

Minutes

AVA Board of Directors (BOD) Electronic Board Meeting (EBM)
October 20, 2020

1. Meeting was called to order at 10:00 a.m. EDT by President David Bonewitz.
2. All were present. Representing the National Office (NO) were Henry Rosales, Executive Director (ED) and CEO; and Samanta Sanchez, Communications and Publicity Specialist. Also participating were DRDs from Atlantic, North Central, Northeast, Northwest, and Rocky Mountain Regions; and Tim Miner, Chair of the Programs Committee. A quorum was declared.
3. Agenda. Approved as presented.
4. Minutes of the September 15, 2020. Board meeting were approved.
5. Status of open At-Large Seat. To date, one nomination has been received: Ben McDonald (see bio at Attachment 1). Under the rules the Board established for the at-large seats, if there was only one nominee, the Board could approve the nominee.

Motion: The Governance Committee moves Ben McDonald be approved as the first At-Large member. Coming from committee, the motion does not require a second.

Discussion:

The AT RD appealed the decision of the Board Chair, stating that as a matter of procedure, the nomination should be put before the membership and the vote delayed to the next meeting. The Chair pointed out the Board had agreed on a process that included the possibility that only one nomination was received. Specifically, in the August EBM, Board members unanimously approved a process for selecting at-large members that included the statement, “If only one nomination is received and that candidate is approved by the Board, the Board can certify that candidate is duly elected as an At-large Member effective at the October EBM.” The AT RD agreed the nominee was qualified but said the nomination should have been in the minutes.

The President called for a vote on the appeal. A “Yes” vote would approve the appeal, meaning the Board would send the nomination out for consideration by the membership and delay the vote to November. A “No” vote would reject the appeal, meaning the Board would take up motion to approve Ben McDonald as at-large member at this meeting.

The appeal was rejected on a voice vote with 4 Yes and 9 No.

The original recommendation to accept Ben McDonald as an At-large Board member came to the forefront. A “yes” vote would install Ben McDonald as an At-large Board member; a “No” vote would reject Ben McDonald’s nomination.

The voice vote was unanimous (13 Yes) to install Ben McDonald as an At-large Board member.

Motion carried.

6. Big Give update (Samanta Sanchez). The Big Give raised \$103,760, of which \$2330 came from match minutes. There were 118 club donors and 712 individual donors, including duplicates. Samanta is still transferring data from the Big Give platform to AVA, so she can get a better accounting of donor numbers and determine the region with the largest donations. Expect a more complete report at the next meeting.

7. CEO Report. Slides are at Attachment 2. Discussion:

a. Slide 2. The statement of cash is looking a little better than projected. The Virtual COVID program netted an additional \$149. The Appalachian virtual program should net ~\$1500-2000.

b. Slide 3. CEO Henry Rosales requested approval of new clubs in SC and NE regions. Total number of clubs to date is 203 with two pending clubs. Four clubs have been deactivated, and seven clubs are pending closure. Discussion:

(1) Chris Mellen (NE RD) noted it would be helpful to know if the closing clubs are large or small. Henry will start adding both membership numbers and the number of events clubs host to the list, but he believes most of these are smaller clubs with little activity. The Germania club that is requesting to join has a large membership and hosts many local activities.

(2) John McClellan (SE RD), wearing his Club Development Committee hat, pointed out we are coming up on the November 15 deadline for annual officer reports to the AVA, which includes an update on club membership. John asked RDs to remind clubs to get their reports in and update the membership number, since he uses that information in creating club status reports. Also, his committee is interviewing new clubs, and he needs updated contact information on at least one potential club.

(3) Nancy Wittenberg (Vice Chair) said a major concern is for the walks the clubs host and asked RDs to ensure walk information from closing clubs is preserved. The RM RD offered that Rocky Mountain took over the Helena, Montana, walk to keep a state capital event. The SE RD agreed that walk information should be preserved, saying he has created an archive of closing clubs in his region that included both walk information and financial records. He currently has the material on his personal DropBox account and asked if AVA had a central archive. Henry agreed archiving is a good idea, since the walk information is intellectual property. Henry will consider adding retention of walk information to the exit checklist for closing clubs.

