

**Mission statement:** To develop ideas and recommendations in support of AVA clubs, with the aim of reversing the decline of our organization, strengthening our clubs and developing new ones.

**Strategic Plan Objectives:** Goal 1 (Mission Impact), OBJ C. *Establish a Club Development Program to help volunteer leaders grow active clubs.*

### Proposed Committee Agenda:

- Develop tools to allow Regions to assess their clubs to determine who are the strong clubs that can lend mutual support and which clubs need assistance
- Are club dues structured correctly? Do they provide the revenue intended? Could they be allocated using different criteria?
- Consideration of several good papers (by members) concerning club maturity models or ways to structure clubs at different levels – what can we learn from these?
- Where do we go on AVA membership - good proposals out there on updating how we do this (MFM). Should all club members be AVA members?
- Can we implement a system (searchable database...) to help clubs submit and share "best practices," similar to US Army CALL (Center for Army Lessons Learned)
- Are our clubs getting the training and development they need to operate effectively - how would we deliver that?
- New club formation -- where? and how? What's our national plan to re-gain "gaps" that have opened up
- Work with Marketing (Publicity) Committee on the design of a National Marketing Program that actually supports clubs – "sets conditions" (in my words) that a local club can then tap into
- Do we, or how do we, decide to de-mobilize a club that is not performing as AVA wants?
- RD travel > annual cap needs to be raised, ASAP

*GENERAL STATES w/o EVENTS*

**Metrics:** tbd

**Deliverables:** tbd

- Define what we consider a "struggling club" in some way that we can then direct resources
- [Motion] to immediately waiving all fees on "struggling clubs" for at least 1 year - to relieve budget pressure (on clubs).
- [Motion] to re-define the "no TE fee" as an incentive – as originally intended
- Create a budget line iso the "club support" OBJ in the strategic Plan - something that RDs can readily tap into to stabilize clubs in trouble

//Signed by//

David Bonewitz  
President, AVA



## National Programs Committee

1. The National Programs Committee reports to the NEC.
2. Mission: To create a plan for new national programs with more challenging events of distance and/or ability. In addition to IVV programs, create non-IVV community events (Debra Kruep was given the lead on this and reports separately). I was also tasked to hold a national contest for an AVA Mascot.
3. Statement of Purpose: I initially asked RD's to set up long distance events in each of their states. I was very pleased to find out we already had at least 84 sanctioned YRE events in 2016 that were 20kms or more. For more challenging events; we decided to offer new programs on the national level (Appalachian Trail, Pacific Crest Trail, and Inter-Continental Divide Trail) and the regional level (Wisconsin's Ice Age Trail, Missouri's Katy Trail, and Ohio's Buckeye Trail). And a national contest for the AVA Mascot was run and multiple entries were presented to the delegates at the 2017 Convention.
4. Working with Chris Mellen and Frank Sayers, we created a Event Tab selection for **20+ km Events Only** so walkers could more easily find long distance events. **COMPLETED**

The 2017 Convention delegates overwhelmingly voted for no mascot. **COMPLETED**

The Appalachian Trail is on target to open on 1 Jan 18. Wisconsin's Ice Age Trail will open 1 Apr 18. If these new programs are successful, we will continue. **ONGOING with some delay**

We are setting up a potential IML event in late February in San Antonio, TX. We will apply for IML Candidate Status at the 2018 General Meeting in Boras, Sweden in April 2018. If accepted, we will apply for full IML Status in Belgium in May 2019. **ONGOING and on track**

5. Our programs are designed to make money for the AVA, raise the profile of Volkssporting, and bring in new participants. I plan to support success, not reinforce failure. Accordingly, we are ending the SNOB Special Program due to weak sales. **ONGOING and on track**

6. New requests come to the Chair and must meet the criteria in item 5.

7. Funding: I have \$1,500 currently budgeted. That money will be used to pay a small portion of the airline costs for the US delegation travelling to Boras, Sweden in April 2018. I plan to ask for additional funding in 2019 for the US delegation going to Belgium in May 2019. Additionally, I would like the AVA budget beginning in 2020 to cover the annual 300 Euros fee for hosting each IML event; in both Arlington, VA and San Antonio, TX.

Submitted By: Susan Medlin, SWRD, Chair of the National Programs Committee

**Purpose of the Committee:** As a special committee of the National Executive Council (NEC/Board), the Strategic Plan Implementation/Coordination committee assists and coordinates the work of the chairs of the Strategic Planning committees to make sure the work of those committees is carried out as described in the Strategic Plan.

**Reports to:** the NEC and takes direction from the AVA President and the AVA's strategic plan.

**Staff to the Committee:** The Executive Director of the AVA.

**Committee membership and operations:** The chair is appointed by the President and serves at the President's decision. All committee work is done in partnership with the Strategic Plan committee chairs and through the leadership and enabling of the President and the Executive Director. The committee does not usurp the authority of the NEC and neither directs or oversees any staff.

**Frequency of meetings:** There are no formal meetings of the committee. Work is done individually by the chair in conference with the Strategic Plan committee chairs and sub-chairs.

**Scope of work for the Strategic Plan Implementation/Coordination Committee:**

- Utilizes the OnStrategy tool to set up and maintain the elements of the Strategic Plan.
- Prepares reports from OnStrategy and sends to the various Strategic Plan committee and sub-committee chairs for their updates.
- Consults with the various Strategic Plan committee chairs to determine status of work, and make suggestions where appropriate.
- Reviews Strategic Plan committee reports to the NEC prior to publication.
- Reviews potential problems of Strategic Plan committees and reports to the President and the Executive Director as needed. Suggests possible solutions.
- Reports to the NEC at NEC meetings utilizing OnStrategy Reports.
- Chairs a review of the Strategic Plan annually with the NEC and Strategic Plan committee chairs.
- Confers with the President and Executive Director to determine any budget

changes that might be needed during the implementation of the Strategic Plan.



