



Maryland Volkssport Assn.

Minutes

June 29, 2019

1. The meeting convened at 1:00 p.m. Bob Schmick welcomed everyone to the Pavilion at Cedarville.

Attending: Mike Green, Regional Director; Betty Green, Guest; Bob Schmick, President, MVA; Darrell Neily, Treasurer, MVA; Marie Wiser, Secretary, MVA; Helen Garamone, No. Va.; Tom DeHetre, Amblers & Freestate; Susan DeHetre, Amblers & Freestate; Bob Wolfe, Freestate; Mary Wolfe, Freestate; Jim Farley, Baltimore; Alice Filemyr, Seneca; Jeff Giddings, Seneca; Carolyn Thurber, Antietam; Tony Laing, Seneca; Yvonne Pennington, Greenbelt.

2. Reports:

- a. **Minutes.** The March 23, 2019, Minutes were approved. Club Presidents: please forward Minutes to your club members.
- b. **Treasurer's Report.** Attached below. Darrell Neily commented on several of the Expenses. On **Gifts and Expenses**, there is an MVA donation to the AVA Big Give, and donation to the Bay Health, in honor of Jim McDonald. The **Internet** expenses are for a period of five years. **Reimbursements:** Financial assistance to Bob Schmick for AVA Convention, and a pavilion rental.



Category	7/1/2018- 9/30/2018	10/1/2018- 12/31/2018	1/1/2019- 3/31/2019	4/1/2019- 6/28/2019	OVERALL TOTAL
INCOME					
MVA YRE Events	195.00	459.00	411.00	495.00	1,560.00
FROM Blue KM Books (500-8000)	60.00	0.00	30.00	0.00	90.00
FROM Gold Event Books (1501 & Up)	0.00	0.00	18.00	30.00	48.00
FROM Green Event Books (1-50)	30.00	0.00	30.00	0.00	60.00
FROM New Walker Packets	0.00	15.00	156.00	15.00	186.00
FROM Purple Event Books (51-600)	120.00	60.00	90.00	0.00	270.00
FROM Rose Event Books (601-1500)	0.00	0.00	0.00	60.00	60.00
TOTAL INCOME	405.00	534.00	735.00	600.00	2,274.00
EXPENSES					
AAR Participation and Processing	81.25	150.00	168.75	120.00	520.00
AVA Annual Dues	75.00	0.00	0.00	0.00	75.00
Discount	0.00	0.00	0.00	-60.00	-60.00
Electronics and Software	69.99	0.00	0.00	0.00	69.99
Extra Expense Approved at MVA meeting	0.00	270.00	0.00	104.73	374.73
Food & Dining	119.72	0.00	0.00	0.00	119.72
Gifts & Donations	100.00	0.00	528.00	0.00	628.00
Internet	884.94	0.00	89.94	0.00	974.88
Reimbursement	0.00	0.00	603.00	0.00	603.00
Sanctioning Fees	65.00	23.00	0.00	0.00	88.00
Shipping	0.00	0.00	0.00	25.50	25.50
TO Gold Event Books (1501 & Up)	0.00	0.00	0.00	60.00	60.00
TO Insert Cards	0.00	0.00	0.00	30.00	30.00
TO Purple Event Books (51-600)	0.00	0.00	310.00	0.00	310.00
TO Rose Event Books (601-1500)	0.00	0.00	0.00	150.00	150.00
TO Two-part Start Cards	126.00	62.00	0.00	60.00	248.00
TOTAL EXPENSES	1,521.90	505.00	1,699.69	490.23	4,216.82
OVERALL TOTAL	-1,116.90	29.00	-964.69	109.77	-1,942.82