(4) Henry thanked RDs/DRDs from South Central and Northeast Regions for their efforts to find new clubs.

(5) The Chair repeated that the CEO had requested approval of the club report. The vote was unanimous to approve.

c. Slide 4. Facility move update. The NO had been in discussion with one location, but the owners decided to sell to others. At this point, the new location will be either downtown/central San Antonio or New Braunfels. Criteria include cost, being welcome in the community and

visibility (to market the AVA product), high-density of businesses instead of being isolated, parking availability, and space that reflects AVA favorably.

The current AVA lease expires December 31, 2020, so the projected move will take place the 2nd and 4th weeks in December. The NE RD asked if AVA would limit the number of years of rental. The CEO responded it would depend on the deal. Henry is looking at two years as the minimum but is hesitant to look at long term (five years or longer).

d. Slide 5. Other updates.

(1) Extra Stamp cost. Stamp distribution is expected late November to early December. Henry hopes Hector may be available, pending doctor approval, to train someone on making stamps. The first stamp will be free, but an extra stamp will cost \$5.00 starting in January 2021. This change has been advertised in previous Checkpoints. Henry has asked Erin to create a list of all cost changes and post it in Checkpoint. The AT RD (IT Committee) noted that about 30 clubs usually request a second stamp. The Vice Chair asked about Online Start Box (OSB) walks that request a stamp for use with group walks. The answer was that the first stamp would be free.

(2) Linking Facebook pages was discussed in a webinar and raised questions.

(a) The concept is to have all clubs create a business page that would link to the AVA page. Then when questions come in about walks, those questions can be referred to a local club page. There was also a question if all pages should have the same appearance. Henry stated clubs should be able to retain their identity. Samanta added that the Mass Media presentation referenced the Burger King page, which has a Stores tab that takes people to a map of local stores. Likewise, AVA could have a Clubs tab that takes people to a map of clubs that link to individual club pages. It would be good on club pages to have the national logo to tie everything together.

(b) The SE RD stated linking pages is a large undertaking, especially given that more than two-thirds of AVA clubs do not use Facebook or social media. There needs to be a guidebook to help clubs get Facebook pages up and running. Also, once a club has a Facebook page, there is the maintenance burden to keep the information relevant. The MA RD added that clubs should ensure privacy settings are Public.

(c) The AT RD pointed out AVA already has the capability on the My.AVA site to find clubs using the path My.AVA > Find a... > Club. The IT Committee could possibly add club Facebook info there.

(3) AVA's legal counsel recommends the waiver for minors under 18 be signed by the parent or guardian of the minor. A question arose over privacy concerns with YREs if people leave the waiver in the physical start box that is open to the public. The recommendation was to leave the waiver out of the box to avoid compromising the information. In addition, there was confusion over whether a waiver needed to be signed only once for traditional events, or if a new waiver needed to be signed at each event. The SE RD said the issue has come up through club support channels. The minor form reads like once signed by a parent, the waiver is good until the child comes of age. This is convenient for families that participate regularly if the club keeps the waiver on file. The Vice Chair suggested if the waiver is on file for the minor, the start card

could be filled out for the minor with "waiver on file" at the bottom. The SE RD added that specifics on the minor waiver should be documented in the Policy Manual.

(4) Starting Point (SP) delivery will be delayed to January 2021. The NE RD noted the SP has gone down by about 100 pages, thanks to Mike Green and the IT Committee for compressing the information. Henry said about 250 books have been ordered and that the SP has been a good money maker in the past. If that changes, he will recommend we stop SP.

(5) Convention. The Madison convention center has received accreditation from Global Biorisk Advisory Council for its high cleaning standards. The Vice Chair said we should reflect that information on the registration form with the GBAC logo to reassure participants. On that topic, we should have a good list of standard COVID safety procedures. The NE DRD added we need information on what states have quarantine restrictions on people coming in from other states. The CEO pointed out those restrictions are moving targets, so we need to move forward with planning and make a final assessment in April. There is a clause in the contract that allows cancellation due to the pandemic.

