

**MID-FLORIDA MILERS WALKING CLUB
QUARTERLY BOARD OF DIRECTORS' MEETING
July 11, 2020**

CALL TO ORDER

The MFM quarterly Board meeting was held virtually via Zoom. A quorum was present: Cathy Metherell, President, Dan Barnett, Vice President, Sharon Axelrod, Secretary, and Sharon Predham, Treasurer. Also in attendance were Mike Lanpher, Trailmaster, Jenny Thomas, YRE Coordinator and Dave Piatt, Membership Chair. President Cathy Metherell called the meeting to order at 10:33 am.

MINUTES

Minutes from BOD Quarterly Meeting on 5/26/2020 and BOD general meeting 6/27/2020 were approved and accepted.

TREASURER'S REPORT

Treasurer Sharon Predham provided:

- Balance Sheet as of July 10, 2020
 - Total Assets \$8,325.55
 - Net Income YTD \$7.78
- Mike Lanpher asked Sharon if MFM had received the reimbursement from AVA for our May 23 cancellation of Orlando walk at Pirates Cove Adventure Golf. Sharon said no; she had just received AVA 7/1 statement and the refund was not on it.
 - Cathy Metherell will email RD John McClellan letting him know we have not received the \$30 sanction fee reimbursement for this cancelled walk.

MEMBERSHIP REPORT

Membership Chair, Dave Piatt provided as of today for the 7/1/2020 -6/30/2021 year:

- Total membership is 30 and total members are 43.
- This compares to 40 memberships and 60 members as of 7/11/2019
 - Due to the Corona Virus the renewal campaign was started about a month later than usual.
 - After the Winter Springs walk next Saturday, Dave will send a reminder email to those members from last year who have not renewed.

PUBLICITY REPORT

Publicity Coordinator, Letty Zook was unable to attend today. However she did tell Secretary, Sharon Axelrod there was nothing new to report.

VOLUNTEER REPORT

Volunteer Coordinator Sharon Axelrod asked Trailmaster Mike if he needed volunteers at upcoming walks. For next Saturday's walk in Winter Springs, Mike would like volunteers for the Stamp Table, 6K Checkpoint and 10K Checkpoint.

Sharon also mentioned that two on-going volunteer positions still have not been filled

- Social Event Coordinator
- Trailmaster (to assist Mike)

TRAILMASTER REPORT

Trailmaster Mike presented:

- YREs
 - 4 open, 8 suspended
 - Suspended events are not to be walked (possible insurance issue)
 - Disney springs walk will be changed to start at Pirate's Cove
 - Sarasota Springs is opened to guests only
 - Orange garage entrance off of I4 is closed.
 - John Hunter will replace Cathy as the Route Monitor for Orlando North
 - Sharon Predham will provide YRE numbers for 2019-20 at the end of the month when she has the information, and will also provide 3rd and 4th quarter for 2018-19.
- August 1 walk changed to TE at Mead Garden.
- September 5 walk changed to Winter Springs Central Winds Park & will also include a Bike event
- September 19 walk changed to IDrive
- October 17 backup TE at Leesburg Senior Center (convention walk). Sharon P. said that building was taken down and she thinks something else is there now. She will check it out.
October 31 added Longwood.
- November 7 TE at Sanford's Willow Run
November 21 at Longwood (arts festival)
- Pre-walks for Mead Garden, Altamonte, Winter Garden and Sanford will need to be done.

OLD BUSINESS

- MFM Audit
 - Cathy has emailed Laurie Hauptman
- E3 Program delayed
 - This is the program between AVA and Element3 Health, with the common goal of walking participation and club growth, (a walking referral program). It was presented in the January 2020 Checkpoint.
- WAF 30
 - Cathy informed the group that John McClellan held a Zoom meeting to discuss postponing this year's WAF to November 2021. John will be meeting with the hotel next week to discuss the possibilities.
 - The Happy Wanders had put the deposit down; John asked if the other two clubs would be willing to split it three ways. Mike moved to have the Board vote on it. BOD was all in favor.

NEW BUSINESS

- Financial Committee Discussion:
Dan Barnett presented slides with the recommendations from the Financial Committee. Dan explained decisions should not be made today but we should review what he has presented. The Board requested possible proposals to be voted on at the next Board meeting..
 - The following assignments were made:
 - Dan will propose options for the Frequent Walker Packet
 - Dave will propose options for the Club Membership Fee

- Jenny and Mike will propose options for Elimination of One or more YRE.
- Mike will propose options for Elimination of One or more TE
- Mike will propose options on having Wekiwa Springs as a TE
- Mike will propose options for Copying Club Information
- Sharon P. will research if there are banks/credit unions who do not charge fees for non-profit organizations or charge less than the fees we are currently paying.
- The slides have been attached to these minutes.
- YRE status and renewals for 2021
 - A meeting with BOD, the Route Monitors and the Trailmaster needs to be held within the first 10 days of August.
 - Cathy will look at her schedule and pick several dates and times that work for her to have a Zoom teleconference call. And then she will reach out and invite the Route Monitors requesting which day works best for each of them.

Next Meeting will be held Saturday July 25 at 10:30am to review and vote on financial proposals.

Next Quarterly Meeting will be held Saturday October 10 at 10:30.

Meeting was adjourned at 12:40 pm.

