

## MINUTES

### MONTHLY INFORMATION MEETING

19 September 2017

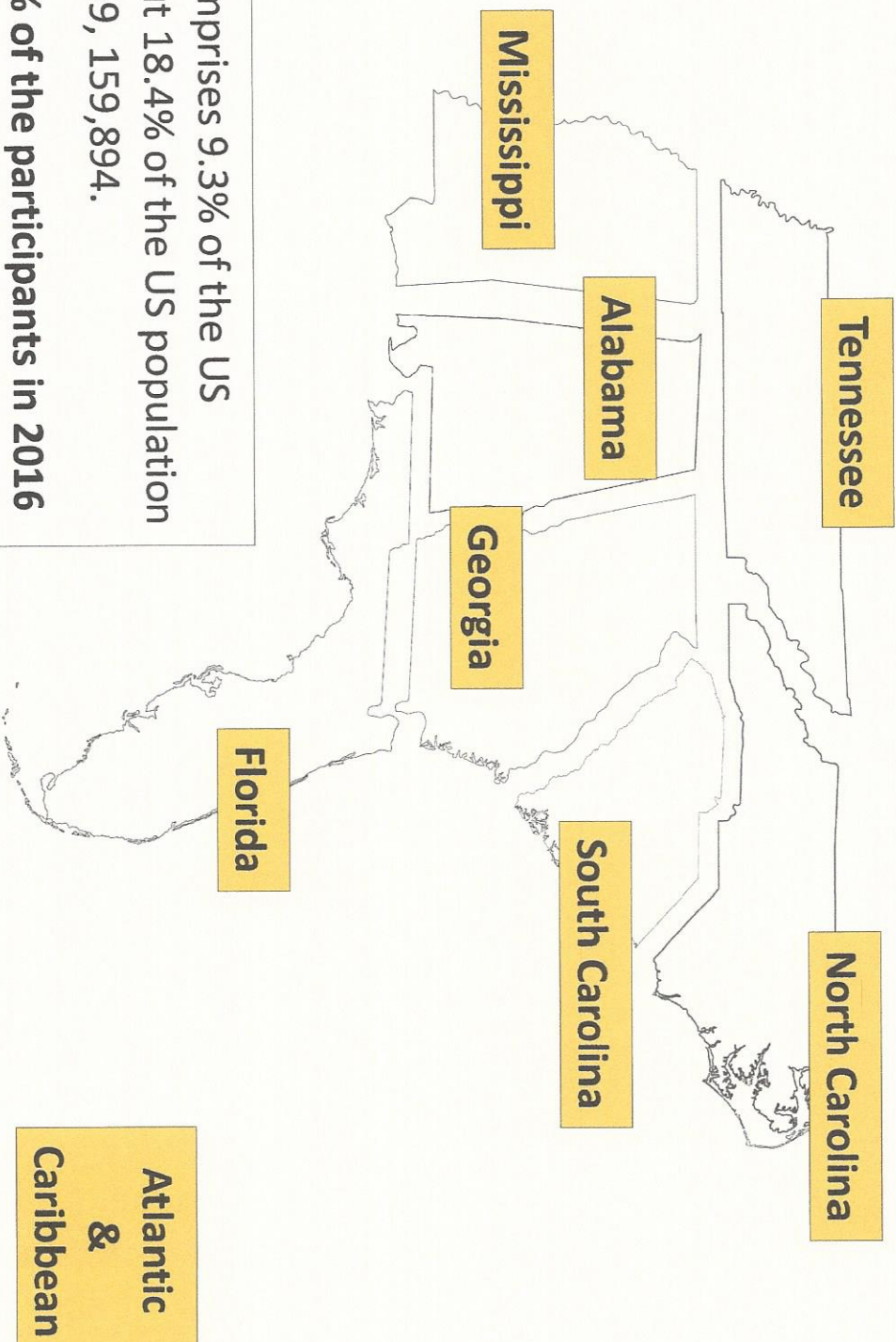
1. Meeting called to order 11:00 am edt
2. All present
3. Discussed the attached metrics submitted by John McClellan, SERD.
4. Meeting adjourned 12:00 noon edt.



