

MID-FLORIDA MILERS WALKING CLUB BOARD OF DIRECTORS' MEETING

October 15, 2020

CALL TO ORDER

This Mid-Florida Milers BOD meeting, via Zoom, began at 6:05pm. A quorum was present: Cathy Metherell, President, