

Minutes  
AVA Board of Directors Meeting  
September 25, 2024

1. Call to Order - Chair: The meeting was called to order on September 25, 2024, at 6:00 P.M. CST by Chair Nancy Wittenberg.
2. Roll Call of AVA Board: - Secretary:
  - Officers: All officers and Henry Rosales were present.
  - RDs: All RDs except NE-RD, Carol Giesecki, were present.
  - DRDs: DRDs present were AT-DRD Karen Kaufman and NW-DRD Ed Hainline.
  - AVA HQ: Hector Hernandez
  - Committee Chairs: IT Mike Green; Membership Karen Kaufman; Walk App Jeff Giddings; Nominations Bob Buzolich; Program Committee Diane Evans; Convention Committee Jerry Wilson
  - Guests: Bobbi Bilnoski, Carolyn Smith, Connie ?, Dawn Gruber, Ellen Ott, Pat Jewett, Sheryl Sayers; Terry Longhofer, Wayne Knapp, and Chris Mellen.
3. Approval of Agenda: A discussion was held. The Board agreed to remove the Motion to approve Grain Elevators National Special Program from the agenda.
4. Approval of Minutes of May 14, 2024, Regular Board Meeting: A motion was made to approve the minutes of May 14, 2024, by AT-RD Jeff Giddings. The motion was seconded by Vice-Chair Carl Cordes. The minutes were approved.
5. Approval of the minutes of July 16, 2024 Regular Board Meeting: A motion was made to approve the minutes of July 16, 2024, by Vice-Chair Carl Cordes. The motion was seconded by AT-RD Jeff Giddings. The minutes were approved.
6. Approval of the minutes of September 11, 2024 Executive Committee Meeting – Executive Committee Members only: A motion was made to approve the minutes of September 11, 2024, by Finance Chair Ed McCabe. The motion was seconded by AT-RD Jeff Giddings. The minutes were approved.
7. CEO/President’s Report – Henry Rosales
  - a. TAW is a work in progress. It will get better, regarding print size and other things. We are getting some positive comments. In-house production has reduced the costs significantly below the budgeted amount.

- b. The AVA will make a relocation announcement on October 10, 2024, after the lease is signed. The savings should be around \$10,000.00 per year.
  - c. The members of the Texas Trail Roundup (TTR) have decided to go forward with the TTR walks in February 2025. What happens after the 2025 TTR is up for consideration and discussion. The National Office would like to participate in those discussions. It will be brought to the Board when decisions are made.
  - d. Some of the Texas clubs in San Antonio are merging into one club to enhance resources.
  - e. The Convention update is planning for an October-November registration packet.
  - f. The 50<sup>th</sup> anniversary is coming in 2026. Henry will run another reminder in the Checkpoint. There will need to be a 50<sup>th</sup> Anniversary Chair and committee.
  - g. Thanks to everyone who gave to the Big Give. The latest report is that about \$80,403.00 has been raised. Any Board member who has not given should give before the end of the drive on October 31.
  - h. Rooms on the fund-raising cruise are still available. 63 people signed up to date. Walks are being planned.
8. Convention Update – Chair Nancy Wittenberg & Convention Committee Chair Jerry Wilson:
- a. Jerry reported that planning is moving forward. Jerry would like to thank Helen Hull for the webinar about walks at the convention in Las Cruces. They are trying to keep the costs down. Most of the convention information will be online. The RDs could download and print for those who don't use computers.
  - b. There are a number of possible proposals for the 2027 convention.
9. Board Chair's Report – Nancy Wittenberg:
- a. The Chair talked about the status of the November 12 Board meeting. The thought was that those who could go to Las Cruces would go to Las Cruces. The AVA does not have funds for this visit. Five to eight members volunteered to possibly attend the meeting in Las Cruces.
  - b. Some Board members are not receiving meeting notices. Will have to figure that out.
10. Financial Report – Ed McCabe
- a. Financial Report: The Board has received the financials for January through August 2024.
  - b. Budget Modifications: The main expense items that need modifications are the publication of the TAW, the National Office move & rent, there are reductions in revenue. The rest of the budget is on target. On the Revenue side, the annual fundraiser is being reduced by \$44,250.00.

