

## Minutes

AVA Board of Directors (BOD) Meeting  
November 9, 2022

1. Meeting called to order on Teams at 7:00pm CST by Chair Nancy Wittenberg.
2. All officers and Regional Directors (RD) were present, except for those from North Central (represented by DRD) and Southwest Regions; and the Member-at-Large. Representing the National Office (NO) were Henry Rosales, AVA CEO and President; Erin Grosso, Finance Director; Marian DeVaul, Accounting Specialist; and Hector Hernandez, Information Technology Specialist. Also participating were Deputy Regional Directors (DRD) from Atlantic, Mid-America, Northeast, Northwest, and Southeast Regions. In addition, there was participation from several committees: IT: Mike Green (Chair); Programs: Tim Miner (Chair) and Diane Howell Evans; Publicity: Susan Fine (Chair); and Convention (Jerry Wilson). Guests included Leslie Murphey Stone and Joseph Piffat. A quorum existed.
3. Agenda (Attachment 1) was approved.
4. Minutes from August 10, 2022, Board Meeting were approved and will be posted on the AVA website. Also approved were minutes from the October 17, 2022, Executive Committee Meeting.
5. CEO Report. Highlights:
  - a. The National Office will be closed December 23, 2022, through January 2, 2023, reopening January 3.
  - b. Henry thanked Northeast RD Wayne Knapp and the policy committee for work on policy manual. He also congratulated Atlantic Region DRD Karen Kaufman who volunteered to chair the Membership Committee
  - c. Henry reported on the status of Crazy Horse. Crazy Horse, which will celebrate its 75<sup>th</sup> anniversary in 2023; there will be one volksmarch event on Saturday, June 3, 2023.
  - d. Deactivated clubs approval. Two clubs will deactivate December 31, 2022: AVA-253, Valley Volkswalkers Club (Oregon); and AVA-285, Green Valley Gaiters (California). Club count is at 186. **Motion:** Henry moved to approve the list of deactivated clubs.  
**Discussion:** None. **Approved** on voice vote.
  - f. Big Give: \$86,985 is latest number, with 412 donors, some duplicated. Expect a full report in December. Samanta will send the donor list to officers and RDs and ask them

to thank donors in their area. Henry also noted AVA Angel Catherine Joan Johnson, who passed away at age 97 and left AVA a bequest of \$35,000.

## 6. Reports of Officers.

a. Chair: See report at Attachment 2.

b. Vice Chair: Susan Medlin talked to many attendees at the November Walk Around Florida who plan to come to the 2023 Olympiad and Texas Trail Roundup. She will next concentrate on local attendees in Texas and will speak with potential attendees at the Texas Volkssport Association and Dyess Air Force Base (AFB).

c. Secretary: Two items:

- The Call to Convention should be made in January to cover the summer meeting.
- We need technology help to decide how to credential voting delegates and how to handle voting electronically.

d. Finance Chair:

The audit has been completed, and the draft report is in review. Expect to see the report at next meeting. Income is in line with projections. Expenses are below projections, though computer software/website expenses are over the projected amount due to a required upgrade. For budget modifications, it is proposed that the numbers for associate/family memberships be decreased. Also, we need to recognize the bequest in the plus column and loss of investment in the minus column. Increased wages are due to increased work for Olympiad.

Bob Buzolich (MA RD) asked for clarification on the decreased number of associate memberships. Nancy responded that in convention years, we see a bump up in associate memberships so people can get a discount on Convention registration. However, this coming year, we will not have an in-person convention. Erin added that the drop in associate membership may be also related to Covid when people were not walking. We need to work on providing value for membership to attract people back.

**Motion:** SE RD moved to approve 2022 budget modifications as presented by the Finance Chair. Coming from committee, the motion needed no second. **Discussion:** Nothing further. **Approved** on voice vote.

## 7. Board Committee Reports.

a. Awards Committee (Carl Cordes, Chair).

Please submit 2023 national awards nominations to Carl by December 1. The committee will meet in December to review nominations and prepare recommendations for the Board vote, which typically occurs in January of Convention year. Carl has received 5 national nominations to date: Hall of Fame (1), Distinguished Achievement (3), and

Trailblazer (1). Carl has also received some regional awards information and expects the cutoff to be in late March for inclusion in the awards listing for the June 2023 virtual meeting, which will cover all awards except for the President's Award.

b. Nominating Committee (Chris Mellen, Chair). See report at Attachment 3. There is one candidate for each position. This slate will be put before the membership in the June meeting.

## 8. Operational Committee Reports

a. Convention Committee (Jerry Wilson, Chair). The deadline to submit 2025 convention proposal has been extended. Jerry hopes to have a proposal before the regular meeting in June 2023.

b. Operations Policies Committee (Wayne Knapp, Chair). See report at Attachment 4. The committee's mandate is to update, simplify, and consolidate documents governing operations. Wayne thanked his committee for their work, as well as Henry and Hector in the National Office. In addition, Tim Miner edited the section on special programs to streamline it and make it current, and Susan Medlin is editing the Trailmaster Guide. The Club Operations Guide eliminated outdated graphics on legacy ESR system and updated information on club officers and handling IRS requirements. The result is an AVA Policy Manual that is a living document whose modules can be continually updated.

Wayne asked the Board to review sections most relevant to each member and send feedback to him or a committee member. The link is in Henry's November 3 e-mail to the Board: [https://cb.ava.org/operations\\_policies.php](https://cb.ava.org/operations_policies.php) (Note underscore between "operations" and "policies.") Wayne requested Board **feedback by December 14, 2022**, after which he would like to post to the Documents section of my.ava.org. See the report for additional details.

c. Olympiad Committee (Henry Rosales, Co-Chair).

- To date, there are 551 registrants from 31 states and 21 countries. The budget will require further modification due to lower-than-expected participation. The hope is to get to 800 registrants, but the larger IML regions are not signing up.
- Expenses continue to exceed revenue.
- The LaQuinta main host hotel is at near capacity, and other hotels are showing reservations. So far 1,528 room-nights have been booked.
- Venues. The pool contract has been signed. For the other main venue, the Olympiad Committee elected to use the La Villita indoors venue, which could hold up to 1,000 and which would be used for the opening and closing ceremonies. However, the Committee is still waiting for confirmation that AVA

can rent this venue. In the meantime, the La Villita outdoor venue is still on hold, but its use would require renting tents and heaters.