Sharon Axelrod, Secretary, Mid-Florida Milers

Financial Committee

- As briefed at the MFM Annual Meeting, the Committee will review financial and walk data in order to provide recommendations to improve the MFM financial position and improve walk and club participation.
- Members:
 - Dan Barnett—Chair Person.
 - Jenny Thomas
 - Mark Johnson
 - John Hunter
- Committee members submitted 12 recommendations with four of which had different options.
- Committee submitting 10 recommendations to the Board of Directors

Frequent Walker Packet (FWP)

Discussion:

Over the past five years, the MFM have sold the following number of FWP's:

Packets:

2019-20: 27 books x 10 coupons per book = 270 coupons x \$2 = \$540

2018-19: 22 books = 220 coupons x \$2 = \$440

2017-18: 23 books = 230 coupons x \$2 = \$460

2016-17: 39 books = 390 coupons x \$2 = \$780

2015-16: 25 books = 250 coupons x \$2 = \$500

Recommendation:

Eliminate the Frequent Walker Program. It could have potentially added the following amounts of funds each year, assuming all Frequent Walker Coupons were used and the walkers did the walk.

2019-20: 270 walkers x \$3 = \$810 - \$540 = \$270 Increase in club funds

2018-19: 220 walkers x \$3 = \$660 - \$440 = \$220 increase in club funds

2017-18: 230 walkers x \$3 = \$690 - \$460 = \$230 increase in club funds

2016-17: 390 walkers x \$3 = \$1170 - \$780 = \$390 increase in club funds

2015-16: 250 walkers x \$3 = \$750 - \$500 = \$250 increase in club funds

Club Membership Fee

Discussion:

During the past five years, AVA increased the club membership from \$50 to \$75 per year. The MFM has maintained its due structure during this time as \$8 for a single club membership and \$13 for a family.

2019-20:

38 single x \$8 = \$304

24 family x \$13 = \$312

Recommendation:

Increase single club membership to \$15 and family club membership to \$25 or single club membership to \$12 and family club membership to \$20

38 single x \$12 = \$456 - \$304 = \$152 increase in club funds

24 family x \$20 = \$480 - \$312 = \$168 increase in club funds

Overall, this would be a \$152 + \$168 = \$320 increase in club funds

Eliminate One or more YRE

Discussion:

YRE cost:

AVA Sanction Fee: \$20/annual

Walker fee: \$1.25/walker

AVA Fee: \$5/quarter

YRE held during the past five years:

2019-20: 21

2018-19: 19

2017-18: 19

2016-17: 18

2015-16: 18

Recommendation:

Within the past year, MFM eliminated the Altamonte Springs, Wekiwa, Boca Raton and Palm Beach YRE events. We currently have 17 YRE.

In looking at the number of walkers at each of our YRE's for 2015-20, **there appear to be three walks we recommend to eliminate:**

- 1. Delray Beach has averaged 12 walkers/year; save the club \$40/year**
- 2. West Palm Beach has averaged 13 walkers/year; save the club \$40/year**
- 3. Celebration #2 (use the route and add to Celebration #1 as a 20K option); save the club \$40/year**

Eliminate One or more TE

Discussion:

TE cost:

AVA Sanction Fee: \$30

Walker fee: \$1.25/walker

YRE held during the past five years:

2019-20: 10

2018-19: 11

2017-18: 12

2016-17: 13

2015-16: 15

Recommendation:

TE's should only be held during the cooler months. Have only 6 to 9 TE's each year. This could save the club potentially \$30 - \$120 when compared to 10 TE in 2019-20

Walk at least 3 walks per month.

Recommendation:

Walk at least 3 walks per month.

Wekiwa Springs

Recommendation:

Have Wekiwa Springs walk as a TE.

Ways to try and increase club membership and walker participation

Discussion:

Club Membership for the past five years:

2019-20: 88

2018-19: 71

2017-18: 86

2016-17: 92

2015-16: 109

Walkers:

2019-20: TE--258 and YRE—709

2018-19: TE--231 and YRE—718

2017-18: TE--254 and YRE--793

2016-17: TE--284 and YRE—1036

2015-16: TE--383 and YRE—957

Recommendation:

The numbers unfortunately have not been trending in a positive sustained direction. How do we engage younger walkers?

- 1. Use Instagram to publicize our club and our walks**
- 2. Something for AVA to consider: Find a teenager to make a video for TickTock**
- 3. Something for AVA to consider: create an AVA app which would result in eliminating paper tracking books (i.e., Event and Distance books) and have it all on the app**

Copying Club Information

Recommendation:

Reduce copying of the annual Brochure by simply providing a link to it on the monthly brochures available at each walk. It would not be a huge savings but the annual brochure is 16 book-size pages in color - quit different from the two-sided 8.5"x11" of the monthly brochure.

Donations

Recommendation:

The club should not make any donations to any cause unless a special collection is made. We suffer financial losses and cannot help out other causes, no matter how worthy.

Bank Charges

Recommendation:

To eliminate bank fees look for a bank that doesn't charge for non-profits.

Summary

- The Financial Committee has provided 10 recommendations. The Board of Directors can accept any or all of the recommendations.

Potential savings with all 10 recommendations:

Eliminate FWP	\$272 avg/year
Member Fee @\$15S and \$25F	\$470
Member Fee @\$12S and \$20F	\$236
TE at 6 per year	\$120
TE at 9 per year	\$30
Reduce 3 YRE	\$120
Wekiwa Springs TE	-----
3 Walks per Month (assuming 25/walk)	\$438
Increase Membership (assumes 10)	\$152
Less Yr Brochure (assumes 200/year)	\$90
Eliminate Bank Fees	\$75
No Donations	\$100

Potential savings with all recommendations is \$1,836

Potential savings FWP, \$12/20 Fee, 9 TE, and the remaiations is \$1,512