

Minutes

AVA Board of Directors (BOD) Electronic Board Meeting (EBM)
December 17, 2019

1. Meeting was called to order at 10:00 a.m. EST by President David Bonewitz.
2. All were present except for the Executive Director (ED). The DRD attended for Northwest Region. Representing the National Office (NO) were Erin Grosso and Samanta Sanchez. Also participating were DRDs from Atlantic and Northeast Regions. A quorum was declared.
3. Minutes of the November 19, 2019, EBM were approved.
4. President David Bonewitz reported on the holiday walks in Williamsburg, VA, and his participation in the Virginia Volkssport Association (VVA) meeting, stating that overall he was impressed by the VVA's activities:
 - Branding VVA as www.walkvirginia.org online and having the state behind them with the logo "Virginia is for Walking Lovers." The state tourism corporation views the VVA brand as sports tourism, which potentially puts VVA in competition for grant dollars. David lauded Tim Miner for efforts to sell volkssporting to the state.
 - Collaboration between the AVA Airports Special Program and the Virginia Department of Aviation Ambassador Program, which incentivizes visiting public-use airports.
 - Participation by Tim in the Virginia Arthritis Coalition and their program "Walk with Ease." The Arthritis Coalition may also be a source of grants.
 - Partnership between a club and a community college on a Veterans Day walk. The college provided the logistics (copies, tables, location), and the club supplied walk expertise.
 - a. David asked for a TAW article on VVA activities, and Vice President Nancy Wittenberg requested a PowerPoint presentation that could be shared among state associations. David will talk to Tim about what to prepare.
 - b. In general discussion, David gathered feedback that indicates people are becoming more accepting of the new logo. However, there is also frustration that people don't know what is being discussed at the monthly meetings. David asked RDs to help publicize, as meetings are on a regular schedule, and minutes are posted shortly thereafter. Monthly meetings keep us agile.
5. Element3 Health relationship status. The Element3 CEO wants everything in place by the new year. AVA must act fast to preserve the relationship. It's promising that Element3 has hired a liaison between AVA and Element3. Carl Cordes (PA RD) said a Phoenix club was contacted by an Element3 rep. Phoenix, Los Angeles, Denver, and Kansas City are target locations. John McClellan (SE RD) added that the key is using GroupWorks (GW), because Element3 owns GroupWorks. We need to build capacity in clubs to use it and make sure our events are on GW, even if they are on other platforms. It would be useful to have more training webinars early in 2020. Nancy Wittenberg urged a sales effort by RDs to build local support for GroupWorks. The potential to greatly expand the pool of walker depends on use of GroupWorks.
6. Olympiad Bid

Correcting a previous assumption, we do have to list the location when making a bid. The key will be support from the local community, including the tourist office, and we must decide by

January 7, 2020. David invites discussion offline, but he will work with representatives from San Antonio and Arlington on partnering with an International Marching League event, since the infrastructure and contacts are already in place.

7. Erin Grosso (NO) sent out September Financials and status of budget development but was unable to present on the call due to technical problems. Chris Mellen (NE RD) asked if all accounts from the 2019 Albany Convention had been cleared, and Erin indicated they had.

8. Mike Green (AT RD) provided a demo of the "One Form" quarterly participation data entry.

9. Other topics

a. If any RD or officer has not received the complimentary Starting Point, contact the NO.

b. John McClellan (SE RD) expressed concern about hacks and phishing in our system.

c. Bob Buzolich (MA RD) discussed the November 25 Illinois Trekkers Way of Lights event, which had nearly 900 people, about 600 of which were Scouts. The club felt there was confusion over the efficacy of the Facebook (FB) marketing. At the event, some participants said they learned about the event through FB, but it wasn't clear whether it was Mass Medias's (MM) effort or separate postings by the club and the NO. Lucy Yother (SC RD) asked if there was feedback from MM about the Belleville event. David has not heard from Publicity Committee. Mike Green (AT RD) said MM should be able to provide statistics on how many ads were delivered, even if we can't necessarily discern whether participants found out from a MM targeted ad or a separate FB posting

d. There is concern that clubs are so focused on stamps they are losing out on bringing in other people to volkssporting in their publicity. David concurred, saying we need books as an income stream, but under our mission, we have to encourage others in the community to come once and then come back again. John McClellan agreed there was no reason to shelve the current program, as there isn't a conflict between traditional volkssporting and models of moving forward. Nancy Wittenberg (VP) added that we need to find the right incentive(s), as patches and pins are no longer desirable. An example offered was that the Williamsburg walks use block cuts of Colonial Williamsburg buildings in two parts, so walkers come back the next year for the second half. Aside from physical incentives, David read an IVV report on a seminar, in which the speaker talked about why people get together and walk. The answer seemed to be the fun and friendship part. Nancy would like to see more feedback from participants after they walk.

e. John McClellan (SE RD): In 2020 there will be 2 YREs in Memphis in a cooperative effort between SC and SE Regions. Sign up will be through the OSB. To kick off, the organizers are planning a multi-event weekend March 27-29 in Germantown, TN. The flyer is in the works.

f. As Chair of the Club Development and Support Committee, John McClellan asked RDs to provide info on efforts to form new clubs to help generate metrics for the committee.

10. Adjourned at 11:25 a.m. EST.

Respectfully submitted,

Cecilia Miner
AVA Secretary