- Walk and bike routes. Susan Medlin has walked 9 of the 13 routes and passed recommendations to the trailmaster. She will walk the remaining routes in the next month. She is also working with AT RD Jeff Giddings to get routes on PlotARoute so they can be used with an app providing turn-by-turn directions.
- Parade of Flags. Carl Cordes walked the potential flag route and is working on a report for the planning committee.
- Entertainment. Marian DeVaul has scheduled entertainment for each day starting at 1pm. Big days will be Sunday, Thursday, and Saturday. She is negotiating for cultural acts such as a mariachi band and flamenco dancers.
- Confirmed sponsors to date: Humana, Natural Grocers, King William Association, and Crazy Horse.
- Marketing/Public Relations. In addition to the report referenced in paragraph 8.e. below, Susan Fine reported videos have been made with David Bonewitz, Holly Pelking, and Graham Fawcett. The videos have been featured on Facebook. Also, John McClellan contacted military bases in San Antonio, and Susan Fine has reached out to the bases/posts to get information in publications for the Joint Base San Antonio facilities (Lackland AFB, Randolph AFB, and Fort Sam Houston). In addition, the consultants have met with Sinclair Media and have sent out a proposal to get exposure on the Today Show, which has a “Start Walking” program. Erin Grosso asked if contact with the military installations proposed having participation in the military challenge. Susan Fine will follow up. Susan Medlin added that she would use contact with Dyess AFB as a launching pad. If she can recruit a group from Dyess, the gauntlet would be thrown to the other military sites.
- Discussion:
  - Bob Buzolich (MA RD) said the October 16 report stated there were 12 registrants from Nebraska, but on the November 7 report, there were only 4 registrants listed. Henry said people have been requesting refunds, and Erin added some people accidentally registered multiple times, and she had to delete duplicates that were not associated with payment.
  - Jeff Giddings (AT RD) has settled on one app to use at the event for directions. People can use any app that can import a .gpx file.
- Henry concluded that the goals for the event are that it be well attended, financially profitable, and incident free; and that it provide national in international exposure and serve as a springboard to future events.

d. IT Committee (Mike Green, Chair). See report at Attachment 5.

e. Publicity Committee (Susan Fine, Chair). See report at Attachment 6. Also submitted but not separately reported was a social media report (Attachment 7) by Leslie Komet of Komet Marketing Communications.

f. Programs Committee (Tim Miner, Chair). See report at Attachment 8. In addition:

- On November 9, the Department of the Interior granted approval to use the logo of the Washington Rochambeau National Historic Trail for Rochambeau special program. Tim will send approval letter to the NO and will incorporate the logo in program award.
- For strategic value, Tim asked the Board bring ambassadors to IVV-Americas and any other international organizations onto the Board in some capacity. Also, there was a new slot introduced for IVV-Americas, and Tim was asked to be a second Vice President in addition to Bob Morrison. Finally, Tim notes an IVV-Americaspiad would bring publicity to AVA and asked the Board to consider regional conferences as a start to become an Americaspiad.

9. Old Business: Special Membership Meeting Agenda at the IVV Olympiad – Chair

The meeting will be three hours on February 24, 2023. The purpose of the meeting is to hear from local, national, and international dignitaries, to present the President's Awards, and to recognize those who have passed away. Expect at least the following:

- Necrology with names showing on the screen and music background. Carl Cordes added that submitted names should include the city and state to avoid duplications if someone submits someone by nickname. Henry is looking to have the necrology dedication done professionally. Send names to Karen at AVA.
- Addresses by dignitaries:
  - Nancy asked if the San Antonio Mayor could provide a welcome.
  - The IVV President will be in attendance and will address the body.
  - Visiting IML and IVV-Americas leadership may speak.
- President's Award(s). Nancy plans to honor previous presidents.
- The TAW will have published the new slate of officers. Possibly the candidates can have addresses at the meeting. A parliamentarian will not be needed, but there will still be a podium with the current Board and a flag ceremony.
- Hear proposals, if any, for the 2025 Convention.
- Expect no voting, because we will not have credentialing.

10. New Business: Orphan Walk Special Committee Charter – Chair

Chair Nancy Wittenberg opened discussion by stating our walks are AVA's assets, and we should keep the exceptional ones when clubs fold and cannot pass the walks to other clubs. This is especially important in areas where there are few or no clubs. As such, she proposed creation of the Orphan Walk Retention Special Committee and introduced a charter (Attachment 9).

**Motion:** Nancy moved to approve charter of the Orphan Walks Retention Special Committee. Second: RM RD

**Discussion:** Chris Zegelin has offered to chair the committee, and those interested can contact Chris to volunteer.

**Approved** on voice vote.

11. Reports of Regional Directors on promotion of and anticipated attendance at the IVV Olympiad – RDs

- PA RD continues to push, with participants coming from all four states in the region. He will issue another Olympiad special edition of his region newsletter.
- AT RD asked for additional info from Marian on entertainment to publicize in addition to walks. Also, what does a daily pass not include? Erin answered that a daily pass does not include any paid social event or the goodie bag, just the walk with the award and admission to the Olympic Village that day.
- Not reported separately but included for the Board's consideration was a report by NE RD Wayne Knapp on success of the Northeast Weekend event in September 2022, a list of upcoming regional events, and efforts to promote the Olympiad (Attachment 10).

12. Adjournment.

a. Adjourned into Executive Session at 9:11pm CST. Executive Session was called to order at 9:12pm CST and adjourned at 9:29pm CST.

b. Next meeting will be a special Board meeting on December 14, 2022, 7pm CST. The regular February Board meeting will be delayed due to the Olympiad and AVA Special Membership Meeting.

Respectfully submitted,

Cecilia Miner, Ph.D.  
AVA Secretary



### **Board of Directors Meeting Agenda**

Wednesday, November 9, 2022, 7pm – 9pm CT via Teams

1. Call to Order –Chair, Nancy Wittenberg
2. Roll Call of AVA Board - Secretary
3. Call for Introduction of Guests –Chair
4. Approval of Agenda
5. Approval of Minutes of August 10 Board Meeting
6. Approval of Minutes of October 17 Executive Committee Meeting – Exec Comm Only
7. CEO/President's Report – Henry Rosales
8. Reports of Officers
  - a. Chair – Nancy Wittenberg
  - b. Vice Chair – Susan Medlin
  - c. Secretary – Cecilia Miner
  - d. Finance Chair -- Ed McCabe – status of audit
9. Financials – Erin Grosso
  - a. Third Quarter Financial Report
  - b. Modification of 2022 Budget
10. Reports of Board Committees
  - a. Report of Awards Committee – Carl Cordes
  - b. Report of Nominating Committee – Chris Mellen
11. Reports of Operational Committees
  - a. Convention Committee Report if possible convention location – Jerry Wilson
  - b. Report on Operational Policies Committee – Wayne Knapp
  - c. Report on IT Committee – Mike Green
  - d. Report on Publicity Committee – Susan Fine
  - e. Report on Programs Committee – Tim Miner
12. Old Business
  - a. Membership Meeting Agenda at the IVV Olympiad – Chair
  - b. Possible Sponsors for the IVV Olympiad/TTR IML -- Henry and All
13. New Business
  - a. Orphan Walk Special Committee Charter – Chair
  - b. Other?
14. Reports of Regional Directors on promotion of and anticipated attendance at the IVV Olympiad – RDs





