

MID-FLORIDA MILERS WALKING CLUB ANNUAL MEETING AND LUNCHEON

August 20, 2016

CALL TO ORDER AND WELCOME

The Mid-Florida Milers 27th anniversary luncheon and the annual membership meeting were held at Luigino's Restaurant in Lake Mary following a traditional walk in the area. The meeting was officially called to order by President Rosemary Barna at 1:30 pm, welcoming the twenty six attendees. A membership quorum was present.

MINUTES

Minutes from the August 15, 2015 Annual Meeting were distributed for members' review and were approved and accepted as written.

TREASURER'S REPORT

Sharon Predham, Treasurer, presented the annual financial report. The total assets balance as of June 30, 2016 was \$9,855.29 with a net income for the year of -\$628.17. The Treasurer's Report was approved and accepted.

MEMBERSHIP REPORT

Dave Piatt, Membership Coordinator, presented the membership report. As of August 1, 2016 we had 66 memberships for a total of 96 members. We have had 37 new members since 6/18/2016, many who heard about our club from the walk announcements publicized in the Orlando Sentinel. The Membership Report was approved and accepted.

PUBLICITY UPDATE

Letty Zook, Publicity Coordinator, reviewed the process for advertising all MFM events. Letty emails the weekly eNews to all members, as well as a "friends" email listing that she maintains. In her eNews Letty provides the upcoming events information and encourages anyone who has questions to just hit reply and she will respond. In addition to this weekly email, Letty advertises our events in a number of publications and media sites, most notably The Orlando Sentinel and icFlorida.com. President Rosemary Barna also advertises upcoming events on the MFM Facebook page and group page.

OLD BUSINESS

- Volunteer Opportunities presented by President Rosemary Barna
 - Each month at our traditional walk we need six volunteers: Two Start Table volunteers for registration, two volunteers to man the Checkpoint, and two Finish Table volunteers to stamp books and check-off the returning walkers.
 - We need to fill the two open volunteer positions for the MFM bi-monthly Newsletter. One position is Editor who requests the articles to be written and the other position is for Publisher who formats the publication. Currently Mike Lanpher is covering these positions and will be happy to train anyone who is interested.

NEW BUSINESS

- Election of Officers: Vice President Dave Piatt presided over this year's elections.
 - Office of President: Rosemary Barna agreed to hold the office for another term. There were no other nominations. Rosemary's nomination was seconded and unanimously approved by the membership.

- Office of Treasurer: Sharon Predham agreed to hold the office for another term. There were no other nominations. Sharon's nomination was seconded and unanimously approved by the membership.
- Constitution Changes and Vote
 - Prior to the meeting, Dave Piatt emailed the changes to the MFM Constitution, proposed by the Board of Directors, to all members for their review and consideration.
 - Proposed changes as follows:
 - Article IV, Section 2: Added sexual preferences to the no discrimination list
 - Article VI, Section 1: Changed from President and Treasurer elected in even numbered years to President and Secretary elected in even numbered years. Changed Vice-President and Secretary elected in odd numbered years to Vice-President and Treasurer elected in odd numbered years. (to implement this change the current Secretary will be extended to 2018 and the Treasurer elected in 2017)
Note: This change is being proposed so the two eligible check endorsers (President and Treasurer) will never both be out-going in the same year.
 - Article VII, Section 2: Replaced made by U.S. Mail with made by email or U.S. Mail.
 - Article VIII, Section 1: Replaced made by U.S. Mail with made by email or U.S. Mail.
 - Article IX, Section 2: Replaced The membership shall be financially liable with The membership shall not be financially liable.
 - Article X, Section 1: Replaced notified by U.S. Mail with notified by U.S. Mail or email.
 - Article XI: Replaced This Constitution and the By-Laws with This Constitution.
 - Members unanimously approved the proposed changes.
- National Executive Committee (NEC)

Mike Lanpher presented the 2016-2020 Strategic Plan Implemented by the Strategic Planning Committee and documented by David Bonewitz. Following are the four key focus area determined by the committee:

