

Minutes

AVA Board of Directors (BOD) Electronic Board Meeting (EBM)
January 19, 2021

1. Meeting was called to order at 10:02 a.m. EST by President David Bonewitz.
2. All were present, including the Member-at-Large. Representing the National Office (NO) was Henry Rosales, Executive Director (ED) and CEO. Also participating were DRDs from Atlantic, North Central, Northeast, Northwest, Southeast, and Southwest Regions; Committee Chairs Jerry Wilson (Convention) and Tim Miner (Programs and Special Programs – Club Hosted); and Jan Van Vlack (Virtual Online Program Administrator). A quorum was declared.
3. Agenda. Approved with request by Mike Green (AT RD) for IT discussion and a request for an extended meeting in the near future, time permitting.
4. Minutes of the December 15, 2020, Board meeting were approved.
5. CEO Report (Henry Rosales)
 - a. Financial
 - (1) Expect preliminary end-of-year financials after fourth quarter reporting is done.
 - (2) Monthly cash on hand is a tool for determining the organization's ability to pay the bills. Henry defined several categories of funds within AVA:
 - Operational/unrestricted funds – this is the account we use to pay bills
 - Restricted account – where funds are held for individuals utilizing the OSB. These funds do not belong to the AVA
 - Receivables – what has been billed and expected to come in
 - Investments – what would be available if AVA had to shut down the operation
 - (3) Note that AVA does not have a line of credit. AVA pays bills in full except for the Paycheck Protection Program (PPP) loan, though AVA still expects that amount to be forgiven under terms of the program.
 - b. Office Relocation -
 - (1) AVA is about 90% done with the move. Once final details are handled, AVA should receive its certificate of occupancy from the city, and the landlord is prorating rent until that occurs. AVA is also adding security alarms and cameras, and mail is coming to the new address.
 - (2) Henry will schedule an open house and press conference to announce the new location, Convention, and the 2023 Olympiad, preferably once COVID restrictions lift to get officers and RDs to the event. Henry would like to have a YRE from the new office and a traditional event (TE) for the open house. Also, he and the staff are working to set up walking groups in both locations and get an intern in to manage.

c. Element 3 Health (E3H).

(1) The partnership has picked up 10 new clubs in the last month, has had two webinars, and has advertised in the Checkpoint. Samanta is the staff POC for helping clubs get started with E3H. Element 3 currently loaded part of the YREs and SEs. All clubs will be credited \$1.00 in their club accounts for every E3H participant in a YRE or SE. Other events with engagement (meeting, social event, group walk) need to be loaded into the E3H system. For those, clubs will be reimbursed \$1.75. When accounts get to some level (not yet determined), clubs will be issued a check. President David Bonewitz lauded IT Committee Chair Mike Green for handling a large volume of e-mails concerning E3H.

(2) Discussion

(a) John McClellan (SE RD) encouraged clubs to have the one-on-one meeting with the E3H staff. In his meeting he learned that there are roughly one million E3H clients in Florida, which is useful information. When a club requests credentials from E3H, the company reaches out with an e-mail providing an administrative POC, and the club can schedule based on the e-mail. Finally, John noted the updated Form 900s are on the AVA site with the E3H box. Mike Green noted we should choose "print to page" to force the form to print on one page.

(b) In response to a question on whether Zoom meetings count as an engagement, Carl Cordes (PA RD) replied that for now there is not an option for virtual engagement events.

(c) Mike Green (AT RD) noted that E3H has not loaded many TEs, because clubs have not fleshed out the online details, some using dates as placeholders.

(d) John McClellan said there is a discussion page on Group Works the former intern had maintained. That page is dormant, and it should be revived. Also, we should promote the E3H partnership and the referrals with the same energy we do for the Big Give.

(e) Carl Cordes said for clubs that do group walks of YREs, there is a template to load all at one time. His club loaded those as group activities, and E3H was okay with that.

(f) Bob Buzolich (MA RD) said clubs are confused about reporting requirements and timelines. It seems E3H is requesting monthly reporting, while AVA reporting requirements are quarterly. Henry responded that E3H is asking clubs to report additional activities, such as social events, monthly. YREs are being tracked separately and will be reported quarterly.

(g) Henry Rosales said E3H will be at Convention and will sponsor the President's reception and host a workshop.

d. A new PPP loan application will go out today to request an additional \$75,500 on the second stimulus push. This is what AVA requested before but got awarded less. The only new requirement is ability to demonstrate 25% reduction in revenue, which won't be a problem.

Motion

Treasurer Chase Davis made a motion to approve submission of the PPP application. Bob Buzolich (MA RD) seconded. Discussion - none. Voice vote - unanimous yes.