**AMERICA'S  
WALKING CLUB**  
— ESTABLISHED 1976 —

**American Volkssport Association**

1001 Pat Booker Road, Suite 101  
Universal City, Texas 78148.4147  
210.659.2112 • 210.659.1212 Fax  
• [www.ava.org](http://www.ava.org)

15. Other Business
16. Adjournment
  - a. Special Board Meeting – December 14, 7pm CT (Electronic) for 2023 budget and Insurance contract
  - b. Regular Board Meeting – Delayed due to February Olympiad, etc. until late March or April





**AMERICAN VOLKSSPORT ASSOCIATION  
OFFICERS, DIRECTORS AND COMMITTEE REPORTS**

**BOARD CHAIR'S REPORT**

**FOR THE (Date): November 9, 2022 BOARD MEETING**  
**FROM (Name): Nancy Wittenberg, AVA Board Chair**

**ACTIVITIES AND ACCOMPLISHMENTS:**

1. Attended the IVV Congress in Kehl, Germany on August 23 as a delegate representing AVA along with Henry Rosales, David Bonewitz and Mindy Bonewitz. We held a reception for the IVV Presidium, the governing body of IVV, and other delegates to encourage attendance at our IVV Olympiad. Immediately following the Congress, Henry and I attended the Europiad, also held in Kehl, to hand out literature and encourage attendance.
2. Attended the Northeast Event put on by the Niagara Frontier Volkssport Club September 17 and 18 that included an Oktoberfest walk in Buffalo, NY with a beer and wurst meal after the event at the Hofbrauhaus, where I could talk about the IVV Olympiad. We also had a great walk along the Niagara Escarpment from Niagara Falls to the Underground Railroad Museum and fireworks above the falls every night.
3. I represented the AVA at the convention of the Retired Public Employees Council of Washington State in Wenatchee, WA in September, where I had a booth promoting walking with clubs in the state, and our Olympiad event. I led a walk one evening around the city for those interested. These retired people are one of our "sweet spots". I have made myself available to talk or find others to talk at their different chapters' meetings.
4. Attended Zoom meetings of the Olympiad Committee, and the in-person meeting at the end of October in San Antonio to hear and review progress and test-walk several of the events.
5. Following the San Antonio meeting, Henry, Carl Cordes and I met with a potential financial advisor that Henry had met at a local conference and later with our new Edward Jones Advisor, Adam Rhoades. Our previous advisor had retired and Edward Jones' procedure is to automatically assign clients to a new advisor. Adam Rhoades has our file. If you did not know already, as Board Chair investment information comes to me and I have the authority to move money according to our Investment Policy and with board approval when needed, as we did with the Olympiad funding. These were good meetings and we informed them we are doing nothing until after the IVV Olympiad. We anticipate needing workshops at conventions or at board retreats on investments for clubs and the AVA.
6. Following that meeting, Henry and I along with my daughter, Elisabeth Wittenberg, met with the King William Neighborhood Foundation President to receive a check for \$7300 to be used for the Olympiad. We are already planning a walk to be held in the King William Neighborhood on Sunday at the beginning of the IVV Olympiad week.

7. Created the charter for an Orphan Walk Retention Special Committee and am asking the board to approve this charter. I have asked Chris Zegelin to chair this committee, because he has a high interest, as I do, in preserving good walks when clubs fold with no one to take them on. Walks are our assets and can be of use to us in the future when walk routes might be a source of income. I have asked him to form a committee.

## CONCERNS:

1. Our Investment Policy was last updated in 2012. It has not been reviewed. It has not allowed us to possibly take advantage of changes in markets. When bonds have come due, the funds have simply been rolled over into money market funds. We must create an Investment Committee who will review our policy and make recommendations for change to the board. Ed McCabe, as Finance Chair is responsible for seeing this is done.
2. I am looking at simple copyright transfer documentation as a means of transferring the rights to written walk directions to the AVA when clubs folds. Where are clubs and regions keeping walk information? The OSB can be used for this. It is more than a shame when walk directions in someone's drawer disappear with a club.
3. The Fund Development committee needs a chair. Fund Development is a joint responsibility of Operations and the Board. I was chair for several years, but can not do this with my responsibilities as Board Chair. Several years ago we had a good committee that worked on many areas of Fund Development and created legacy giving with AVA Angels and a Sustained Giving program for monthly giving. If you know of someone who has an interest in fund development, please let Henry or me know (before I have to assign the position. ;)
4. Board Development is a concern. I am referring to developing people who will continue after our terms are up to take positions as officers, regional directors and deputies. Who are the good people in your regions who could be in committees and learning more about how AVA works? This might be on both the operations or board committee sides. My opinion is that it is not a good idea to do away with term limits because it is too hard to find people to run. It keeps the same people in power and limits new ideas. It has been the death of many IVV clubs and organizations according to Graham Fawcett, IVV Vice President.
5. The Olympiad Committee is **very concerned** we are not focusing on getting people from our own country to the IVV Olympiad/TTR in February. My message to you all who can have influence on clubs and individuals is this: "We have the opportunity to experience the world as well as the unique culture of San Antonio and south Texas with its color, friendliness and walking opportunities. Why wouldn't you come instead of staying at home and doing the same old, same old or traveling to Europe to do the same? In addition, eating out in San Antonio is much less expensive than where I live. It won't be around again in the US for a long, long time. Come and Enjoy!!"



**AMERICA'S  
WALKING CLUB**  
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Agenda Item \_\_\_\_\_

**AMERICAN VOLKSSPORT ASSOCIATION  
OFFICERS, DIRECTORS AND COMMITTEE REPORTS**

**FOR THE** \_\_\_\_\_ **ELECTION OF AVA OFFICER CANDIDATES** \_\_\_\_\_

**FOR THE (Date):** \_\_\_\_\_ **November 9, 2022** \_\_\_\_\_ **BOARD MEETING**

**FROM (Name):** \_\_\_\_\_ **Chris Mellen Election Committee Chair** \_\_\_\_\_

**ACCOMPLISHMENTS:**

The following individuals of AVA are members in good standing and are candidates for AVA Officer positions.

There are four positions and four candidates.

- Chair: Nancy Wittenberg from Puyallup, Washington Northwest Region
- Vice Chair: John McLellan from Daytona Beach, Florida Southeast Region
- Board Secretary: Leslie Stone from Daytona Beach, Florida Southeast Region
- Finance Chair: Ed McCabe from Dripping Springs, Texas Southwest Region

**ACTIVITIES:**

Continue to strengthen membership in all clubs nationally.

**CONCERNS:**

AVA has been driven by volunteers for four decades  
It is imperative that all of us who embrace AVA  
continue to seek future leaders of America's Walking Club.

**RECOMMENDATIONS:**

AVA has been driven by volunteers for four decades  
It is imperative that all of us who embrace AVA  
continue to seek future leaders of America's Walking Club.

