



American Volkssport Association
National Executive Council XXI Meeting
January 19-21, 2018/ Fri. 7-10pm/Sat. 8am-6pm/Sun. 8am-12n
La Quinta Inn & Suites Orlando Airport North
7160 N Frontage Rd, Orlando, FL 32812 (407) 240-5000

AVA: America's Walking Club

Agenda

- 1. Welcome & Call to Order**
- 2. Introduction of NEC/Board**
- 3. Introduction of Guests**
- 4. Approval of Agenda**

- 5. Reports of Officers**
 - a. President – David Bonewitz
 - b. Vice President – Nancy Wittenberg
 - c. Secretary – Sam Korff
 - d. Treasurer – Bob Morrison
 - i. Funds Transfer
 - ii. Midyear Budget Modifications

- 6. Report of Executive Director**
 - a. Recognition of Donations
 - b. Acceptance of New and Reactivated Clubs & Declaration of Deactivated Clubs
 - c. Executive Director's Report

- 7. Reports of Standing Committees**
 - a. Convention – Chris Mellen (Liaison)
 - b. Information Technology – Chris Zegelin
 - c. Standards and Evaluation – Jerry Wilson
 - d. Audit – Bob Morrison
 - e. Publicity – Henry Rosales
 - f. Bylaws – Lucy Yother

- 8. Reports of Special & Ad Hoc Committees**
 - a. Special Programs – Bonnie Johnson
 - b. National Programs – Susan Medlin
 - c. Awards and Recognition – Suzi Glass
 - d. Programs Committee – Debbie Kruep
 - e. Training Development – Tom Baltes
 - f. Membership – Holly Pelking
 - g. Fund Development – Nancy Wittenberg
 - h. Club Development and Support – John McClellan
 - i. Free Walker Study Group – Sam Korff
 - j. Strategic Plan Implementation/Coordination – Nancy Wittenberg

9. Unfinished Business

- a. IVV Olympiad 2021 – Holly Pelking
- b. IML San Antonio – Susan Medlin

10. New Business

- a. IT Training – Chris Zegelin (to be conducted during Saturday lunch)
- b. Big Give & Fund Raising Training – Nancy Wittenberg
- c. Motion to Earmark Reserve Funds – Bob Morrison
- d. Support to National-scale Events
 - i. Crazy Horse 2018 – Jerry Wilson
 - ii. FreedomWalk Festival 2018
- e. Club Support & Development Budget Line Item – John McClellan
- f. Increase Allowable Reimbursable Expenses – John McClellan
- g. Correct Club Dues Amount – John McClellan
- h. Year of the Peace Walk – Debbie Kruep
- i. Creation of a Special Needs Trail Category – Andy Bacon

11. Next Meeting – June 8-10, 2018 – Albany, NY

12. Audience Comments

13. Executive Council Comments

14. Adjournment

American Volkssport Association (AVA)

Agenda Item Form – Agenda Item 10/C

Motion to Earmark Reserve Funds

Proposed Motion: I move that the NEC establish Reserve Funding Subcategories in the financial records as provided in the Investment Policies, as follows:

- 1) \$50,000 specifically to provide startup funding for international Volkssporting activities, such as Olympiads or International Marching League events, in the USA;
- 2) \$75,000 for startup funding for the AVA Biennial Conventions;
- 3) \$200,000 for actions to accomplish strategic plan initiatives;
- 4) \$200,000 for major Information technology improvement projects.

Funding amounts may vary over time as the NEC/BoD directs additional earmarking, interest is earned, drawdown transactions occur and as startup funding is reimbursed from event registration proceeds.

Funding in the aforementioned subcategories shall not be withdrawn or encumbered without NEC/BoD approval.

Summary of Proposed Action:

Reason to do this: This action earmarks reserve funds making clear that the NEC/BoD intends that a certain amounts of reserves are to be used for specific purposes and limits the amount of reserve funds that may be viewed as available to support ongoing operations in future years.

Benefits for AVA: Demonstrates AVA's intent to apply reserve funds for special purposes in keeping with the Strategic Plan, provides guidance to staff for future planning and budgeting and documents that the reserves are not merely idle monies accumulated without plans for their use.

Cost to AVA: There is no cost to earmarking subcategories of reserve funds in the accounting records.