Motion carried.

e. Convention Registration is open. Henry thanked Jeff Giddings for setting up online registration. The target is 350 full registrants to meet budget. There are new categories for publicity contests. The photo contest is still there, but other categories, such as the brochure, website, and newsletter, are gone. New categories include multi-day events and local special programs. See the Checkpoint for full details.

f. The TAW contract was extended for 1 year for \$17,200. If there is something an RD wants to see in the TAW, send to Donna and copy Henry.

g. Walker Tracker. AVA completed a 1-year contract renewal for \$5445 for 500 users. We need 350 users to break even. Jan Van Vlack reported we finished last year with 345 people and awarded two traveling trophies for large and small regions. Right now we're at 190, which is higher than we usually are at this point. Nancy Wittenberg (VP) asked if quarters carry over. Jan has left them all open through the end of the year. No matter when someone starts, they can walk for all four quarters. Henry and David thanked Jan for her work administering the program.

6. Tim Miner, Chair of Program Committee.

a. Status of webinars. The webinar scheduled for January 20 was postponed to Tuesday, January 26, to avoid Inauguration Day. The purpose is to discuss club-sponsored national Special Program and market the VOP. Tim would like to announce 2022 special programs within 90 days of that webinar. The invitation is on social media channels and was in the last Checkpoint.

b. Webinars are normally scheduled for the third Wednesday of each month. The next webinar in February is planned for National Walking Week (NWW) if the BOD wants to press forward with NWW April 1-7. Board members supported pursuing NWW promotion as a healthy and safe way to get exercise. Bob Buzolich added that the project needs to proceed quickly, since April is only 2.5 months away.

c. Henry acknowledged that the NWW can't be large-scale, but what is expectation of this year? Tim responded that NWW should be added to the open house press conference list of things to celebrate. Clubs should be encouraged to again get declarations from their elected officials. Declarations will again appear in TAW. The goal is to show we are giving back to the community and could be a potential source of future grant money.

d. Tom Baltés (NW RD) asked Henry what the target audience was for news release? He urged promotion broader than just San Antonio. Tim Miner added that AVA could leverage the local coverage to advertise how San Antonio is doing great things for the nation. Also, he asked that AVA please provide a national press release to clubs to use in their own markets.

7. Report from Convention Committee, Jerry Wilson, Chair.

a. Jerry reiterated that registration is up and running. Jeff Giddings asked that all issues with registration be sent to him.

b. All walks are set up for Convention and pre-Convention. There was one change in Madison, as the University of Wisconsin decided the walk was an athletic event and would force walkers past the arboretum rather than through the it. As a result, the local trailmaster swapped in a conservancy, which won't require a major change with buses.

c. COVID issues still stall planning progress for the Convention, as we can't get into venues.

d. Given that AVA will host the 2023 Olympiad, Jerry has asked the Board to consider not having a 2023 convention. David Bonewitz recommended we not have a separate 2023 convention, as he did not see how the two could be done together. The bylaws require a meeting, which can be done either at the Olympiad or virtually. Nancy Wittenberg agreed, saying we need to push the Olympiad strongly and concentrate on the walks, leaving out the additional work of hosting workshops and dinners. Information from traditional workshops can be passed more efficiently with webinars, and it is not clear delegates take workshop information back to clubs. John McClellan noted that the Olympiad is only two years away, and the time will pass quickly. He suggested the draw would be big enough to get a lot of attendees and justify having a business meeting in conjunction. If that effort gets to be too much, we could back off to virtual. Tom Baltes pointed out that one key business item is that we elect national officers. Would we able do that in February or put off elections till June? David answered it would be feasible to have an in-person meeting to cover some business and use a virtual meeting for elections.

e. Jerry pointed out he needs to know whether he needs to solicit potential 2023 sites for a vote in 2021. Nancy Wittenberg asked if there was anyone who may be ready to present. Jerry answered that New Mexico was interested. Henry urged a vote on whether or not to have a Convention in 2023. Susan Medlin (SW DRD) recommended having the Olympiad Monday through Wednesday, the business meeting on Thursday, and the IML on Friday through Sunday.

f. David Bonewitz stated it was the sense of the Board that we would have the required membership meeting in conjunction with the Olympiad, but we would not have a standard biennial convention in 2023.

Motion: The Convention Committee moved to **not** hold a 2023 AVA biennial Convention and to hold the general membership meeting required by the Bylaws in conjunction with the Olympiad. As the motion was from a committee, it did not require a second.