# AVA SOUTHEAST REGION

#7

7 States, 1 State Organization (NC), 19 Clubs  
916 Club Members; 311 AVA Associates  
205 YRE, 63 TE; Total of 10,855 Pd Walkers (2016)



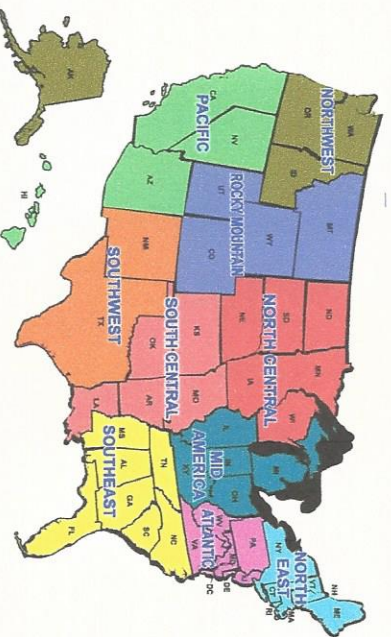
## National: SE Region

## Membership

- ✓ 19 Clubs, 1 State Association
- ✓ 916 members in Clubs
- ✓ 311 AVA Associates (34%)

### Participation – ranks 7<sup>th</sup> of 10 Regions

- 63 TE -- 2,058 Paid (2016)
- 205 YRE -- 8,797 Paid (2016)
- 8% of AVA paid walkers



The **SE region** comprises **9.33%** of the US geographically but **18.4%** of the US population (2014 est.) with 59.1 million.

## Issues / Special Data

- ❖ Last 2 AVA President's from SE Region
- ❖ Florida hosted the 2013 biennial
- ❖ 3 or 4 multi-event weekends held in FL, and NC on a regular (annual, bi-annual) basis

❖ Florida State Associated closed 1 Jul 17



# National, SE Region

[Performance vs. the Strategic Plan]

## STRAT GOAL 1 – Mission Impact

- a. Retain & Grow Membership
  - ✓ Club membership was steady (99.78)
  - ❖ 1 Club closed (MS) ; 1 ST ORG closed (FL)
- b. Improve Member benefits, programs & svcs
  - ✓ MFM presentation: new mem'b paradigm
- c. Establish Club Dev P
  - ✓ These slides... first “see ourselves”
- d. Develop new activities

## STRAT GOAL 2 – Financial Sustainability

- a. Diversify revenues AVA...
- b. Streamline systems, policies, practices
  - ✓ Recommend changing Fee structure
- c. National partnerships... Recommend:
  - AARP, YMCA, Team RWB, EverWalk
  - Walker-Tracker, Fitbit
  - National Hcare Insurers, Orthopedists
- d. Meet std non-p ratios... AVA...

## STRAT GOAL 3 – Internal Operations

- a. Dev long-range national pub campaign
  - Recommend a mark'g approach aimed at awareness & that sets conditions for clubs to “plug-into”
- b. Build member-centered data management
  - Recommend proceed on an “app”
- c. Create & implement risk management AVA?
- d. Resource implement. SP Recommend:
  - Budget line for all programs, new clubs, and clubs “at risk”
  - Inc. RD reimbursable expenses

## STRAT GOAL 4 – Governance & Leadership

- a. Develop NEC Governance capacity
  - Recommend Ex Dir, Prez & RDs directly engage Life Members, routinely
- b. Update governing doc's AVA...
- c. Study & align AVA Regions / club growth
  - ✓ These slides... replicate for all Reg
  - ✓ 2 new club requests actively pursuing

# National, SE Region

## Status of Clubs

- ✓ 5 “high performing” clubs
  - Mid-Florida Milers, FL
  - Happy Wanderers, FL
  - Suncoast Sandpipers, FL
  - Asheville Amblers, NC
  - First Coast Trail Forgers, FL
- ❖ 7 “struggling” clubs (in notes)
  - 1 State (MS) = 0 clubs
  - 3 States = 1 club only
    - AL; GA; SC
- ✓ 1 new club in last 5 years
  - Upstate Pathfinders, SC
- ✓ 2 new clubs pending
  - South Miami; Ashville, NC
- ❖ 2 clubs closed in last year
  - Gulf Coast, MS and FVA (had walks)

## Top Cities for News Clubs

- Miami / Ft. Lauderdale, FL – wk’g
- Memphis, TN
- Savannah, GA
- Charleston, SC
- Jackson, MS - RD administrators
- Tallahassee, FL – no club w/in 1 hr
- Huntsville, AL
- Gainesville, FL
- “the Villages”, FL - satellite group
- Mobile, AL
- Birmingham, AL
- Chattanooga, TN