Account	6/28/2019 Balance
ASSETS	
Cash and Bank Accounts	
Non-Profit Checking XX4797	8,265.77
TOTAL Cash and Bank Accounts	8,265.77
Other Assets	
Blue KM Books (500-8000)	60.00
Brown Bike Books	48.00
Brown Start Cards	0.00
Gold Event Books (1501 & Up)	72.00
Green Event Books (1-50)	372.00
Insert Cards	30.00
New Walker Packets	650.00
Orange KM Books (8001-22000)	354.00
Other Merchandise	0.00
Purple Event Books (51-600)	250.00
Rose Event Books (601-1500)	234.00
Two-part Start Cards	122.00
Yellow KM Books (22001 & Up)	96.00
TOTAL Other Assets	2,288.00
TOTAL ASSETS	10,553.77
LIABILITIES	0.00
OVERALL TOTAL	10,553.77



- c. **Web Site.** Recently, Bob received a phone call from Mary Lou McDonald, regarding domain fee. Bob will find out and clear up any confusion on payment of domain fee.
- d. **Regional Director's Report.** In addition to submitting the following written report by our Regional Director **Please Note:** I have placed an bolded items that Regional Director Mike Green discussed at this meeting. Marie

6/28/2019

Mike Green, at_rd@ava.org

1. **Big Give – Thank you! \$80,077 Raised, 511 Donors, more corporate donors than in the past.**
2. **2019 AVA Convention in Albany, NY**
 - a. More than 400 walkers at Pre/Post-Walks except Buffalo with 261. More than 600 walkers at each of the Convention walks.
 - b. **Silent Auction: \$11k raised including club cash donations.**
 - c. **Madison WI selected for 2021 convention.**
 - d. All NEC/BOD recommended motions passed:
 - i. Change of AVA Fiscal Year (no effect on clubs) to begin January 1.
 - ii. Reduction of the number of required committees.
 - iii. Committees whose charter affect AVA Operations report to the Executive Director.
 - iv. The option for AVA associate and lifetime members to elect up to 3 members of the Board in addition to the RDs and the AVA executive officers.
 - e. **Bob Schmick, Tom Jackson, and Tim Miner received AVA Distinguished Achievement Award. Tim Miner received AVA Trailblazer Award.**
 - f. **President's challenge to AVA clubs:**
 - i. Hold one more TE per year than you have in the past.
 - ii. Increase you club membership by 10 members and encourage your club members to join the AVA as associate or lifetime members
 - iii. Current officers train/groom your replacement
3. Submit your marketing materials to the AVA marketing committee
 - a. Here is a link to a “dropbox” to send/post brochures and other publicity info:
<https://www.dropbox.com/request/YRfyVQTYm6P2sj8L4SBP>



- b. Also, send a note to henry@ava.org indicating what you have placed in the dropbox.
4. **2020 Atlantic Region Conference – Next year’s AT Regional Conference, sponsored by the KSVA, is tentatively scheduled for April 24 -26, 2020 in Columbia, PA in conjunction with the 2020 Susquehanna Rivertown’s Weekend event. The hotel for the conference has been narrowed down to 2 possibilities but has not yet been chosen.**
5. **New quarterly participation data entry form and procedure**
- a. Starting at the end of Q3 2019, a new single page form (on my.ava.org) will be deployed for clubs to enter their quarterly participation data for all of their events. This single page form will automatically include the participation numbers from a club’s Online Start Box (OSB) events and provide entry boxes for the data for their non-OSB events.
 - b. Clubs will also be expected to enter any additional participation data for their OSB events (on the same single page form) when they have supported, for example, group walks, bus groups, or remote registration by physically registering walkers and physically stamping books (independent of the OSB).
 - c. Once the clubs have entered all their quarterly participation and submitted the form, a confirmation page will show a draft of their quarterly Invoice. This draft invoice will show the funds collected from their OSB walks as a credit.
 - d. Confirming the draft invoice will cause an Invoice pdf to be generated. The club will be expected to download this invoice pdf.
 - e. If the collected OSB amounts for the quarter are sufficient, it's possible the club will receive a check from the AVA for the excess funds. Otherwise, when there is a net balance owed to the AVA, the club is expected to print the appropriate portion of the invoice to send to the AVA with their payment.
 - f. The AVA will no longer be sending clubs an Invoice via US Mail or via email. (Note: 2019 Q2 Participation Data entry will be done using current system with an entry page for each event later followed by an invoice sent by the AVA.)
6. **AVA Interactive Map**
- a. Please check that AVA Interactive map correctly shows the location of the city for the starting point for your clubs YRE/SE/TE.
 - b. Seven events in Virginia were recently discovered as being mapped incorrectly by Annette Tollet.
 - c. If you find any events mapped incorrectly, please send me an email (mikeginf@gmail.com) detailing the event info including the 6-digit event ID. Only an AVA IT person (myself) or AVA HQ is permitted to edit the city field of an already approved event.