Membership revenues are being reduced by \$10,000.00. Sanction fees for Traditionals and Seasonals are being reduced by \$18,000.00, Our membership is down. The sanctioning fees are down in the TEs and YREs. The PPSF sanctioning is reducing the sanctioning and participation fees. There will be a full report on PPSF at our next meeting. If clubs are using PPSF sanctioning and it is helping the clubs, that is a good thing. We need to look at the merchandise and see if we need new items. Will look at leasing out 1 office in the new location. Motion to approve the budget modifications from the Finance Chair/Committee was approved.

11. Nominating Committee Report – Bob Buzolich:

- a. Report: The Nominating Committee Chair reported a lack of interest in becoming an officer of the AVA. The dates have been extended. To date, there have been no letters of intent.
- b. Motion to approve members of the Nominating Committee: There was a motion from the Nominating Committee to approve two new members, Chris Mellon and Margie MacLeish. The motion was approved.

12. Programs Committee – Diane Evans, Chair:

- a. Report: Report proposed new special program for Grain Elevators, to begin in January 2025. This special program will be decided on by Henry at the National Office.

13. Membership Committee Report and Discussion (30 minutes) – Karen Kaufman:

- a. Karen made a presentation of the outcome of the Membership Committee recommendations and possibilities.
- b. The AVA needs additional associate members to sustain the AVA.
- c. The committee would like to introduce a new membership, an AVA National Membership, which would include membership in one primary club.
- d. The committee believes the new model would streamline the process to join the AVA. The committee believes it would increase membership and it would reduce costs and processing for both the AVA and clubs.
- e. The plan would expect all Associate Members to be converted to the new membership profile.
- f. Benefits would be like current membership. There will be a special membership price if purchased through the app. There could be exclusive member only events such as speaking with an expert on pole walking or chair yoga. The membership would also include discounts for conventions. Also, exclusive benefits such as special raffles and special swag.
- g. AVA Lifetime members would keep all their benefits and discounts. Will sunset the Lifetime program, but existing Lifetime Members will be grandfathered.

- h. The committee is proposing incorporating automation with the app, website, walks etc.
- i. There would be by-law changes required for the proposal in its current state. Hopefully, proposed changes would be voted on at the 2025 convention.
- j. To move forward with the proposal, Henry would be responsible for setting dues and fees. The AVA would explain the new memberships to the AVA population. The AVA would also need club buy in. Incentives might be needed to get buy in.
- k. The committee believes that the plan will ensure a better future by building a larger membership base and attract a younger generation of more tech savvy seniors and younger seniors. Makes the AVA more marketable to large corporate sponsors and foundations.
- l. Discussion was held about the presentation.
- m. The National Office will start the process of changing Associate Memberships to National Memberships and sunsetting the Lifetime Memberships. The AVA and local clubs should start to encourage local club members to join the AVA members.

#### 14. IT Committee Report – Mike Green:

- a. The IT committee has made improvements to AVA.org. It is easier to search for events.
- b. Web access to legacy server has been disconnected.
- c. The committee would like to intro
- d. Bug in transferring events from club to club has been fixed.
- e. Updated for the Grouper RSVP Program.
- f. Update to the document that describes the different participation types. The update includes the difference between Grouper S trider and Grouper RSVP programs.
- g. Ongoing projects include
  - i. Convention updates & registration.
  - ii. 2025 Starting Point book – to be reviewed by Chris Mellon. The release is delayed due to the Grain Elevators special program until October 7, 2024.
  - iii. Transfer the AVA.org website from GoDaddy to DreamHost. This will reduce costs.
  - iv. Meeting with Membership Committee.
  - v. Uploading AVA events to the IVV event calendar is ongoing. There are still bugs on the IVV side.
  - vi. Import stamp data for years prior to 2018.
  - vii. Import event data prior to 2005 from the legacy system.
  - viii. YRE renewals after June 1, everything is in the renewal bucket, and they remove special programs that will not be effective for 2025. If you have events that qualify for an expired special program or a

new special program, you will have to manually update it before October 7.

- ix. Tutorials and videos need to be updated.
- x. There are 26 events that are still loaded that have not been submitted for renewal or marked "do not remove". After October 7, they will not appear in the Starting Point. Recommend that the RDs go in and mark them "do not renew". They can be brought back later by using the resurrection feature.

15. Adjournment: The public meeting adjourned at 8:05 P.M. CDST.

16. Executive Session – Board Members Only: Immediately following the public meeting adjournment, the AVA Board of Directors met in Executive Session.

17. Executive Session Adjournment: The Executive Session adjourned at 8:24 P.M. CDST

The next scheduled Board Meeting is November 12, 2024, at 6:00 p.m. CDST.

Respectfully submitted,  
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