# SE REGION QUADS #7

## Tennessee

2 clubs  
78 members  
3 TE  
16 YRE  
669 Pd Walkers

## Mississippi

0 club (closed)  
8 members  
0 TE  
5 YRE  
87 Pd Walkers

## Alabama

1 club  
44 members  
2 TE  
5 YRE  
270 Pd Walkers

## Georgia

1 club  
20 members  
4 TE  
16 YRE  
728 Pd Walkers

## Florida

8 clubs  
457 members  
77 TE  
47 YRE  
6532 Pd Walkers

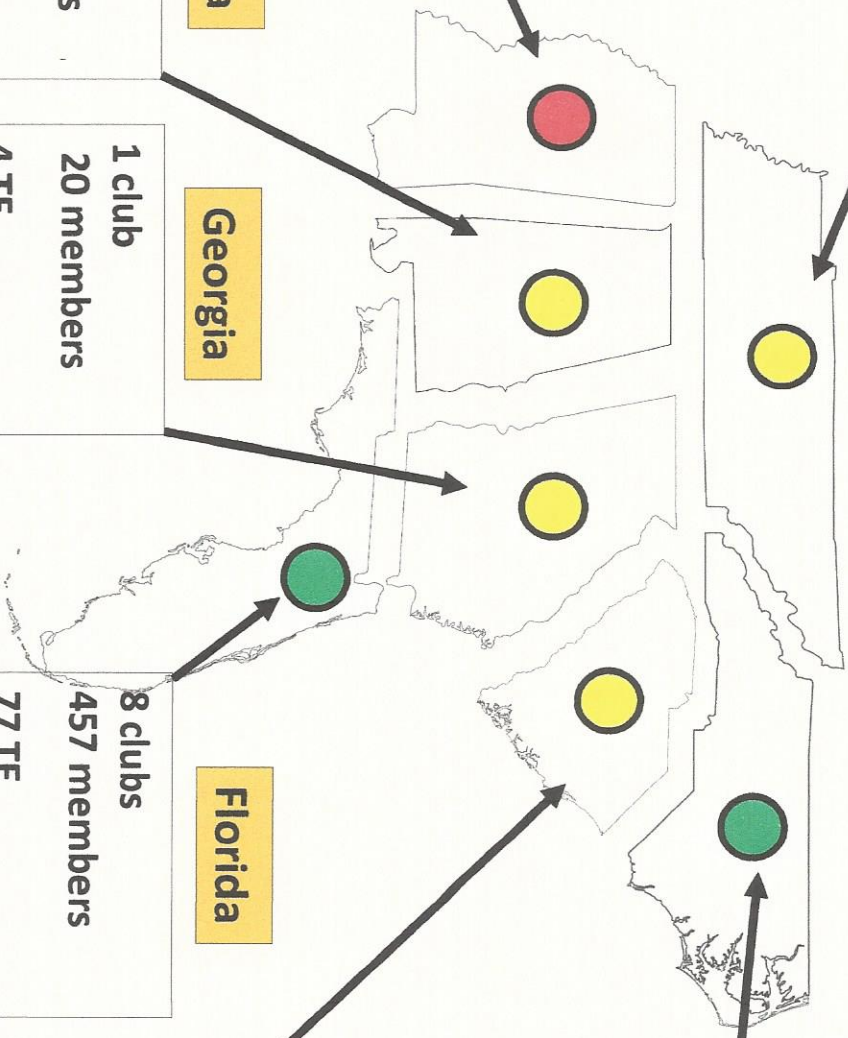
## North Carolina

1 state org  
6 clubs  
253 members  
6 TE  
77 YRE  
2445 Pd Walkers

## South Carolina

1 club  
33 members  
1 TE  
8 YRE  
352 Pd Walkers

Atlantic  
&  
Caribbean