***Please attach any additional material that is part of your report.***



**AMERICA'S  
WALKING CLUB**  
— ESTABLISHED 1976 —

Agenda Item \_\_\_\_\_

**AMERICAN VOLKSSPORT ASSOCIATION  
OFFICERS, DIRECTORS AND COMMITTEE REPORTS**

**FOR THE** \_\_\_\_\_ **AMERICAN VOLKSSPORT ASSOCIATION** \_\_\_\_\_

**FOR THE (Date):** \_\_\_\_\_ **November 9, 2022** \_\_\_\_\_ **BOARD MEETING**

**FROM (Name):** \_\_\_\_\_ **Wayne C. Knapp, Chair, Operations Policies Committee** \_\_\_\_\_

**ACCOMPLISHMENTS:**

- \* Reorganized and updated the AVA Policy Manual.
- \* It's an electronic Table of Contents with hyperlinks and sub-links (see working draft in the "operations policies" link of the meeting packet).

**ACTIVITIES:**

- \* John McClellan, Bob Buzolich, Sharon Moats, Steve Sandridge and I gathered 18 major documents and 53 sub-documents, then arranged them into a single compendium of important AVA publications. CEO Henry Rosales assisted with editing and Hector Hernandez with IT issues.
- \* Roughly half of the documents had already been updated, so they remained untouched by us.
- \* The balance of the documents were modified anywhere from lightly to heavily.
- \* Nomenclature updated to current bylaws; e.g., Headquarters changed to National office, President to AVA Chair.
- \* Spelling, punctuation and grammar addressed.
- \* Large section about trail marking eliminated to avoid redundancy with stand-alone Trail Master Guide.
- \* Special Programs updated by Tim Miner, SP Chair.
- \* Most heavy editing was on IVV Volkssporting Events and its 14 sub-documents.
- \* Removed legacy ESR graphics from Club Operations manual, but retained narratives about duties of officers, reporting to IRS, etc.
- \* References to costs of walks and SPs moved from manual itself to Appendix B - AVA Cost Structure.
- \* Finally, all items grouped into a logical order, beginning with Governing Documents.

**CONCERNS:**

**RECOMMENDATIONS:**

- \* Former Standards and Evaluation Committee was renamed Operations Policies Committee.
- \* OPC was changed from Standing to Operations committee, reporting to CEO Henry Rosales.
- \* No BOD approval required, but AVA Chair asks for BOD review and suggestions before release to public.
- \* Please review the document(s) that are most relevant to you and provide feedback to any committee member.
- \* When completed, the final product should be posted under the Documents tab of the my.ava.org website.

***Please attach any additional material that is part of your report.***

## Accomplishments (since 8/10/2022)

### 1. Legacy Event Mapping feature moved to my.ava.org (Mike G.)

- a. The Legacy system Event mapping feature that supported mapping events by State has been moved to my.ava.org.
- b. Starting from the my.ava.org "Find a..." page, click on the "Search by State" button, then select a particular state on the displayed page. This will display a list of events based on the filters checked-off/on. Note: Filter settings are saved as "browser cookies" so they are remembered from your previous use of this page.
- c. Once you have the filters set as desired, click on the "Map Displayed Events".
- d. The initial displayed map is best viewed on a full-size screen.
- e. However, clicking (or touching) on the box with marked corners,  in the right hand corner of the map will cause the map to be displayed in full screen mode, useful for smartphones.
- f. The initial displayed map includes a "Show Map Markers Legend" button to display the map legend that explains the different types of map pins.

### 2. Online Start Box Events Approval Status Summary (Mike G.)

- a. Clubs, State Associations and RDs my.ava.org home pages now include a new table, "Online Start Box Events Approval Status Summary".
- b. This table shows the total number of OSB and OSB/PSB events for a club, State, or Region sanctioned for the current and upcoming year along with a count of those already "OSB Customer Service Approved" as well as counts of events yet to be OSB approved as either "Missing Event PDF", "Need to Req Approval", and "Awaiting Approval".
- c. There are now 104 OSB or OSB/PSB events that are not yet OSB Customer Service Approved (See the Concerns section below.)
- d. OSB events that have NOT been approved by OSB customer service are NOT displayed to the public (for example, via the 'Find a...' tab). An OSB/PSB event, that has NOT been approved, is publicly displayed; but upon viewing the event details, the event is indicated as not OSB approved.
- e. However, both OSB and OSB/PSB events were included in the Starting Point Book independent of the OSB approval status.
- f. This table is also supported for all regions or a selected region on the AVA HQ Manage=>Club=>Club Reports page.

### 3. Clubs with Unapproved OSB Events (Mike G.)

- a. The my.ava.org State Association and RD report page now support a new feature/button, "Clubs with Unapproved OSB Events", to list the clubs in a state or region with OSB events that are not yet OSB Customer Support Approved.
- b. It is hoped that State Associations and RDs will use this feature to expedite the OSB approval for events in their state or region. (See the Concerns section below.)
- c. This report is also supported for all regions or a selected region on the AVA HQ Manage=>Club=>Club Reports page.
- d. To determine which events are yet to be OSB approved for a particular club, go to the Club's Sanctions page. The event listing will include a marking, "Not OSB Approved", for the specific events needing OSB approval.

**4. Determination of TGW1 versus TGW2 for a newly sanctioned TGW event.**

- a. A TGW (or TGB) event is now marked as TGW1 or TGW2 (TB1 or TB2), after the RD has approved, just before the event is marked for billing.
- b. Remember, the sanctioning fee for a TGW1 event is \$105, but following TGW2 events are not charged a sanctioning fee. For TGB1 events the sanctioning fee is \$30 but following TGB2 events are not charged a sanctioning fee.

**5. 2023 Starting Point book (Hector, Chris Mellen, Mike G.)**

- a. Added support for creating Starting Point Event pages via the my.ava.org Manage=>System=>Starting Point page.
- b. The user interface for this feature is on my.ava.org (whose webserver is provided by GoDaddy). But the code that generates the event pages employs a python environment (container) that resides on test.ava.org (which is included in the ava.org virtual network server provided by Dreamhost).
- c. The 2023 Starting Point book has been sent to the publisher. It contained 1966 events.
- d. Again, this year's Starting Point content was proofread by Chris Mellen.

