

Minutes

AVA Board of Directors (BOD) Electronic Board Meeting (EBM)
March 17, 2020

1. Meeting was called to order at 10:00 a.m. EST by President David Bonewitz.
2. All were present except for the Rocky Mountain RD; the Northeast DRD attended for the RD. Representing the National Office (NO) were Henry Rosales (ED), Erin Grosso, and Samanta Sanchez. Also participating were DRDs from Atlantic and Southeast Regions, as well as Tim Miner, Chair of the Programs and Special Programs Committee; Jerry Wilson, Chair of the National Conventions Committee; and Bobbi Bilnoski, management consultant to the ED. A quorum was declared.
3. Minutes of the January 21 and the February 18, 2020, meetings were approved as corrected.
4. Approval of committee chairs. Under the new bylaws, the Board has four committees: Nominating, Finance, Awards, and Governance. The Executive Committee stands alone.
 - a. Tom Jackson has agreed to head the Nominating Committee again. The NW RD made the motion to approve, and NC RD seconded. No discussion. Motion carried.
 - b. Chase Davis has agreed to head the Finance Committee. The AT RD made the motion to approve, and NC RD seconded. No discussion. Motion carried.
 - c. Carl Cordes has agreed to head the Awards Committee. The Treasurer made the motion to approve, and NW RD seconded. No discussion. Motion carried.
 - d. The Governance Committee will be considered at a later time.
5. The IVV Congress has been delayed until September due to COVID-19 concerns.
6. CEO/ED Report
 - a. Virtual Online Program (VOP) update. Jan now receives a small stipend, because she is working 20-30 hours a week. Other costs include software, shirts, postage (expensive to Canada). Revenue exceeds costs by about \$4500, but that will change once shirts are bought.
 - b. Group Works. We need to market more. Clubs were all signed up originally, though some opted out. Currently 194 clubs are signed up, but only about 25 clubs use it regularly.
 - c. There is a program to help match volunteers with clubs. The hope is to roll out at the end of April. Costs range from \$49-100 a month. It's a fast-growing platform that targets baby boomers. Look for more in April Checkpoint.
 - d. Henry asked what banner AVA should make for the clubs and what format would be best (horizontal, vertical, feather). The new banner would be in addition to the IVV banner and would likely be vinyl and have a place to add the club name and/or logo, which would also be generated by AVA. The SE RD recommended further discussion be worked in committee. The NW RD suggested an opt-out option for small clubs that don't host traditional events to help control costs.
 - e. Contracts for Convention. The deadline to bind contracts is imminent, and there are penalties once we sign if we withdraw. One contract is a minimum \$15,000 for the hotel; the other is \$13,000 for the convention center. We are looking at a block of 500 room-nights. Given the current COVID-19 situation and penalties for cancellation (\$20,000 to \$64,000 depending on date), discussion focused on trying to get an extension on the decision to bind and on requesting

a clause to cover national emergencies. Henry noted that if we don't meet the deadline, we lose the opportunity, as others want Madison and the convention center for the same time. There was a motion to bind contracts, but it was withdrawn to allow the ED time to request more information. The AT RD requested the ED ask for an extension, and let the executive committee make the final decision, as authorized by the bylaws between Board meetings.

f. Big Give. (Samanta): Over \$26,000 has been raised. However, the Big Give has been postponed due to COVID-19, with the new date unknown. The Big Give will have a press conference on March 19 to decide the way forward, and the Big Give may have a different look after that conference. We can still send in money through April 30.

g. Element3 Health (Erin): Have had a few contacts with club POCs, and the process has been made simpler. Erin will forward to everyone on the Checkpoint list. Emily will contact RDs. Expect more info in April Checkpoint. Element3 encourages clubs to continue to express interest during this downtime to get the background administrative work done. Twenty clubs are currently registered with six or seven others interested.

7. Reports from Committee Chairs of Operational Committees. Henry screen-shared a spreadsheet showing committee goals and progress. He plans to send this "report card" to the Board each quarter.

a. Publicity and Marketing (Henry Rosales). For social media, the NO will ask clubs to link Facebook pages to the AVA page to make it easier to find a club page. In addition, Henry plans to do more traditional marketing, especially at the local level, and has worked on national partnerships.

b. Club Development (John McClellan).

(1) For developing alternative club models, John is talking to large non-profits on how they structure. The ability to bring about an alternative model depends on what we're willing to give up (insurance, elected officers, e.g.).

(2) The Element3 initiative is at 50% progress.

(3) Under support requests from clubs, the Iowa State Parks Centennial is showing success.

(4) To help improve club capacity, AVA needs an online archive for club reference.