 - Improve the quality and value of member benefits and programs.
Of prime importance in this area is the retention and growth of our membership.
 - Diversity and develop sustainable funding sources.
The prime importance in this area is to ensure long-term sustainability through financial integrity and revenue diversification.
 - Increase national public awareness of the new AVA brand "AVA (America's Walking Club)". Development and implementation of a long-range national publicity campaign will be the initial focus.
 - Develop the capacity of the board, staff and volunteer leaders.
The goal in this area is to build board governance and management capacity to facilitate engagement and growth.
- Walk Around Florida (WAF) 26, November 4 through 6, discussed by Mike Lanpher:
 - Event headquarters at the Barrymore Hotel Tampa Riverwalk. When registering ask for the Walk Around Florida rate.
 - Four walks: Friday afternoon- The Riverwalk Tampa YRE; Saturday two walks- Davis Islands and Tampa Heights; Sunday morning-Gadsden Park at Ballast Point
 - Award available this year is a Cigar Box decorated with a Havana-themed label. Great spot to keep your AVA patches and pins.
 - Marathon in Motion challenge available. Walk a marathon (42K) or half marathon (21k). See WAF26 brochure for details.

- Volunteers – Many volunteer opportunities available throughout the three day weekend event. The link with all the volunteer positions for sign up is now available on the MFM website.
- Year Round Event (YRE) Data and Discussion, presented by Rosemary Barna
 - Participation at our YRE walks is down. Rosemary encouraged everyone to walk these events more often.
 - The Board of Directors did agree to keep all the current YREs for 2017.
 - Per request, one additional YRE will be added in The Villages as of 1/1/2017.
 - An exciting change is being made to our remote walks in South Florida. As of January 1st walkers will be able to begin using on-line registration rather than the current procedure utilizing email and mail. This will be done through the California Volkssport Association (CVA) website. CVA has successfully developed an on-line registration process using Pal Pay to pay for the walks, an automated signature for the waiver, and printing of the walk instructions and maps from the site.
- 2017 Walk Event Ideas
 - Rosemary Barna reminded members that we are always looking for ideas for traditional walks. If anyone has a favorite spot or area where they would like to have a walk they should contact one of the members of the Board.

PRESENTATION OF AWARDS

- President Rosemary Barna presented the following awards:
 - A Certificate of Service Award to Mike and Marcia Kepper for the many volunteer hours they spend every month copying all the information we need at our events including instructions, maps, and brochures.
 - A Certificate of Service Award to Dave Piatt who in addition to his role as Vice President on the MFM Board of Directors, has volunteered to be the Membership Coordinator, volunteers to map new walks, volunteers to pre-walk events, and is always available to proofread material such as our brochures prior to printing.
 - A Certificate of Service Award will be presented to Dan and Nancy Barnett (they were unable to attend our meeting) for all their hard work and dedication in maintaining the Mid-Florida Milers website.
 - A Thank You Plaque will be presented to Jan Van Vlack (she was unable to attend our meeting) for all her efforts and commitment to develop the Year Round Event in The Villages.
- John McClellan, Deputy Regional Director to David Bonewitz, presented a Certificate of Completion of Trailmaster Training to Mike Lanpher (after many, many years of his performing this service for the Mid-Florida Milers).

GIFT CARD DRAWING

The final item of business was a drawing from the names of those members who had renewed their 2016-2017 membership prior to July 1, 2016. Two \$25 gift cards were available. Winners were: Jill Lewis, and Sam Sharpless & Jennifer Whitman.

President Rosemary Barna again thanked members for their participation and continued support. The meeting was adjourned at 2:32pm.

Sharon Axelrod
MFM Secretary



Mid-Florida Milers Walking Club

Annual Business Meeting

August 20, 2016

Welcome	President Rosemary Barna
Minutes from 2015 Annual Meeting	Sharon Axelrod
President Remarks and Awards	Rosemary Barna
Treasurer Report	Sharon Predham
Membership Report	Dave Piatt
Publicity Update	Letty Zook
Old Business	
• Volunteer Opportunities	Rosemary Barna
New Business	
• Elections	Vice President Dave Piatt
○ President	
○ Treasurer	
• Constitution Changes and Vote	Dave Piatt
• National Executive Committee (NEC) Results	Mike Lanpher
• WAF 26	Mike Lanpher
○ Review of Activities	
○ WAF Volunteer Positions	
• YRE Data and Discussion	Rosemary Barna
• 2017 Walk Event Ideas	Rosemary Barna
Gift Card Drawing	Rosemary Barna
Meeting Adjourned	Rosemary Barna