Discussion:

Mike Green asked if we needed to specify that the election would be held later. David said no. John McClellan asked if we could open the general membership meeting in February and announce the election would be held later. David replied that Robert's Rules allowed a recess. Henry added that a potential change to Convention timing from odd years to even years should be taken up by the Governance Committee.

Voice vote - unanimous yes.

Motion carried.

8. Report from IT Committee (Attached), Mike Green, Chair. Full report to be presented later, but key aspects are these:

a. Clubs are now being forced through my.ava.org. Support for the legacy club credentials will soon go away, and the plan is to phase out club credentials the at end of February. Mike has identified 30 "clubs without owners," meaning there is no personal account that has added club privileges. John McClellan asked Mike to send the list to the RDs to help whittle down.

b. Mike added RD privileges to "look like" a club so RDs can edit individual club accounts if needed. Use the RD Nav button to get to that point.

c. The ability to move existing events to the next year by RDs has been disabled. Please go through the National Office. Also, the ability to cancel an approved event has been removed, as on my.ava.org, a canceled event shows as canceled. These include duplicates of events. The reason for the change is that once a walk is approved, a club is charged. Only the NO can undo that. RDs can contact the NO to delete the canceled event and consider the charges, which may include the cost of printing a new stamp.

d. There are now 519 OSB events out of 1878 total YREs/SEs. Darrell Neily has provided the bulk of support.

9. Discussion on planning for 2023 Olympiad

The 2023 Olympiad will be held in San Antonio in conjunction with the Texas Trail Roundup. There will be a lot of work, but the event will bring AVA national and international recognition. David Bonewitz requested those who have attended Olympiads to volunteer for the planning committee. Henry will kick off the planning committee in February and will co-chair with Susan Medlin. David noted an Olympiad has never been held in the Americas. Challenges exist, including the need to be represented at the Olympiad in Korea in 2022 to market ours. There will be a big investment in time and energy. Ben McDonald said he missed his annual trip to Asia due to the pandemic, so he hopes to volunteer for Korea.

10. Discussion on Called Special Meeting

The announcement has gone out. Some details still need to be worked, but David believes there is a mechanism to allow up-or-down voting on the two governing documents.

11. Plan for a longer meeting with committee reports at the February 16 EBM.

12. The Board meeting moved into Executive Session at 12:11 pm EST. Executive Session concluded at 1:11 pm EST. The meeting adjourned at 1:12 pm EST.

Respectfully submitted,

Cecilia Miner
AVA Secretary

Attachment: IT Committee Report

1. **OSB / my.ava.org Customer Support (CS - Darrell Neily)**
 - a. For 2021, so far there are 519 OSB or OSB/PSB events (out of 1878 YRE/SEs).
 - b. OSB event directions PDFs approved by CS. CS also approves later PDF revisions uploaded by clubs.
 - c. The CS role has expanded to answer questions about my.ava.org club features.
2. **New for Clubs**
 - a. Starting Feb 2021, clubs will be required to use a personal my.ava.org account with club privileges to get to their club home page and access the legacy ESR system.
 - i. Using just club credentials on the login page to gain access to club home page will be disabled.
 - ii. This is a security issue. We need to get away from club credentials being used as login credentials.
 - iii. A script has been developed to identify and list AVA clubs where no club officer has a personal my.ava.org account with club "owner" privileges as well as clubs with no Owner on my.ava.org. RD's will soon have access to the club Ownership details report in order to follow-up, in particular, with my.ava.org club accounts with no owner. Stats follow:
 1. 118 Clubs with Owners that are also club Officers (matched based on email address)
 2. 89 clubs with NO Officer Owners
 3. Of the 89 clubs noted above, 35 clubs have NO Owner.
 - b. Remind your clubs that they can use the following convenient URLs on their websites and other internet postings.
 - i. View YRE/SE/TE Event Details based on Event ID:
https://my.ava.org/event-view.php?sn=<event_ID>
Example: <https://my.ava.org/event-view.php?sn=116946>
 - ii. View YRE/SE Event Details based on Y-Number:
https://my.ava.org/event-view.php?y=<Y_Number>
Example: <https://my.ava.org/event-view.php?y=2688>
 - iii. View a listing of all sanctioned/approved club events based on club#:
<https://my.ava.org/event-view.php?club=<club#>>
Example: <https://my.ava.org/event-view.php?club=AVA-0419>
 - iv. Public URLs to fetch event data from the legacy ESR system that begin with: "http://clubs.ava.org/..." are not guaranteed to continue to work, and soon will not work.
3. **New for RDs/SAs**
 - a. The ability of State Associations to do "privileged" editing of events in their state has been disabled.
 - i. Privileged editing is the ability to change event dates, city, state, etc. supported for now for RDs only.