(5) Club retention: The number of states without a club increased from 4 to 5.

c. National and International Programs (Susan Medlin). Susan not available

d. Fund Development (Nancy Wittenberg).

(1) The Big Give is the primary source of increased revenue in the fund development plan.

(2) For a new business model, two proposals have come in from consulting firms to look improving the AVA business model to sustain the organization.

e. Strategic Performance (Sammy Hunnicutt).

(1) Developed an emergency response guide and will roll it out to the Board.

(2) Sammy is planning a membership survey for training classes for 2021 Convention. The SE RD stated that for the 2021 Convention, we need to video training to capture the information for clubs. For past Convention workshops, we should request slide decks for the online information repository. Having our own video equipment would keep costs down. Jerry Wilson noted that multiple workshops occur simultaneously.

(3) The risk management plan has been completed.

f. National Conventions (Jerry Wilson).

(1) The committee is looking for outreach opportunities for the 2021 convention events and pre/post-convention walks in other towns.

(2) The effort to increase participation is twofold. To get non-IVV walkers, we may need to spend more on local advertising. Increasing AVA attendance can't be measured till closer to the event, but Jerry suggests surveying those who didn't come to the last convention to learn why.

(3) Expect a 2021 convention logo soon.

Discussion: SE RD asked who the committee was working with. Jerry said the convention center and the local tourism folks. The MA RD asked for a heads up on what the committee will do for the pre-convention walk in Galena, Illinois, so the region can supplement the effort and not duplicate it. For the Saturday post-convention event, the committee is considering the University of Wisconsin arboretum, but parking is an issue, so buses may be needed. The ED is looking at this event as something large for the local community and may make it a walk/run.

g. Club Programs (Tim Miner).

(1) Please keep National Walking Week (NWW) going, even with distractions of COVID-19. As health advocates, we should encourage walking even more. Walking allows us to stay fit while practicing social distancing and is a great option for the VOP. Have asked local officials to walk with small groups to keep the practice of walking going.

(2) Special programs under consideration include (a) a "patriotic" walking program aiming to pass by war memorials or VFW-themed sites (posts, bridges). This program would be aligned with VFW and has an advocate at VFW HQ; and (b) a Great Lakes program, if the Washtenaw Wanderers are interested in preparing a package. Tim will reach out to club. The Great Lakes tourism board may help.

(3) For AVA Brand Programs, Tim mentioned that few clubs use guided walks and ACE. He hopes to promote more guided walks in 2021 discussions for NWW and would like the Board to encourage use of guided walking stamps by allowing multiple uses of the stamps in special program books approved by AVA for IVV stamps. This use would apply to national and state programs. The President clarified that what is being asked is a reading by the Board that the Traveling Guided Walk (TGW) stamp represents a unique stamp in each use. Then program POCs would be asked to accommodate. The AT RD suggested sending a position paper to program POCs explaining the TGW program and asking that participants write in where they did the walk to indicate a unique use of the stamp. The SE RD asked the Programs Committee to submit language change for the Policy Manual in writing to the Board.

(4) The committee would like to reinvigorate the Master Program to promote youth participation.

Discussion: The SE RD commended the committee chair for ensuring the strategic link for programs connects to publicity and fund development.

h. Information Technology (Mike Green). Deferred time to later in the meeting to discuss pressing issues.

i. Membership Development (Erin Grosso). Most effort has gone into the Element3 initiative, and we are still looking at different membership structure. Planning committee meeting in April.

8. Discussion on COVID-19. The President received e-mail expressing an expectation that the Board would publish a "national policy" on the virus. Based on discussion with the CEO/ED the President will send the clubs an e-mail encouraging them to make decisions based on local conditions. The Board discussed the need for additional guidance along the lines of statements being made by companies and governments. Given the uncertainty and varying restrictions imposed by different jurisdictions, the AT RD made the following motion: "Effective immediately, all traditional events through April 30 are to be canceled or postponed. We

recommend that all club group events, meetings, group walks, etc., be canceled or postponed as well. The Board will review and assess this policy as the situation develops.” SW RD seconded. Discussion focused on promoting the VOP and on recovering walks that are labeled as “canceled” in the database. Motion carried. The President will craft the statement with the ED, keeping the language as positive as possible and will send it out to Board for quick turnaround.

9. How to handle postponement of walks for COVID-19. The attachment contains the presentation of the IT Committee by Mike Green on this topic. Discussion: Note that the waiver is available online. If a club uses another remote registration scheme, the participant could scan and send the waiver. Tim created a Google spreadsheet that allows remote registration for walks we don't want to put on the OSB. The question was asked if state associations could change dates, and the answer was yes.
Discussion: Can state association change dates? Yes.