**6. Bugs fixes and workarounds (Mike G)**

- a. Renewed OSB or OSB/PSB events not inheriting OSB approval status.
  - i. Caused by not including OSB approval status with renewal entry in Edit/New event buffer.
  - ii. Script developed to restore OSB approval status to renewed events based on OSB approval status from previous year for corresponding event (based on Y#).
- b. Feature supported on the club's Edit/New page for transferring events from one club to another is not working.
  - i. Until this feature is fixed contact, RDs should contact Mike G. to "manually" do transfers.
  - ii. Note, transfers are NOT fully in effect with respect to entering participation for the transfer event until the legacy ESR is updated to reflect the new club for the events in question. (The legacy ESR is updated once a day at 6am CT.)
- c. New events created by using the Edit/New Copy or Resurrect previous event had a default initial stamp count 0.
  - i. Fixed. Now default initial stamp count is 1 except for OSB only events when it is 0 for copied/resurrected events.
  - ii. This caused a stamp production problem since some clubs failed to notice initial stamp request 0. This was noticed by a club when no stamp was received a week before event. Hector created and sent out a last-minute stamp to this club.
  - iii. Searched event database for initial stamp request = 0 for TEs. Found 7 events that were then changed to have initial stamp request = 1.
- d. New clubs unable to submit YRE/SE participation to create Quarterly Invoice
  - i. Caused by use of "Club Charter State" field instead of "Club State" field in club database on legacy ESR. (New clubs are currently created on my.ava.org then the club info is copied to legacy system for later use. "Club Charter State" is no longer used or set on my.ava.org.)
  - ii. Fixed the legacy system to use "Club State" in creation of Quarterly Invoices

## 7. IT Checkpoint Articles

- a. "Maps Phrase for OSB Only Events" (September 2022, Mike G.)
- b. "2023 STARTING POINT REPORT" (September 2022, Mike G.)
- c. "SMARTPHONE VIEWING OF OSB WALK DIRECTIONS" (October 2022, Mike G.)

## Activities and Plans

1. **Fix bug preventing transfer of events from one club to another via the Edit/New page. (Chris Z.)**
  - a. This is a new feature on the Edit/New page that will allow clubs to transfer events between each other without the aid of the AVA National Office.
  - b. After an event is moved and possibly edited/saved, the receiving club must click on Req Approval on the event's review page.
  - c. Until this feature is ready, RDs are welcome to contact Mike G. to move already approved events from one club to another.
  - d. Note once a transfer is done on my.ava.org the newly assigned club needs to be updated on the legacy ESR (this is done automatically each night) before attempting to enter participation for the event in question.
2. **DB and Code Clean up (Chris Z.)**
3. **Migrate publicly used pages/information from cb.ava.org to my.ava.org (Hector)**
  - a. The cb.ava.org website should not be destroyed, instead the used pages should be copied into a new space/location under ava.org
  - b. The cb.ava.org site still has information that is occasionally accessed for reference. If the navigation to cb.ava.org is removed (the problem with public access), then there is no way to access the information archived there.
4. **Migrate TE participation code and storage (now on the Legacy ESR) to my.ava.org (Mike G.)**
  - a. Requires moving old TE participation data now stored on Legacy ESR to my.ava.org
  - b. Requires new PHP code to store newly entered data on my.ava.org and support import of data into QuickBooks.
5. **Get my.ava.org code base and supporting files onto GitHub (like Legacy ESR code) (Mike G., Chris Z.)**
6. **Move my.ava.org from GoDaddy to Dreamhost (Chris Z., Mike G.)**
7. **Migrate YRE/TE participation code and storage (now on the Legacy ESR) to my.ava.org (Mike G.)**
  - a. Requires moving old TE participation data and other Quarterly based charges and credits now stored on Legacy ESR to my.ava.org
  - b. Requires creating PHP code to store newly entered data on my.ava.org, to create club invoices, and to allow AVA HQ to import invoiced data into QuickBooks.
  - c. This is non-trivial effort that will likely not be completed until 2023 Q4.
8. **Turn by Turn walking directions App (Jeff G., Chris Z.)**
9. **Create a new or update existing tutorial to include listing the following useful URLs: (Mike G.)**

View an event using 6-digit sanction number - <https://my.ava.org/event-view.php?sn=120668>

View an event using YRE/SE Y number - <https://my.ava.org/event-view.php?y=Y1598>

Club events list (e.g., AVA-0238) - <https://my.ava.org/event-view.php?club=AVA-0238>

State events list (e.g., Virginia) - [https://my.ava.org/find-an-event.php?sel\\_st=VA](https://my.ava.org/find-an-event.php?sel_st=VA)

State clubs list (e.g., Pennsylvania) - [https://my.ava.org/find-a-club.php?sel\\_st=PA](https://my.ava.org/find-a-club.php?sel_st=PA)

## Concerns

### 1. 105 OSB and OSB/PSB Events need OSB Customer Support Approval

- a. 101 out of 105 events still need their Event PDF uploaded.
- b. With the new OSB table and reports available State Associations and RDs need to expedite clubs to get these events OSB approved well in advance of the event's start date.
- c. Clubs should not wait until the last minute (prior to the beginning of year) to work on this. This is so OSB Customer Support (one person, Darrell Neily) is not overloaded with doing approvals at the end of the year.

### 2. Significant Number of 2023 YRE/SEs still missing Elevator Pitch and Mapping Phrase

- a. Out of 1966 2023 YRE/SEs there are
  - i. 679 events that have No Elevator Pitch
  - ii. 611 events that have No Mapping Phrase
- b. Clubs can create a 2023 YRE/SE analysis report on their home page that indicates which events are missing either of these important event information items.
- c. RDs have access to a summary report, "Regional 2023 YRE/SE Event Analysis Summary Page" via the RD Reports page to determine which clubs have YRE/SEs missing these items.
- d. RDs need to strongly encourage to clubs to take the time to add an Elevator Pitch or Mapping Phrase information when missing.
- e. Perhaps RDs can take stronger action in some cases and personally enter the missing items for the events in question.

## Recommendations

1. None at this time.

AMERICAN VOLKSSPORT ASSOCIATION  
OFFICERS, DIRECTORS AND COMMITTEE REPORTS

FOR: AVA Board

For the November 9, 2022 Board Meeting

FROM: Susan Fine, Publicity Committee

**ACCOMPLISHMENTS**

1. San Antonio Mayor's video welcoming visitors for the Olympiad, has been translated into subtitles into German and Japanese. Of course, the English version is also available.
2. The videos were forwarded to Tanya with IVV for distribution to member countries; and they have been posted on Facebook.
3. Social media continues on Facebook, on both Olympiad 2023 page, which is shared on the AVA group page.
4. Our PR consultants have met with the local NBC affiliate, to begin requests for the Today Show to do some kind of live bit from the Olympiad, since Al Roker is an advocate for health and walking.
5. Local videos have been (and are being) created and distributed through social media. They encompass the beauty of the city, along with attractions that visitors will see on their walks/bike.
6. A national press release was sent out via PRWeb, an electronic distribution to hundreds of media in the country. Mary is following up. The gist of this leans toward health and wellness.
7. An electronic press kit has been created, via Google Docs:  
<https://drive.google.com/drive/folders/1M1qcaHfF7cdzFx9onFDdK6l7P9sO342O>
8. Articles and ads have been created for TAW, and the Nonprofit Magazine of New Braunfels.
9. Big Give was promoted (this was really Pat Jewett's and Samanta's hard work)

**ACTIVITIES:**

1. Follow-up will continue with the local NBC affiliate, possible press, etc.
2. Publicity contractor Mary Japhet will be concentrating on drive-in and regional markets, especially with the \$30 daily rate, which she feels will help.