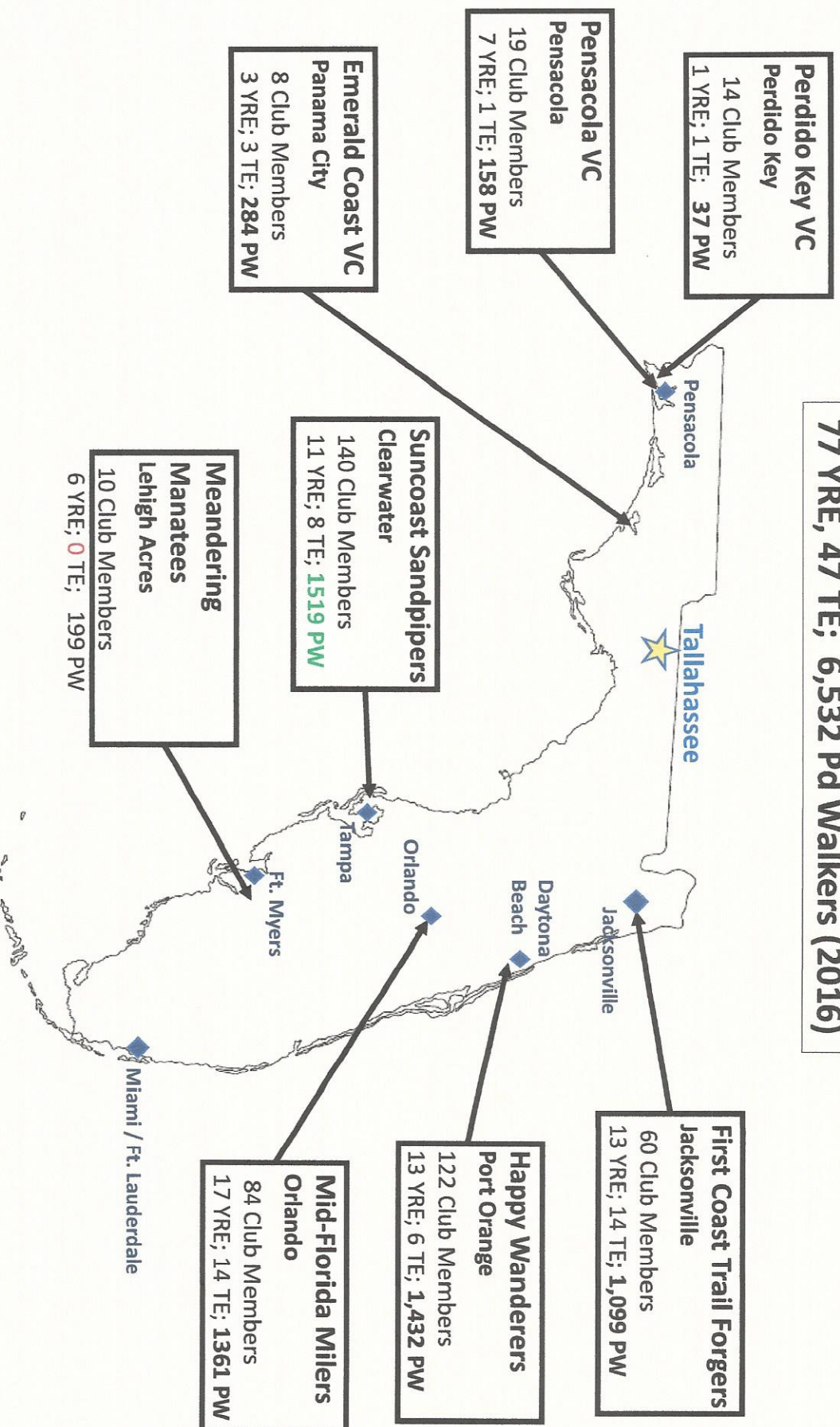


# Florida

8 Clubs, 0 State Org (**closing**)

**471 Club Members; 134 AVA Associates**

**77 YRE, 47 TE; 6,532 Pd Walkers (2016)**





# Florida

## Leadership, Membership, Volunteers

- ✓ 4 of the "Top 5" clubs in Region in FL
- ✓ #1 in Events, Participation and Membership (457 clubs, 134 AVA)
- ✓ Hosted AVA convention in 2013
- ✓ Multi-event weekends include...
- ✓ New trailmasters certified in 3 clubs

## Admin / Financial Stability

- All clubs "in good standing"
- 4 active clubs, 4 clubs small or struggling
- 2 clubs "no TE" – pd full \$100 dues