Submitted by: Bob Morrison, 2017/19 AVA National Treasurer



American Volkssport Association

Agenda Item Form *Agenda Item 10-e*

Proposed Motion –

To create a budget line in the new AVA budget directly linked to Regional Directors for the purpose of Club Support & Development.

We move that:

The new AVA Budget add a line entry for "Club Support & Development," to be accessible to the Regional Directors and the Committee Chair.

Summary of Proposed Action:

A new Committee to be known as "Club Development & Support" has been approved for the current NEC term and the need to better support our clubs has been declared by the AVA President as the "theme" of NEC20. Since an organization's priorities can be seen by reading their budget (spending plan), it seems fitting that a budget line be carved out that would be dedicated to Club Support.

Regional Directors need a dedicated allocation of organizational \$\$ that can be tapped through a simple process to provide direct and immediate support as needed to clubs that are struggling, or to aid in the formation of new clubs.

This line would be funded to an agreed upon level and available for Regional Director to request funds for purposes including, but not limited to:

- direct financial support to "struggling clubs," upon request and approval
- support to new clubs forming - such as event sanctions and start-up costs, or advertising first-time club activities
- regional activities that directly support AVA's strategic plan to support clubs - might include club officer training; marketing/ information tables, paid advertising, or other activities to be approved by the AVA Executive Director
- support to RDs that are directly overseeing event operations, in the absence of a club in a particular state, geographic area or Region
- legitimate costs incurred by the Club Development & Support Committee in the conduct of achieving the stated objectives in the Committee Charter

Submitted by:

John McClellan - Chairman, Club Support & Development Committee

Seconded by:

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	Northwest	Rocky Mountain	South Central	Southeast	Southwest	



American Volkssport Association

Agenda Item Form *Agenda Item 10-f*

Proposed Motion –

To increase the allowable reimbursable expenses for Regional Directors for a Fiscal Year, and to include the newly created Deputy Regional Directors in this budget line

We move that:

That the NEC Policy Handbook limit on reimbursable expenses for Regional Directors (\$400/yr) be raised and that the new allowance be inclusive of Deputy Regional Directors.

Recommend a new cap of not less than \$1000.00 per Region, per year, be identified in the next AVA Budget.

Summary of Proposed Action:

The Policy Handbook for the National Executive Committee sets a \$400.00 annual limit for reimbursable expenses for Regional Directors. This limitation is severely outdated and no longer comes close to supporting a realistic travel schedule for most RDs.

AVA policy calls for "a close and consistent" relationship between the RD and their clubs - which can only be achieved by regular visits to clubs during an RDs term. Additionally, the AVA approved 2+ years ago and implemented the position of "Deputy Regional Director" and we are now in the second NEC term for DRDs. DRDs were not part of the original budget calculations for Regional Travel.

In many regions, simply to visit every club only 1 time within 2 years, far exceeds the current limit of \$00/yr. This is just including the travel mileage calculations - it does not included hotel, meals or rental cars (not reimbursed at all.) For years, many RDs have been silently donating \$ hundreds of expenses to the AVA over and above this cap.

RD involvement is critical to the objectives of the new Club Development & Support Committee, and the goals in the strategic plan regarding participation, membership, and new club formation. The AVA budget needs to reflect a more realistic cost for RDs to support their clubs.

Submitted by:

John McClellan - Chairman, Club Support & Development Committee

Seconded by:

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	Northwest	Rocky Mountain	South Central	Southeast	Southwest	



American Volkssport Association

Agenda Item Form *Agenda Item 10-g*

Proposed Motion –

To restore Annual Club Dues as \$100 in Policy Manual, Appendix B Fees Schedule, and properly bill the \$50 incentive for clubs that hold at least 1 TE in the Fiscal Year. Then, to study the future rate for annual club dues as part of the budget process.

We move that:

- (1) Annual Club Dues be restored at \$100 per club, per year - and be listed as such on Appendix B (Fees Schedule) of the AVA Policy Manual.
- (2) That the previous NEC-approved program to provide an incentive to clubs that hold at least 1 Traditional Event (TE) be maintained, but be CREDITED when the club completes the TE; meaning - that all clubs be initially charged \$100.00 for dues as intended, and then the TE credit be applied once a TE after-action participation report is submitted.
- (3) That AVA study a possible change (potential) increase) in annual club dues - based on President's & Treasurer's future budget guidance.