## **Audit Committee Charter**

### **Organization –**

The Audit Committee shall be chaired by the Treasurer or other financially qualified individual designated by the President. The Committee Chairperson shall select other qualified AVA Associate Members to serve on the committee.

### **Purpose -**

The Committee will provide assistance to the Board of Directors in fulfilling its oversight responsibility to the Board of Directors, the AVA Membership and others related to: (1) the integrity of the organization's financial statements, (2) the effectiveness of the organization's internal control over financial reporting, (3) the organization's compliance with legal and regulatory requirements, (4) the independent auditor's qualifications and independence, and (5) the performance of the organizations independent auditor.

### **Duties and responsibilities –**

The Audit Committee has the responsibilities and powers set forth in this Charter.

*Management* is responsible for the preparation, presentation and integrity of the organization's financial statements; for the appropriateness of the accounting principles and reporting policies that are used; and for establishing and maintaining internal control over financial reporting. The independent auditor is responsible for auditing the organizations financial statements and e the effectiveness over internal controls over financial reporting and the effectiveness of internal control over financial reporting.

*The Audit Committee's primary duties and responsibilities are:*

- Reviewing qualified candidates and selecting for employment, the auditor to perform the annual audit of AVA.
- Receiving the annual report prepared and submitted by the auditor including any recommendations, concerns or audit issues that arise during the performance of the audit.
- Reviewing the audit report with management and the auditor and making appropriate recommendations regarding its contents to the Executive Council.
- Reporting to the Board of Directors.

The Committee, in carrying out its responsibilities, however, believes its practices should remain flexible in order to best react to changing conditions and circumstances. The Committee may take appropriate actions to monitor the overall corporate "tone" for quality financial

reporting, sound business risk practices and ethical business behavior.



**Purpose of the Committee:** As an ad hoc committee of the National Executive Council (Board), helps the Board assure the fiscal health of the AVA through philanthropy and fund development by assisting the Executive Director in the implementation of the Financial Sustainability goal of the Strategic Plan.

**Reports to:** the Board and takes direction from the AVA's strategic plan.

**Staff to the Committee:** The Executive Director of the AVA.

**Committee membership and operations:** The chair is appointed by the President. Eight to ten members include both Board and non-Board Volkssporters and up to 50% outside the organization. Members come from many regions of the country. All committee work is done in partnership and through the leadership and enabling of the Executive Director. The committee does not usurp the authority of the Board, and neither directs or oversees any staff.

**Frequency of meetings:** As needed, estimated at 6 to 8 times per year, generally through conference calls. In person meetings, if needed, will be scheduled at meetings of the Board or AVA conventions.

**Scope of work for the Fund Development Committee:**

- Work with the Executive Director through the fund development planning process: establish charitable contribution goals for the annual budget; devise the annual fund development plan for action by the Board; and, recommend results and key performance indicators to assess progress towards meeting fund development goals.
- Establish fund raising policies.
- Develop an expectation for financial contributions from all members of the Board and provide leadership by making their own gifts.
- Assure that the Board and individual Board members are adequately educated about the basic principles and best practices in fund development.
- Help the Board articulate the case for philanthropic support directed at specific audiences.
- Involve and cultivate major gift prospects.
- Help nurture a culture of philanthropy throughout the AVA, and assure

that all donors of time and money are respected and honored.

- Identify grant opportunities and assist in grant writing.
- Identify potential sponsor organizations and contacts within the AVA;
- Establish sub-committees to carry out specific fund development activities. Monitor sub-committee performance.



## Training Development Committee Charter

**Mission:** To improve the paths to success for new and existing clubs through coherent and thorough documents and multimedia training programs.

**Purpose:** As a Special Committee, Training Development will work continuously to develop and update program documents and courses to help our members, clubs, state associations, regional directors and the national staff deliver fun and inviting noncompetitive physical fitness activities for all participants.

### Primary Goals:

- 1) Update the Trailmaster Guide
- 2) Update and publish a Club Operations Guide
  - Prepare or update and publish a guide for starting a new club
  - Prepare or update and publish an Event Coordinator's guide
- 3) Work with other committees to deliver training at AVA Conventions and other events
- 4) Continuously seek feedback from all partners to identify additional training needs

**Committee Composition:** The AVA President, in consultation with the AVA Executive Board, will select the chairman for this special committee. Term of service will generally be two years and can be extended in two year increments. If the chairman is not serving as Board member, then an officer will be assigned to the committee as a liaison to the Board. The chairman will identify the needs for additional committee members up to six and work with the Regional Directors to find the best candidates. Work assignments will be made based on experience and availability.

Chairman:	Tom Baltes	NW RD
Members:	Joe Blazek	NW
	Sharon Moats	NW
	XXXXXXXXXXXXXXXXX	Region
	XXXXXXXXXXXXXXXXX	Region
	XXXXXXXXXXXXXXXXX	Region
	XXXXXXXXXXXXXXXXX	Region

**Budget:** No travel requirements are foreseen for this committee, other than the chairman attending biannual Board meetings on an as needed basis. Publication of final documents will generally be online, however, some hard copy instructional publications are anticipated. An annual budget of not greater than \$500 is forecast for administrative costs, with an additional \$750 during convention years.



Limits to Authority: The committee will work independently to identify training needs and present them to the Board for approval before assigning tasks to committee members. No funds will be obligated without Board approval.