d. Typically, I need to add the zip code after the name of the city to correct the problem.

7. AVAPay

- a. AVAPay is a yet to be released feature to allow for payment of YRE/SE event fees using the money in your OSB Event Bank (soon to be on my.ava.org).
 - b. Clubs must opt-in to allow AVAPay to be used for payment for a given YRE/SE that they sponsor.
 - c. This is an optional feature for event participants. You will still be permitted to instead send start cards and checks via US Mail to the club.
 - d. The AVAPay procedure supports use of YRE/SE specific QR codes to allow for convenient and accurate payment by a smartphone.
 - e. It is likely this feature will be released near the end of the year.
8. Submission of multi-day events for Additional Marketing Support – The AVA has chosen to provide additional marketing support for 3 events (so far). One of the events chosen is the upcoming 2019 US Freedom Walk Club’s IML walks. Other clubs may submit their multi-day events for support to the AVA National Office. Here is Henry’s message on this:

“Things to consider:

If selected will the club hosting the event be in a position to handle increased participation?

Is the host club open to change and willing to accept recommendations from the

Publicity Committee and Mass Media (our contracted marketing firm).

The marketing efforts will be targeted primarily at New participants who know nothing about the AVA.

This is for events beginning as early as September 2019 through December 2020.”

Below is a copy of the Application.

(I have the original MS Word application. If you want a copy, please send me an email.)

Purpose: To identify key events across AVA that will be promoted on Facebook to drive participants

Event Selection Criteria:

- Must have strong club and event leadership and ability to activate on-site efforts
- Must have existing Facebook club page (or willingness to create and manage one)



- Must have the capacity to handle additional participants at selected event
- Must be willing to utilize recommendations and collateral provided before, during, and after the event
- Event must have opportunity (e.g. hidden gem, historical landmarks, beautiful scenery)
- Event location must have reach and scalability (densely populated, diverse community)
- Event must take place between September 2019 – December 2020

Submission details: A limited number of Events will be chosen based on level of opportunity to drive participants, capacity of clubs to support increased participation, and willingness of club leadership to engage in pre and post event management recommendations.

Questionnaire:

Item Information Needed

Event Information -Traditional or Multi-Day Events Only

- Event Name
- Date
- Hours of Event
- Location
- Is free parking available (not required)
- Route & duration
- History of Event
- Number of participants
- Who is this event for (target audience demographics)
- Existing event demographic
- On-site team (size of team, strengths, leadership)
- Capacity (how many attendees can the event team support)
- Number of volunteers
- Key Contact

Club Information

- Club Name
- City
- AVA Region



- Club website URL (if available)
- Key contact
- Describe club leadership

Participant Information

- Provide any information about the number of participants at past events – please include this specific event if available, otherwise a similar event with the same club and location
- Any details/thoughts about potential participants we would drive to this event (demographics, diversity of community, etc.)

Social Media Information

- Club Facebook Page URL

Sponsorships/associations

- Please detail any existing local club partnerships or relationships to leverage or be aware of when promoting this event

Opportunities

- Identify opportunities as they pertain to this event

Value of Promoting this Event

- Please describe the value and impact of promoting this selected event at a national, regional, and club level.

