

Minutes
Electronic Board Meeting (EBM)
October 22, 2019

1. Meeting was called to order at 10:09 a.m. EDT by Vice President Nancy Wittenberg.
2. All were present except for the BOD President and the Northeast Region RD. The DRD attended for Rocky Mountain Region. Representing the National Office (NO) as non-voting members were Executive Director Henry Rosales and Finance Manager Erin Grosso. Also participating were DRDs from Atlantic, North Central, Northwest, and Southeast Regions; Publicity Committee members Pat Jewett, Barbara Nuss, and Samanta Sanchez (NO Communications and Publicity Specialist); and U.S. FreedomWalk Publicity Chair Tim Miner. A quorum was declared.
3. Minutes of the September 17, 2019, EBM were approved as corrected (VP made motion to approve, PA RD seconded).
4. New logo: The VP announced 8 yes votes, 5 no. New logo approved.
Questions/comments: Barbara Nuss commented on the modern look. Henry is awaiting the final file from Mass Media, which will have the black-and-white version and style guide. Henry will work with the Publicity Committee for the phased rollout. There will be an internal soft rollout, and by June 2020, the logo, website, video, and templates will be available to all clubs. The internal rollout will include stickers that can go over the old logo on items such as the new walker packet. AT DRD Jeff Giddings noted the gradient background will be hard to print on banners, shirts, etc., and asked if there would be more of a monochrome version. Henry responded that the initial colors had been made more vibrant, but embroidery would still be difficult. Erin said new techniques such as lasering should take care of the gradient issue. Jeff asked that this information be included in the Checkpoint.
5. New Certificate of Formation and Bylaws.
During review by the BOD, Henry recommends that any changes go to him. So far he has received comments only from President David Bonewitz. He will incorporate any changes and send them out to the BOD. Then clubs will receive the articles and a summary (from the attorney) along with a letter from David. The VP stated the RDs have a responsibility to ensure clubs do not get buried in the weeds. The AT RD noted that a controversial point will be that bylaws can be changed by the Executive Committee (National Officers plus one elected RD) without going to the general membership. The NW RD said nothing prevents us from having the general membership vote on bylaws changes. The SE RD added that the new version allows the Executive Committee to make small changes (happy-to-glad) without having to bring those to the membership, and we can still bring major changes to the members. The cover letter from David should have some bullet points to highlight some of the bigger changes, in the interest of transparency, including items that have been removed from the bylaws because they more appropriately belong in policy.

Recommended changes to the Bylaws potentially involve significant alterations in the officer structure of the BOD. In particular, the duties of the Treasurer as specified in the Bylaws are

performed by NO employees, and the Board Treasurer will become Chair of the Finance Committee, which is responsible for oversight of AVA finances and audits.

In terms of the way forward, Henry plans to send the changes to clubs with the December Checkpoint to ensure all clubs receive the most current version. Given the holidays, club review may take a couple of months. Clubs should respond to RDs, and the February BOD meeting will be the target to review club comments. Henry anticipates the final vote could be as late as May 2020.

6. Fund-raising and the BOD.

Vice President Nancy Wittenberg sent out the PowerPoint presentation on fundraising that David used at the August BOD meeting. The Big Give comes up in March 2020. Nancy noted peer-to-peer fundraising worked well last year, and by January 2020, BOD members should consider peer-to-peer.

7. Support to U.S. FreedomWalk Festival (USFWF). The event drew than 700 participations over 3 days, with perhaps 300 individual participants. Tim Miner, Publicity Chair for USFWF, found 22 people he could tie to the Mass Media (MM) effort. Some who registered did not show up. The AT DRD added that Dolores Grenier, USFWF Club President, said there were 225 registered for the International Marching League (IML) component of the event. Of the 225, the majority walked all 3 days, but some walked only Saturday and Sunday for IML. The event likely lost some participants Sunday because of heavy rain. The SE RD stated we need to track results on our own to compare with MM's analysis. The VP added there should be a written report with comments from Dolores, AT RD, AT DRD, and Tim Miner to present to MM. Tim reminded the BOD that the next MM effort is next month in Illinois.

As an afternote: The MM Facebook campaign for the USFWF started three weeks prior and targeted people locally (from the Tidewater area of Virginia north through Maryland). From the analytics, Tim saw that 100,000 viewed the post, 3500 clicked on the post to learn more, 22 went as far as the ticket page. Only two could be verified onsite as having purchased tickets. Tim copied these numbers Sunday, October 20, from the analytics page of the USFWF page. As of Tuesday, October 22, numbers for the paid, boosted advertising had been removed from the analytics page.

8. Adjourned at 11:00 a.m. EDT for a presentation by AT RD on the new AVA website.

Respectfully submitted,

Cecilia Miner
AVA Secretary