## Participation

Florida Clubs		YRE WALKER TOTALS: 2016			
Club Name	# of YRE	# Walkers	# TE	# Walkers	
Emerald Coast	3	127	3		*157 294
FVA	6	189	0		189
First Coast Trail Forgers	13	*637	14		*539 1176
Happy Wanderers	13	1264	6		166 1430
Mid-Florida Milers	17	1028	14		528 1556
Meandering Manatees	6	199	0		199
Pensacola	7	97	1		62 169
Panhandle Key	1	9	1		26 37
Suncoast Sandpipers	11	*1019	8		*509 1528
Total in FL		77	4571	47	1981
AVE Club >		8.5			80% of SE
AVE per Event >			59		

## Issues / Intangibles

- FVA closed as of 1 July 17
- No club in/near state Capital
- No club in Miami – but interest from C. Handy
- Potential loss of clubs in the panhandle
- 700 miles from end-to-end



# Happy Wanderers [AVA-0717]

## Leadership, Membership, Volunteers

- ✓ 122 members; **UP 30%** since starting on "MeetUp.com" in 2016

**President:** John McClellan (3<sup>rd</sup> yr, VAL)

**Treasurer:** Angela Cavello (1<sup>st</sup> yr)

- *Do you have a trailmaster?* YES (J McClellan)
- 25-30 core volunteers
- 10 AVA Associates; 5 VAL

## Participation

6 TE, 166

13 YRE, 1266

1,435 Total Participants

**1,432 Paid**

- Club has added 1x Walk & 2x YRE Bike in 2017; & picked-up 2x Walks from FVA

## Admin / Financial Stability

✓ **Club is in "good standing" with AVA**

- IRS filed separately as a 501c.(4) until 2016, but now re-established back under AVA umbrella
- Club is financially healthy with ~ \$4k; last 3 years are ~ break-even

## Issues / Intangibles

- ❖ Located in central FL, on the ocean coast – near Daytona Beach
- ❖ Started 1991; celebrated 25<sup>th</sup> Anniversary in 2016
- ❖ Marvin Stokes (AVA VP) still an honorary member
- ❖ Holds "fun walks" every week, carries separate insurance
- ❖ Extensive use of FB and MeetUp.com

**Last visit by RD: *home club of RD***

# Characteristics of a Strong Club

- Usually larger – 50 or more (100+) members, *but not exclusively* – *a smaller club can be strong too*
- Participation is steady, *or increasing*, annually
- Growing in membership; or- retaining members and gaining some new members to supplant those that become in active
- Typically holds both traditional and year-round/seasonal events
- Has a full board of officers (standard 4-position volunteer model) and a certified Trailmaster
- Has a dedicated group of “core members” who are trained and volunteer in all the roles that make a club successful. Core group is 15-25 members (of 100)
- Meets regularly and walks regularly; maintains a calendar of events
- Has traditions and these are known and maintained
- Conducts outside recruiting/awareness activities; seeks and executes publicity and/or advertising opportunities
- Is financially stable—has enough money, but also spends it’s money on the non-profit mission
- Tries new ideas and new programs; participates in AVA “national” efforts like “A time to Walk” or “Opt-Outside”
- Has some members that are AVA Associates, who “keep books,” do special programs, or who travel to other clubs and other regions to do walks
- Already contribute or willing to contribute other nearby clubs or catallina groups within the club



# Characteristics of a Struggling/Failing Club

- Usually smaller – less than 25 members, *but not all clubs under 25 members are necessarily “struggling”*
- Membership numbers and participants are *consistently down*; few new members or not enough to make up for losses
- Typically not holding more than 1 (or any) TEs; and few YREs – or, can’t maintain “all the YREs” they once had
- Unable to maintain a full board of officers; and/or has no functioning Trailmaster
- The “core members” are few or have shrunk to a level where important volunteer positions are not manned, and events can not be manned properly
- Traditions have lapsed or been lost
- Does no recruiting activities, has no publicity ongoing
- No energy available for participation in new programs; treading water only
- Few or no AVA Associates or members “keeping books” or traveling to outside events
- Financially challenged – no cashflow consistently down, small or no cash reserves; or have \$\$\$ but unwilling or unable to spend them effectively

Some other “types” ... not necessarily “Strong OR “Struggling”

- Geographically Isolated Club
- Cash rich, but Volunteer poor... clubs
- Complacent Clubs
- Clubs of “personality”