Existing Collateral

- Please ensure Publicity Committee has any/all existing collateral that you plan to utilize in supporting the event. If this does not yet exist, please disregard. This includes event brochures, flyers, save the date cards, etc.

3. Continuing Business



- a. **Meet Up.** Currently, Bob said there are @1081 members. He recommends that clubs sign up for this.
- b. **Facebook.** Maryland Walks, reminder to promote all Clubs walks.

4. New Business

- a. CheckPoint. Club Presidents: please forward AVA Checkpoint to your members.
- b. Albany Convention. Please see Regional Director Mike Green's excellent recitation of the AVA Convention above.
- c. Second Quarter. YRE Totals Due July 15.
- d. How is your club going to add members? Bob said clubs need to have "visibility". Promote your group walks, and your YRE's.

5. Club Reports. Events Sanctioned: 27 for year 2019

- a. **Antietam.** Carolyn Thurber said some members have walked the YRE's in Hagerstown, Williamsport, Chambersburg, and a walk on the Appalachian Trail. Also, they plan a group walk in Williamsport in July. The club is hosting Augustoberfest in Hagerstown on August 17.
- b. **Annapolis.** Bob Schmick said the Amblers will host an event in St. Michaels on October 5. Also an event in Eastport on December 14.
- c. **Baltimore.** Jim Farley said the following events are sanctioned:

Jim will contact Tim Minor to ascertain information on Civil Air Patrol attendees at the Ft. McHenry YRE on August 10.

September 7, Aberdeen. Jim Farley requested that MVA approve a One hundred dollars donation to Grove Presbyterian Church in appreciation of using their facility for the start/finish. A Motion was made, seconded and approved.

October 26. Conowingo walk and 20k bike event. President Schmick will grill brats.
Yea!

December 7. Hampden evening walk.



March 29, 2020. Patterson Park and Harbor East.

d. **Columbia.** No representative present. Bob Schmick said there are two summer Events planned:

July 20, Long Reach and August 24, Oakland Mills.

e. **Freestate.** Bob Wolfe said the club is planning several social walks, one in Glen Burnie and one to the Bay Sox. The club has sanctioned the year end December 31 and start of the new year event, January 1, 2020 at Savage.

f. **Greenbelt.** Yvonne Pennington said the club is hosting three evening walks: July 17, August 21 and September 18.

On November 2, the club will host an event at the Patuxent Wildlife Refuge.

Yvonne invited Helen Garamone of Northern Virginia Volksmarchers to tell our group about the joint Greenbelt/No. Virginia Holiday Weekend December 7 -8, in Alexandria. Three walking events, available both days. Scottish walk; Old Town; Walk across the Potomac, and D.C. holiday sites. For further information, contact Helen on hkgaramone@hotmail.com.

g. **Seneca.** Tony Laing gave the following report:

2019 Sanctioned Events

Previous:

April 13 – Glenview Mansion & Croydon Creek, Rockville, MD – 86 walkers

Planned:

Sep 28 – Oktoberfest, Frederick MD

Oct 12 – Muddy Branch Greenway Trail, Gaithersburg MD

Nov 16 – Moonlight Walk Seneca Creek State Park, Gaithersburg MD

Upcoming YREs



Urbana, MD – for the letter U in the Alphabet Special Program

Ijamsville MD – for the letter I in the Alphabet Special Program

Little Bennett Regional Park, Clarksburg MD

Possible walk at Gaithersburg Airpark

Other:

April 6 Bus Trip to Daffodil Festival in Gloucester, VA – 39 participants

Possible bus trip to New York City in the spring of 2020

Participation Table at Health Fitness Program at Rockville Senior Center on May
22

Approved for Airport Special Programs January 1, 2020 – December 31, 2022

Monthly Club Dinner and Monthly Ladies Dinner

Regular Wednesday morning walks

Starting a By-Laws review

6. **Next meeting** September 28, 2019 Frederick, Md. After Seneca Event.

Meeting at Frederick Public Library.

Meeting Adjourned @ 2:15p.m.