**Mid-Florida Milers Walking Club
Balance Sheet
as of
June 30, 2016**

ASSETS

Current Assets

Checking/Savings

Business Savings	1,514.00
Checking Account	3,258.00
Fairwinds CD #xxxxxx96	2,855.66
Fairwinds CD #xxxxxx93	2,187.63
Membership Share 62214277	5.00

Total Checking/Savings 9,820.29

Other Current Assets

Cash to Deposit	0.00
Petty Cash	35.00

Total Other Current Assets 35.00

Total Current Assets 9,855.29

TOTAL ASSETS 9,855.29

LIABILITIES & EQUITY

Liabilities

Luncheon Funds Collected 234.00

Equity

Opening Bal Equity 10,725.62

Retained Earnings (Last Year) (476.16)

Net Income (This Year) (628.17)

Total Equity 9,855.29

TOTAL LIABILITIES & EQUITY 9,855.29

INCOME/EXPENSES 2015-2016

<u>INCOME</u>	<u>\$ 5,264.10</u>
Sanctioned Events	\$ 1,086.00
Walk Around Florida	\$ 50.57
Year Round Events	\$ 2,126.00
AVA EVENTS	\$ 3,262.57
MEMBERSHIP DUES	\$ 674.00
Interest on Business Account	\$ 0.90
Interest on CD (...2993)	\$ 7.38
Interest on CD (...5896)	\$ 9.25
Donations	\$ 96.00
OTHER INCOME	\$ 113.53
AVA Merchandise	\$ 312.00
MFM Event Food Sales	\$ 234.00
MFM Freq Walker Coupons	\$ 500.00
MFM Merchandise	\$ 133.00
Miscellaneous	\$ 35.00
SALES	\$ 1,214.00
<u>EXPENSES</u>	<u>\$ (5,892.27)</u>
Marketing & Office Supplies	\$ (103.40)
Postage and Delivery	\$ (169.38)
Printing and Reproduction	\$ (225.93)
Rent	\$ (1,008.81)
ADMINISTRATIVE SUPPLIES	\$ (1,507.52)
AVA CLUB DUES	\$ (100.00)
AVA PARTICIPATION FEES	\$ (1,855.00)
AVA SANCTION FEES	\$ (710.00)
Food at Walks	\$ (47.21)
Meals and Entertainment	\$ (3.00)
Operations	\$ (493.04)
Luncheon Funds Collected	\$ (234.00)
EVENT SUPPLIES	\$ (777.25)
INVENTORY PURCHASES	\$ (703.90)
Bank Charge	\$ (43.60)
Donations Made	\$ (94.00)
MFM Medals & Awards	\$ (101.00)
Other Expenses	\$ (238.60)
<u>PROFIT/LOSS</u>	<u>\$ (628.17)</u>

AVA (America's Walking Club) 2016–2020 Strategic Plan Implemented

By David Bonewitz, SERD & Chair, Strategic Planning Committee

This is the final TAW article from the Strategic Planning Subcommittee have an article that deals in what has been done and not what will happen next. At the National Executive Council meeting in Fredericksburg, Texas, on June 11, the Strategic Plan as developed by the Strategic Planning Committee (SPC) was presented for approval. Like all of the work done by the SPC, this was a team effort with the presentation shared by the SPC Chair, Bobbi Bilnoski (consultant), Henry Rosales (AVA Executive Director), Susan Ives (representing the Chair of the Membership Subcommittee) and Ken Miles (Chair of the Governance from the Strategic Planning Subcommittee). After the presentation Committee, and finally we and a limited number of questions, the NEC soundly approved the Strategic

The following are the key focus areas, the strategic goals in those areas and the objectives designated to meet those goals. While these focus areas are numbered, the order does not imply a particular value to any of these areas. They are all critical to the long-term success of AVA. However, it should be noted that **for AVA to survive, we must grow; to grow we must have quality programs and clubs; to have quality programs and clubs, we must have the necessary finances; and to tie it all together we must improve both our internal operations and our governance and leadership.** These are the areas that we must focus upon.

