

MONTHLY INFORMATION MEETING

3 April 2018

Special Meeting for Membership Committee

Minutes of the Meeting

1. The meeting was called to order at 10:14 a.m. edt.
2. Treasurer and NW RD traveling. SW RD in attendance via phone. NC RD not present. Membership Committee was present as was the Executive Director. All other attended.
3. Notes of the meeting are attached.
4. Meeting adjourned at 11:29 a.m. edt

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Willis Korff

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Summary and highlights of the CALL

2 me

ACCESS: Chris (IT Committee) was on the call and explained the challenge with the fact that membership information is spread across multiple platforms in AVA, and currently none of them connect with each other! Until this database is connected to the website, we continue to manually enter new members into two databases (intern may be hired otherwise this remains all on Karen's desk) until the MYAVA.ORG web portal goes live (est November 2018). At that time members will be able to log into their portal and manage their own personal information.

VOICE: We discussed the ability of associate members having a voice through voting. This is where it gets sticky, due to AVA's non-profit status. Henry and I will be talking about the options we have.

Sam shared his idea of utilizing general membership voting similar to shares of stock in a company. That spawned the idea of voting on Proposition for the general membership for public weight in addition to current club voting. *This could be done electronically through member portals!* We will be hammering the details out on this soon. **If any of you have experience in this, PLEASE help me with this so we can move it onto the agenda in June.**

We also talked about asking larger, successful clubs to help us pilot some of the efforts discussed here.

COMMUNICATION: TAW contract ends November 2018-what will we have? outside contract or totally electronic paper? Facebook-many people feel they are heard through this social media and feel a community there. There is more we can be doing in this realm...we need marketing and public help, however.

Action items:

I am going to be talking with Nancy Whittenberg this week to define strategic plan and motions for June. Henry and I will discuss definition of members and voting rights within our non-profit status.

We need to highlight the fact that many benefits that we offer include community! soft benefits sell as well as hard benefits.

Thank you for your efforts to get this vision moving forward. I anticipate much more conversation about this in the near future as we continue towa

NOTES on Membership Vision.

VISION: 100% of all AVA club members become AVA national members

All will be entered into a database which will capture all methods of communication including mailing address, email, and option for cell phone (IT COMMITTEE)

All participants-members and non members have free access to current model of AVA website
.NO ONE is being locked out of access to walks and public links currently offered

AVA Members' Benefits will expand to include

ACCESS: a additional web layer or "portal" with active membership login which will feature:

.Direct and secure online pay system for payments by check for those who do not want to use online payment services, OnlineStart Box participation, convention payments, and more (IT COMMITTEE)

.National Program walks such as Pacific Crest Trail, Appalachian Trail.. (Katy Trail, Ice Man?) can offer virtual online stamps and books. The completed books can then be printed at Home Office for a fee on quality paper for members.

.Event "Memory Books- IT is investigating the ability to create custom books based on members walk history. Uploading of photos and comments per walk will be included and can be printed at a future date for printing at cost. Only members will be able to have access to the application necessary to do this.

VOICE: Each AVA member will be able to have a voice through voting on the national level.

-either number of members will add "weight" to a club vote OR
-individuals vote online independently prior to a voting meeting/convention and each vote is a percentage of the masses. (Policy Committee)

COMMUNICATION :

.TAW is here already

.E-newsletters monthly (PUBLICITY/MARKETING COMMITTEE) as a vehicle to announce new benefits as they come, Special notices or events that want to be advertised by clubs could be targeted by region or state for upcoming festivities that may occur BEFORE the TAW gets to the mailbox; more connection to the network AVA has to offer

.Emergency alerts: such as weather closing alerts – this offers immediate and timely emergency alerts for clubs with a YRE or TE at a loss due to unexpected weather or other last minute changes that occur on the ground.

**This is where those who allow their cell phones added to the database are able to receive text alerts to those in -say- a 50 to 100 mile radius of the targeted event.

With these benefits, we are selling the value of the AVA network and community. With an increase in communication through the network we will ultimately realize an increase in participation.