10. Other Topics

a. Bob Buzolich (MA RD) asked that the next meeting consider the impact of the COVID-19 crisis on the budget approved by the Board.

b. John McClellan (SE RD) asked for clarity on what to tell the clubs and individuals about the Big Give postponement. Also, he asked about the scheduled July face-to-face meeting in Madison. The President will confer with the ED on when to make a go/no-go decision.

c. The ED announced that telework options apply to the NO, which may slow response.

d. Carl Cordes (PA RD) asked for guidance on sanction fees for cancellations. Erin needs time to consider the issue before publishing a policy. She is looking at contracts that can be suspended, but most financial obligations for the NO don't change. Mike Green (AT RD) will recommend that clubs absorb the sanction fee if able to.

e. The President thanks the Board for working in these tough times and acknowledges we need to keep a positive message.

11. Adjourned 12:20 EST.

Respectfully submitted,

Cecilia Miner
AVA Secretary

Attachment: Guidance for Postponing TEs, Temporarily Closing YRE/SE, converting an YRE/SE to an OSB

Guidance for Postponing TEs, Temporarily Closing YRE/SE, converting an YRE/SE to an OSB

1) Postponing TEs

- a. For a TE that needs to postpone but don't have a new date for, clubs/RDs can (should) use the "SELL-IT" 200-character elevator pitch (EP). Make the first word in the EP, "POSTPONED –". After the dash feel free to add a comment such as "A new date is yet to be determined". See the link <http://nodegreen.com/esr/> for how to access SELL-IT features for events.
- b. Please note that it's important to choose a new date BEFORE the event expires. An expired event is one where the end date has occurred in the past (end date < current date).
- c. Only persons authorized to approve sanction requests, i.e., RDs and so delegated presidents of state organizations, are permitted to change the start/end date of an event or the event's location.
- d. However, an RD **cannot** change the date of an expired event. Only AVA HQ will be able to change the date of an expired event. Similarly, if an event has been deleted (which is the way to cancel an event), only AVA HQ will be able to restore/edit the event so that a club/RD can then view/edit it.
- e. In order for AVA HQ to edit an expired or cancelled event, they will need the 6-digit id for the event. RDs should provide this id when requesting AVA HQ to edit an expired/cancelled event.
- f. RDs should use the my.ava.org "find a ..." feature "Traditional Event" to display/save a time ordered list of events in their region and save the result in a pdf file.
- g. The sequence to do the above is to browse to ava.org, then click on "Event Search", then "Traditional Events". On the displayed TE listing, select upcoming year, select your region, then hit submit. Then use print capability of your browser to save the results as a PDF file. Notice the 6-digit event ID is provided in the "Event ID – Name" column for each event.

2) Temporarily Closed

- a. For YRE/SEs where the start point location is closed making the physical start box un-accessible, clubs/RDs can (should) use the 200-character elevator pitch (EP). Make the first word of the EP, "TEMPORARILY CLOSED –". After the dash feel free to add a comment such as "The store hosting the start box is closed due to COVID-19 concerns".
- b. It's OK to also change the Event to indicate the event is temporarily closed.

3) Moving an already AVA Sanctioned (approved) event to the Online Start Box.

- a. Your event directions need to be saved as a pdf file and contain the specific items as per AVA policy. The pdf should also contain driving directions to the starting point.
See <http://nodegreen.com/olsb/> for requirements and recommendations for OSB direction pdfs.
Also see Item "c." (below) concerning the OSB starting point location.
- b. Once a suitable directions pdf has been created,
 - i. Use club credentials to login to my.ava.org
 - ii. Click on "Sanctions" Tab, then "OSB" tab
 - iii. Find event you wish to be on OSB in list of YRE/SEs and hit "edit" for this event.
 - iv. Check off "Event is on OSB"
 - v. Under the "UPLOAD THE PDF FILE" section heading, drag and drop your pdf file into the box provided.
 - vi. Under the "Request Approval" section heading, click on "Request approval".
 - vii. OSB Customer support will be notified of this approval request and inspect the pdf for required elements and may provide some suggestions for improvements.
 - viii. Once OSB Customer support has reviewed/approved the directions pdf (usually 24 hours), they officially approve the event for inclusion in the OSB system making it available to OSB users to register for the event.
- c. For events with starting points that are closed (and Start box is in the closed establishment), it is recommended to change the directions for the OSB start point to be a distinctly different from the location for the physical start box. This way OSB walkers will not be tempted to also use the physical start box should the starting point reopen, resulting in a possible double counting of participants.
- d. Consider removing physical start box, if possible, from closed location.