8. After-action report from Crazy Horse. The Chair thanked Board members who volunteered and said there were over 4000 walkers for the two days hosted by the Black Hills Volkssport Association. The NW RD added that the local club did a great job with good procedures in place to handle the crowds safely. The Vice Chair and PA RD noted many positive comments, and it was a good marketing opportunity for AVA. One minor negative was that people who didn't know about the walk and showed up after registration closed complained that they could not do the walk, but that was not under AVA's control. Henry thanked those who helped.

9. Status of National Officer Nominations

The Board Vice Chair (Nancy Wittenberg) will run for Board Chair

The SW DRD (Susan Medlin) will run for Board Vice Chair

Ed McCabe, CPA from Texas will run for Board Treasurer. He has worked with the Texas Trail Roundup and has worked on the membership committee and is currently helping with the business model committee.

The Board Secretary (Cecilia Miner) will run for a second term.

10. Status of Bylaws Changes. The Bylaws have not been sent to the clubs, although the summary was sent out for feedback in the September Checkpoint. To date, no RDs have received feedback. The SE RD pointed out the links in the Checkpoint article do not clearly say clubs should review documents and provide feedback. The Board Chair stated we would back up the process and ask directly for feedback. The AT RD asked if the approach would be to send the Bylaws and Certificate of Formation in a specific email to clubs.

Action: The Chair affirmed and asked the CEO to send an email to club POCs with the Bylaws change summary and a deadline for feedback to the RDs.

11. Status of Olympiad Bid. Henry has the Olympiad Committee as an operational committee. Korea has slipped their Olympiad from 2021 to 2022. The Korean event will fall 4 months prior to AVA's which will run in tandem with the Texas Trail Roundup. We will press forward even if we do not get the full overseas participation but will not commit up-front money to IVV yet. IVV

has not yet voted on the AVA package, but they have chosen not to shift the 2023 Olympiad to 2024 because they also have Europiad and Asiapiad.

12. Report from the Programs Committee (Tim Miner)

a. A question from the field arose regarding the cost of books for the upcoming Walk with America's Veterans special program, saying the cost exceeded that allowed in the Policy Manual. The 2020 Policy Manual does not address cost of special program books, so that issue has been resolved. The AT RD asked if the \$300 flat fee in the Policy Manual still applied to new programs. The answer was yes. Further, the AT RD asked when specific information would be forthcoming for the new Great Lakes program to get the information on the AVA website. Tim will ask the sponsors to contact Mike Green directly.

b. Use of virtual walks for the U.S. FreedomWalk Festival (USFWF), October 16-18. To keep the event alive in its 19th year, the USFWF scaled back from a major event to group walks each day. More than 70 people around the world walked in the virtual environment with those walking the in-person walks. To receive IVV credit in the U.S., virtual participants signed up for walks in their local area and collected an event stamp. They will receive both an event stamp and a distance stamp from the USFWF and any awards they ordered. The idea of walking virtually was bolstered by the NO request to support the Massachusetts Bay Cancer Coalition virtual events, and we individually supported all three military service virtual events. Tim urged the NO and the Board to support keeping the Texas Trail Roundup (TTR) going in the virtual environment. The USFWF is willing to host a 2X20 km event to support TTR. Crazy Horse could have been done virtually as well with a special Crazy Horse patch. Henry supported clubs using the virtual process and would like to see support such as seeing virtual points along the route.

c. Virtual Online Program. Henry said there will be a 2021 program if it continues to pay for itself.

13. Remainder of agenda topics were deferred in the interest of time. Next meeting will be November 17, 2020. Full Board meeting adjourned at 12:04 p.m. EDT.

14. Executive Session convened at 12:05 p.m. EDT and adjourned at 12:20 p.m. EDT.

Respectfully submitted,

Cecilia Miner
AVA Secretary

Attachments:

1. Ben McDonald bio
2. CEO Report