

**Minutes**  
Electronic Board Meeting  
July 16, 2019

1. Meeting was called to order at 10:00 a.m. EDT by Vice President Nancy Wittenberg.
2. All were present except for David Bonewitz, President. Three Deputy Regional Directors also participated: Susan Pinneke, North Central; Andrew Schmidt, Northeast; and Dennis Standridge, Northwest.
3. What is expected from the August face-to-face meeting?
  - VP – strategic plan and train on duties of the Board, so members know the Board’s legal responsibilities
  - Butch Spaulding (NC) – awards processing, certificate signature blocks, approval processes
  - Chris Mellen (NE) – get to know each other, new ESR process (VP says there will be ESR training), compile a deadline sheet, discussion of common problems across regions
  - Tom Baltes (NW) – relationship between RD/DRD and AVA staff and state associations (separating duties to become more efficient); training on different types of sanction, such as traveling stamp and managing guided walks.
  - John McClellan (SE) – status (condition) of the organization, and priorities going forward
4. Draft Certificate of Formation (previously Articles of Incorporation) and Bylaws. The VP announced that this meeting would not discuss bylaws in detail. Nancy will send a redline version of changes, noting that Board changes would need to be added. Look for documents posted on the Files section of Teams. Discussion:
  - The vote to approve will be some form of electronic. RDs/DRDs will need to get information out to clubs and state associations. John McClellan (SE): RDs need a one-pager with substantive changes (changed FY, etc.) to take to clubs and state associations. The redline version would overwhelm them. Secretary: Could we come out of the August meeting with a draft one-pager? Henry has asked for a summary of changes and the impact on the organization.
  - Sherry Sayers (RM): What is the deadline? VP: Will make those decisions in August. Would like to have it done by the end of year.
  - Tom Baltes (NW): What percentage needs to vote? VP: need to check bylaws
5. Thoughts on VOP program
  - Henry noted the program is not really making money, but we could by raising the cost. VP: We have put the cost of \$35 per participant in the budget. Having 350 participants at \$35 should net about \$1000. Figure considers that the volunteer Administrator continues next year, but also must factor in AVA staff costs. First year had sponsors and did okay. Second year did not have sponsors but still had a volunteer Admin. No stats on how many people became AVA members from the program. VP noted that fewer U.S. volkssporters came back for the second year.
  - John McClellan: Team leaders need to cheerlead and laud members in the VOP chat. Also, next time the rules need to focus more on participation than on maximum number of steps.

6. Mass Media (MM) status (Henry).

- Henry will brief full status in August. Working on plan/video and working with Dolores Grenier from the U.S. FreedomWalk Festival on marketing. Individual efforts will result in general templates Mass Media will provide AVA with leads on partnerships to follow up on.
- Tom Baltes: Will there be another effort to identify events that MM could focus on? Henry: Want to see what happens at first event to see if benefits outweigh costs.
- VP: criteria used by MM to select events included numbers of potential people in each area
- John McClellan: We need low-hanging fruit that can be fielded soon. Henry: Need to consider timing with the plan to avoid paying twice. Discussion on the proposed logos, resulted in preference for a logo that included urban walks and not solely nature hikes.

7. General membership meeting: Expect an after-action report in August. The survey link is open until the end of July. Also, Erin (AVA) needs expense reports. Tom Baltes asked if Jerry Wilson would participate in future EBMs as he plans the next Convention? Jerry will be in the loop.

8. Consider what is needed to discuss revenue models at the August meeting.

9. Miscellaneous

- Proposed AVA “How to” videos for YouTube. A member suggested we make short videos (2-3 minutes) on topics for new walkers, such as “How do I sign up for a YRE?” and “What is a special program, and why should I sign up?”
- Charity Miles app. John McClellan encouraged participation in this program that records activity distance for which sponsors pay charities. Henry and John are trying to get AVA on the app, and John has created an AVA team. John is writing Checkpoint and TAW articles.
- Veterans walking across America. There are two veterans walking across the U.S. to raise money. One is Bill Shuttleworth, in his 70s, who is now in Denver. On Facebook, John is asking for clubs to go out and greet him along the way. The other is Ernie Andrus (age 95), who is raising money to restore the landing ship he and his buddies used to land on Normandy Beach. He doesn't have a daily location noted.
- Carl Cordes (PA) – suggestion for Starting Point: show abbreviations for Special Programs in walk descriptions and use one page in the book to list the SPs in full.
- Chris Mellen (NE) - fewer than 100 sanctioned events for 2020 have been entered so far. RDs need to doublecheck the e-mail address submitted.

10. Meeting adjourned at 11:14 a.m. EDT, after which Mike Green (AT RD) provided instruction and information on the new [my.ava.org](http://my.ava.org) site. For a summary of info, visit [nodegreen.com/items/](http://nodegreen.com/items/)

Respectfully submitted,

Cecilia Miner  
AVA Secretary