Attachment 6

3. Visit San Antonio (the non-profit visitors bureau) has said now is the time they can get involved (they prefer 3-4 months out), with emails to their lists, mentions in their Mexico newsletter, etc. Mary and Leslie will continue contacting them, to see what they need.
4. A Publicity member will make a list of events happening in San Antonio during the Olympiad, that will be available for visitors.
5. Susan Fine, Mary Japhet, and Leslie Komet will meet Saturday Oct 29, in person, for last minute push of Olympiad, and any needs while on site.
6. We "Zoomed" with Dolores Greiner and Tim Minear to discuss the Freedom Walk in October. This will be a concentrated effort for 2023's event, because the IML board will be attending, and we want a good crowd.
7. Mary Japhet has connected with an editor with AARP, and is pursuing the lead.

### **CONCERNS**

1. A member on the Publicity Committee said she had a couple of people mention that they felt the distances are too long for them. We will continue to emphasize that all distances, starting with 5Ks, are available for walkers - just come and enjoy whatever you can do.
2. Sharing rooms and/or carpooling has been requested, but is not something we can manage. Maybe the RD's can let others know their areas, if people want to share a room or carpool?
3. Was it decided if people who register for the daily rate get a medal or any other "tchoskie"?

### **RECOMMENDATIONS**

1. Publicity Committee members wanted to be sure that any NEW people to volkswalking can go to a person/table to learn about our sport - so they do not take up time from volunteers at check-in/registration.
2. We are investigating if we should participate in the Mayor's Welcome Walk for Refugees in San Antonio, in November.

# 2023 IVV OLYMPIAD FACEBOOK PAGE SOCIAL MEDIA REPORT

May 16, 2022 - October 26, 2022



# Data Tracking

### Page Analytics

Page Reach	18,083
New Likes	93
Total Page Likes	687
Page views	1,299

### Post Analytics

# of posts	77
Total reach on posts	37,153
Total likes & reactions	1,974
Total link clicks	556
Total comments	256
Total Shares	294

# Top 5 Performing Posts

 **2023 IVV Olympiad - USA**  
Published by Hannah Shults · September 20 ·

Historic San Antonio is a haven for culture and festivities. Central to the IVV Olympiad is the River Walk, a 15-mile trail along the San Antonio River that connects historic districts, museums, public art, restaurants, hotels, and the city's Spanish missions from the 1700s. It is the heart of the city and many of our events. 📍 📸

For guests who stay at River Walk hotels, everything you'll want to see and do in San Antonio is a mere stroll away, making for a scenic and easy-to-navigate getaway.

You can find hotels to book through a link on our website  
<https://ivvolympiad2023.org/>

Early registration discounts are available if you sign up today at  
<https://ivvolympiad2023.org/> 📄



People reached: 5,451

- (The amount of people who saw the post)

Post engagements: 80

- (The amount of people who actually interacted with the post through likes, shares, comments, etc.)

Likes & reactions: 64

Shares: 16

Link clicks: 49



## 2023 IVV Olympiad - USA

Published by Hannah Shults · June 5 ·

...

The Olympiad Village will be held at La Villita, San Antonio's first neighborhood. Established by Spanish soldiers stationed at the nearby Alamo, La Villita is on the River Walk and captures the essence of San Antonio.

Its brick-paved roads and historic buildings are home to festive event plazas, an outdoor amphitheater, cafes, galleries, and shops. Plus, it's next to Hemisfair Park, the Central Park of San Antonio where you'll find the 750-foot-tall Tower of the Americas and even more restaurants and activities.

👉 Get your early bird discount when you sign up by September 30th  
<https://ivvolympiad2023.org/>



People reached: 1,541  
Post engagements: 115  
Likes & reactions: 92  
Comments: 12  
Shares: 11  
Link clicks: 16



## 2023 IVV Olympiad - USA

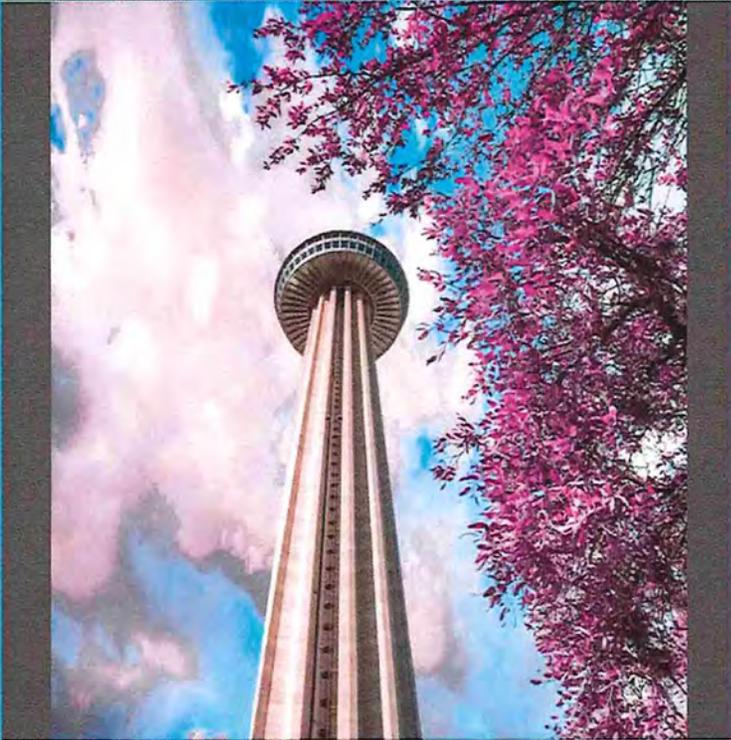
Published by Hannah Shults · May 18 ·



The IVV Olympiad is back for the first time since COVID! And, on a new continent: North America! 🌎

We are excited for our North American friends who will be able to experience IVV for the first time. IVV's 18th Olympiad will be held in the historic city of San Antonio, Texas from February 19-23, 2023, and will be immediately followed by the IML's Texas Trail Roundup, February 24-26, 2023. You have the option to register for both festivals or just one. 🙌

Take advantage of the early bird special by signing up no later than September 30th! <https://fests.ava.org/olympiad/register.php>



People reached: 1,493  
Post engagements: 101  
Likes & reactions: 79  
Comments: 9  
Shares: 13  
Link clicks: 24



## 2023 IVV Olympiad - USA

Published by Hannah Shults · August 11 ·



Have you registered for the 2023 IVV Olympiad and IML Texas Trail Roundup? 🤔

Let us know if you're coming in the comments down below!