The **first key focus area is to improve the quality and value of member benefits and programs.** This is the Mission Impact portion of the plan. Strategic Goal 1 is to promote and organize noncompetitive fitness activities that encourage lifelong fun, fitness and friendship for all ages and abilities. The objectives established to meet this goal and the action committees assigned to achieve these goals are:

- A. Retain and grow all levels of membership (Membership Committee, Chair Jeanne Miller, email: jean-neno@gmail.com)
- B. Improve membership benefits, programs and services (Program Committee, Chair Debbie Kruep, email: debmarkkruep1@yahoo.com)
- C. Establish a Club Development Program to help volunteer leaders grow active clubs (Training Committee, Chair Sam Korff, email: secretary@ava.org)
- D. Develop and implement new global events and activities (Executive Committee and National Programs Committee, Chair Susan Medlin, email: sw_rd@ava.org)

The **second key focus area is to diversify and develop sustainable funding sources.** This is the Financial Sustainability portion of the plan. Strategic Goal 2 is to ensure long-term sustainability through financial integrity and revenue diversification. The objectives established to meet this goal are:

- A. Develop and implement a fund development plan to diversify revenues that will include a donor/sponsor relationship management plan, grants/corporate sponsorship revenues, and maximize convention and special event capacity/exposure/revenue.
- B. Streamline financial systems, policies and practices.
- C. Establish national partnerships that benefit the members and generate unrestricted revenue.

The Executive Director (ED) is the primary lead in these areas. Nancy Wittenberg (Northwest Regional Director and former Vice Chair of the SPC) volunteered to assist the ED with work in this area. Nancy can be reached via email at nw_rd@ava.org.

AVA (America's Walking Club) 2016–2020 Strategic Plan Implemented

By David Bonewitz, SERD & Chair, Strategic Planning Committee

The **third key focus area is to increase national public awareness of the new AVA brand** which is the Internal Operations portion of the plan. Strategic Goal 3 is to increase public awareness, operational capacity and efficiency to facilitate engagement and growth. The objectives established to meet this goal and the action committees assigned to achieve these goals are:

- A. Develop and implement a long- range national publicity campaign (ED)
- B. Build a member-centered data management system (IT Committee, Chair Frank Sayers, email: rm_rd@ava.org).
- C. Create and implement annual risk management plan and review process (ED/Executive Committee).
- D. Resource implementation of the strategic plan prioritizing operational capacity and staffing plan alignment, performance, policies and procedures (ED/Executive Committee)

The **fourth key focus area is to develop the capacity of the board, staff and volunteer leaders.** This is the area of Governance and Leadership with a strategic goal to build board governance and management capacity to facilitate engagement and growth. The Objectives established to meet this goal and the action committees assigned to achieve these goals are:

- A. Develop NEC strategic governance capacity
 - a. Board Committee and Task Group charters (Bylaws Committee, Chair Jerry Wilson, email: nc_rd@ava.org /Standards and Evaluation Committee, Chair Suzi Glass, email: pa_rd@ava.org)
 - b. Governance policies, principles, and practices (Bylaws Committee/Standards and Evaluation Committee)
 - c. Board composition of skills and experience (Executive Committee)
 - d. Board/ED education and training (Executive Committee)
- B. Update and align governing documents with strategic direction and Texas/ Federal Law (Bylaws Committee/Executive Committee)
- C. Study and align AVA regions to support club growth (Standards and Evaluation Committee)

Each of these action committees were tasked to report at the January 2017 NEC meeting what they propose to do to meet their objectives and provide a timeline that fits within the five-year Strategic Plan.

The approval of this plan by the NEC completed the work of the SPC and it was disbanded by the AVA President. This is as it should be with these action committees bringing in fresh ideas and new energy to implement the tasks that will achieve these objectives and meet these goals. The members of the SPC did a wonderful job under less than perfect conditions. As Chair, I owe them tremendous thanks for staying the course in spite of difficulties and producing a Strategic Plan that can provide the foundation for a bright future for AVA.

Note that I said the Strategic Plan “can provide the foundation for a bright future for AVA.” This is where the **Call to Action comes in. You are AVA.** As we hand off this Strategic Plan to the action committees, I challenge you to get involved. Pick an area where you have experience or interest and contact the appropriate committee chair. Offer your ideas, your help, your support and your energy. Only if we work together will we be able to complete these objectives to reach our goals. Let's get out there and make things happen.