Summary of Proposed Action:

There has been considerable confusion among clubs in recent years concerning the rate for club dues.

Dating back to the budget process from some years ago, club dues were established to cover two AVA costs (1) AVA dues to the IVV (2) AVA liability insurance policy covering all sanctioned events. Club dues were previously listed as \$100.00, per club, per year, to meet these obligations. (At present, with ~230 clubs, these obligations currently cost closer to \$175.00 per club, per year.)

A motion to provide an INCENTIVE for clubs that held at least 1 Traditional Event (TE) in the FY was then enacted, which allowed for a \$50 rebate or credit, to these clubs. However administratively at that time, this new incentive was applied by billing all clubs \$50 at the start of the year, and then only billing those clubs who DID NOT hold a TE, an additional \$50 at the end of the year. This was a misinterpretation of the intent of the policy (an incentive) and has had the effect of appearing as a "FEE" to clubs - usually clubs that are struggling - instead of as an incentive. The AVA staff now create a "deficiency list" - i.e. of those clubs who "did not" do something... (hold a TE) instead of celebrating those who DID something right. In the 2015 Club Survey conducted by the Strategic Planning Committee, there were several comments complaining about these kinds of fees.

Meanwhile, those clubs that are "not deficient" have now been convinced that the basic rate for club dues = \$50.00. Appendix B (Fees Structure) in the Policy Manual was actually changed to say this - but is this not correct. Dues are \$100.00, and there is an active Incentive Program, for certain clubs that meet the conditions established for the rebate/credit.

The Club Support & Development Committee are proposing that we re-establish awareness among all clubs that AVA dues are actually \$100.00, and that we properly apply the previously approved incentive concerning the holding of at least 1 TE a year. Then, we need to study going forward whether or not we have the correct scheduled rate for Annual Club dues - consistent with our strategic priorities and any budget guidance from the President and the Treasurer.

Submitted by:

John McClellan - Chairman, Club Support & Development Committee

Seconded by:

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◦ *Fun, Fitness, Friendship*

American Volkssport Association

Agenda Item Form

Agenda Item 10-h

Proposed Motion –

Declare 2019: The Year of the Peace Walk

We move that:

The NEC declare 2019: The Year of the Peace Walk

Summary of Proposed Action:

The Program Committee recommends declaring 2019: The Year of the Peace Walk

If approved we would aske each AVA club to declare one walk during 2019 as a Peace Walks. This walk would ideally have a ceremony to plant a Peace Pole at the start or finish of the garnering publicity in the local community. AVA could help facilitate purchase of Peace Poles if desired. If the club does not want to plant a Peace Pole the other option would be hãveing a walk pass a Peace Pole already in place. We are providing the NEC with research of Peace Pole placements in every city that has a pole in the United States in order to amke an educated decision and to help establish walks.

The Convention Committee has agreed if the motion is passed to have the AVA president plant a Peace Pole during a walk at the AVA 2019 Convention to make "History." If that is physically impossible they said they will have a walk pass a Peace Pole.

The Program Committee would like the option to POSSIBLY create a National Program for the Year of the Peace Pole. This would be ONE year with 10 or 12 events. The Program Committee would be willing to create books, esign award and run the program for ONE year as HQ is under staffed. If we decide to take this on, Lynette Reagan has volunteered top be the POC.

Submitted by:

Debbie Kruep

Secoded by:

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Why not a 3K trail with a 1A rating that emphasizes being wheelchair and stroller friendly as a future part of a traditional event.

A checkpoint with table and chairs and restrooms that offer healthy snacks, drinks. Perhaps designated walkers at the start/finish which could be added enhancements.

Some of the benefits would keep our current walkers active longer and we would be able to market our walks to health providers. Senior Centers and to the Silver Sneakers crowd. It would introduce stroller moms to volksmarching. A special needs trail should be a feature rather than an afterthought.

A personal note. We are no longer walking 5 and 10 K walks because of health reasons. This type of change would fit into our life style. Being non walk volunteers will grow old very quick.

Bob and Carol Miller