The events are non-competitive and include walks, bike rides, and swim events. Walks are of distances from 5k (3 miles), 10k (6 miles), 20k (12.5 miles), and 42k (26 miles) on mostly flat terrain in/around San Antonio's scenic trails, parks, and historic sites. Anyone can participate, no matter their fitness level.

There is still time to register and receive an early registration discount. ➡️

<https://fests.ava.org/olympiad/register.php> 📄



People reached: 1,227

Post engagements: 85

Likes & reactions: 44

Comments: 31

Shares: 10

Link clicks: 28



## 2023 IVV Olympiad - USA

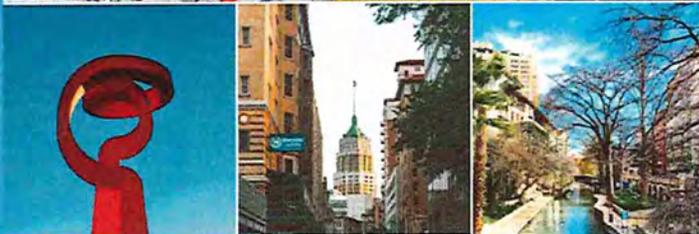
Published by Hannah Shults · May 16 · 🌐

Time to grab your walking shoes! 🦶 For the first time ever, IVV's 18th Olympiad will be held in North America where thousands of walkers, bicyclists, and swimmers from across the globe will converge in San Antonio, Texas—one of the most walkable cities in the United States. 🇺🇸

And, for the first time ever, our four-day event from February 19-23, 2023 will be immediately followed by the IML's Texas Trail Roundup, February 24-26, 2023. Imagine two international events, one wonderful Texas destination – double the fun, fitness, and friendship! 🥰

It promises to be an exciting week with 22 walks, plus 3 bike and 2 swim events, and the opportunity to explore the heart of this storied and beautiful city. 🌳

Be sure to take advantage of our early bird special by signing up no later than September 30th! <https://fests.ava.org/olympiad/register.php>



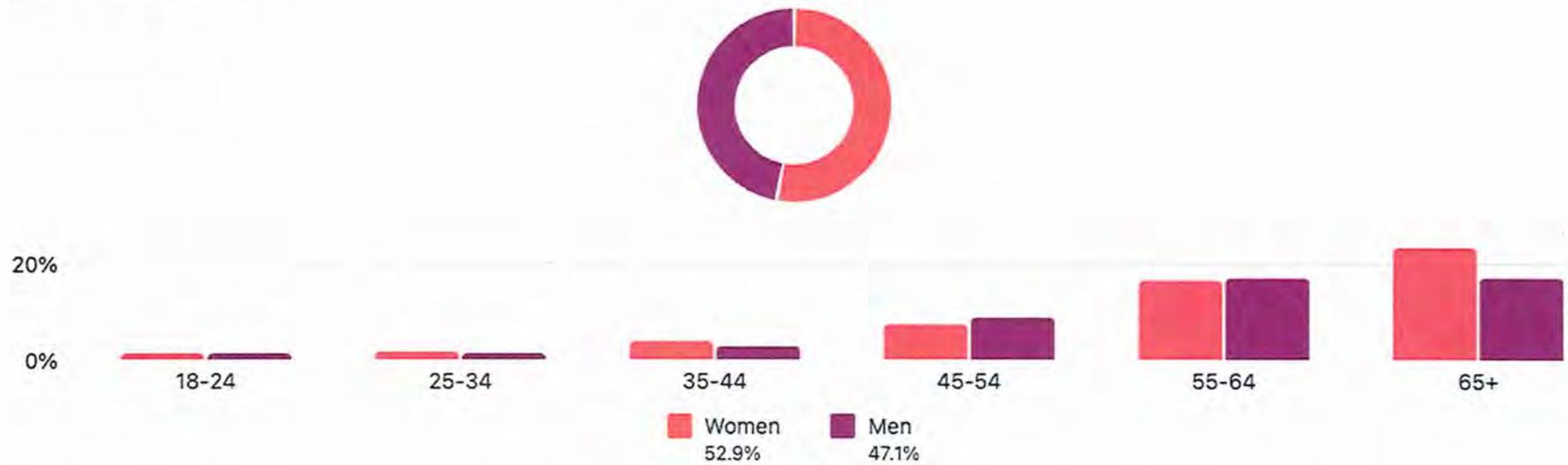
People reached: 1,193  
Post engagements: 133  
Likes & reactions: 105  
Comments: 11  
Shares: 17  
Link clicks: 15

**Audience**

# Age & Gender Demographics of Our Audience (Facebook)

Total likes: 687

Age & gender ⓘ



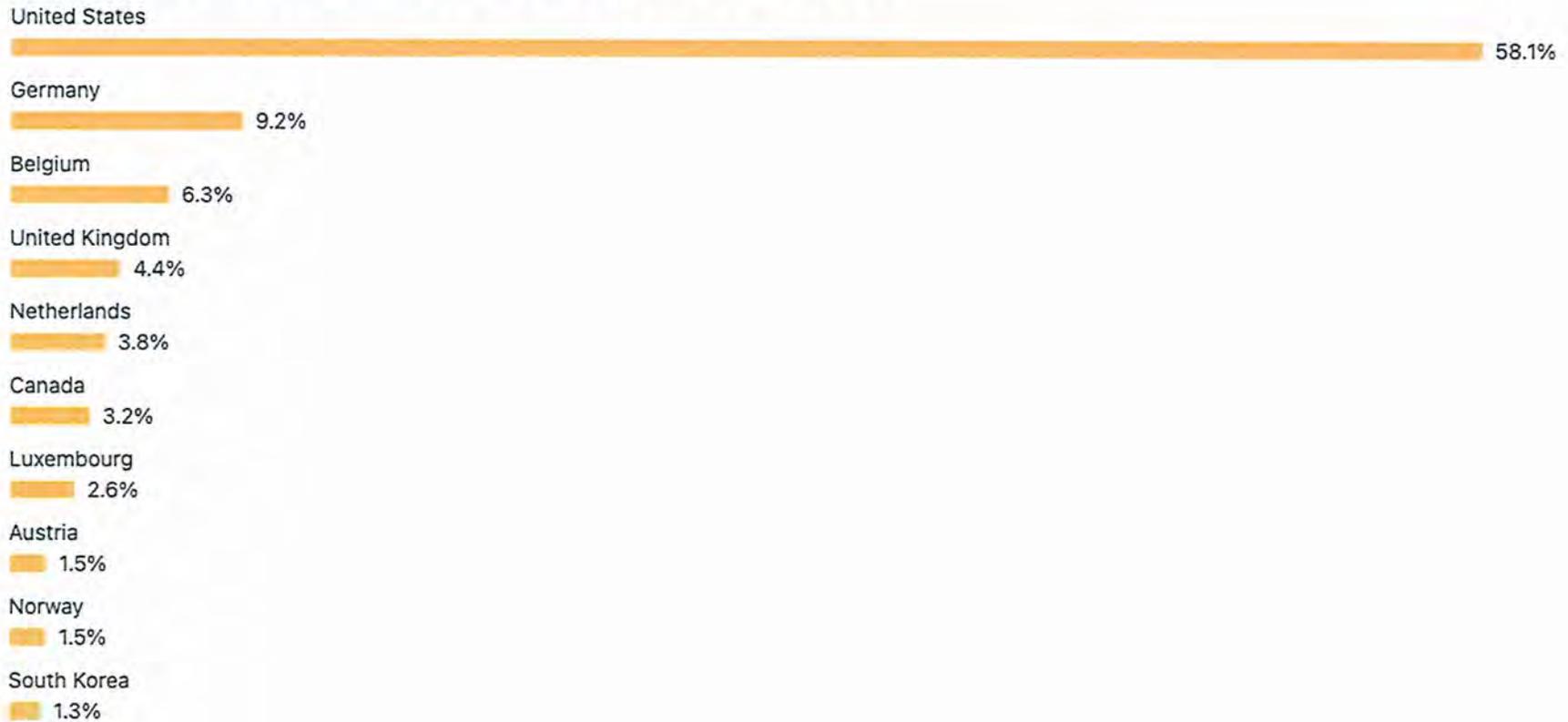
# Where Our Audience Lives

## Top 10 cities where followers are located



# Where Our Audience Lives

## Top 10 countries where followers are located



AVA: Programs Committee  
Report to the Board of Directors  
November 2022

1. On September 1, 2022, the Program Committee established the Washington-Rochambeau Revolutionary Route special program at the request of the National Park Service and the Washington-Rochambeau Revolutionary Route Association, the coalition that supports the education and trail visibility. The program creates an “interactive and participatory” educational program that provides walking and cycling opportunities using AVA club trails from Rhode Island to Yorktown, Virginia. Many of the historical sites on the route are already covered by YRE. Festivals and re-enactments at historic site will help provide the incentive for traditional events. This is the first time a customer has asked us to design and execute a walking program with national impact, especially as the country prepares for the 250th anniversary of the 1776 events – a one-year-and-done national celebration. In Virginia, the VVA is working with county historical societies to hold festivals that mark the WARO (the NPS designation for the commemorative driving route) and provide educational walking opportunities for community and school programs along the trail. The W3R-US has invited all clubs along the trail to help promote the WARO as part of the national and state award programs.

2. The Olympiad should not be a “one-and-done” international emphasis for the AVA. With IML leadership coming to Arlington in October 2023, that event continues to need board diligence moving forward. Hosting the board meeting with the leadership of the IML nearby is a good start. The governing board of the IVV-Americas & Oceania (the new DBA of the IVV-Americas) is not clear on whether the IVV leadership will approve an “America-piad” or “Oceania-piad” going forward. The AVA board should emphasize this opportunity beginning immediately and reach out to CVF leadership to make this a reality. The AVA regions hold outstanding events that could easily become the America-piads in our country.

3. Once the 2022 year is over, the Programs Committee will host an “International Walking” subcommittee to continue to promote and execute IML and future “-iads” to the AVA membership. This subcommittee wants to continue the momentum from 2023 for the IML events as opportunities for future growth and visibility.

**SUGGESTION TO THE BOARD: Would the board like to have its “ambassadors” present at board meetings to get and give guidance for our international role going forward?**

4. The 2023 special programs are ready to execute on January 1. We have one special program ready for January 2024: Labyrinths from a PA club.

Respectfully,  
Tim Miner  
Chair

## American Volkssport Association

### ORPHAN WALK RETENTION SPECIAL COMMITTEE CHARTER

(Proposed 11-01-22)

**Organization:** The Orphan Walk Retention Special Committee shall be chaired by an Associate Member of the AVA designated by the Board Chair. The Board Chair or Committee Chair shall select other qualified AVA Associate Members to serve on the committee as needed.

**Purpose of the Committee:** The Committee will explore ways to retain and maintain good walks when clubs fold, if they can't be taken by other clubs or by the regional director.

**Committee Reports to:** the Board of Directors and takes direction from the AVA Board Chair.

**Staff to Committee:** The President/CEO as needed.

**Frequency of meetings:** Meetings as required will be held electronically and called by the committee chair.

**Scope of work for the Walk Retention Special Committee:**

- 1) Determine criteria to use to help decide whether an Orphan event is worth keeping active.
- 2) If there are orphan walks worth keeping active or becoming active again, determine who would be appropriate persons to maintain the walks and their relation to AVA.
- 3) Determine the criteria and process a person would use to make sure a walk is still valid and the training they would need to maintain a walk.
- 4) Determine how an orphan walk should be sanctioned, paid for and reported?
- 5) Develop a pilot program within a region with the consent of the RD and/or State Association.
- 6) Report on progress to the Board of Directors through the Chair at its meetings.



**AMERICA'S WALKING CLUB**  
— ESTABLISHED 1976 —

Agenda Item \_\_\_\_\_

**AMERICAN VOLKSSPORT ASSOCIATION  
OFFICERS, DIRECTORS AND COMMITTEE REPORTS**

**FOR THE** \_\_\_\_\_ **AMERICAN VOLKSSPORT ASSOCIATION** \_\_\_\_\_

**FOR THE (Date):** \_\_\_\_\_ **November 9, 2022** \_\_\_\_\_ **BOARD MEETING**

**FROM (Name):** \_\_\_\_\_ **Wayne C. Knapp, Northeast Regional Director** \_\_\_\_\_

**ACCOMPLISHMENTS:**

- \* Northeast Weekend in Buffalo/Niagara Falls (first annual). Walkers from many states, including AVA Chair. Generated hundreds of T/YRE/SE participants for many clubs over several days.
- \* Next Northeast Weekend scheduled for Cape Cod, May 19-21, 2023.
- \* Oktoberfest in the Finger Lakes (partnered with a trail organization).
- \* Created a Dropbox for Clubs' directions/maps .

**ACTIVITIES:**

- \* RD and DRD attended events at all Northeast clubs, including various club anniversaries, picnics and annual meetings. Promoted regional and national events, including Olympiad 2023.
- \* Club Meetup.com site shared with sister club. Up to three clubs can share the \$200 annual Meetup fee.
- \* Regional Zoom meeting.
- \* Quarterly NERD News.
- \* Usual event sanctions, plus many new ones.
- \* Technical assistance to clubs with directions and maps, OSBs.

**CONCERNS:**

- \* AVA once had over 500 clubs, now below 200.
- \* Clubs with long-term leaders possibly missing out on new energy, ideas and growth.

**RECOMMENDATIONS:**

- \* AVA National's bylaws has term limits for officers and directors.
- \* Could/should AVA National set term limits for club officers?

***Please attach any additional material that is part of your report.***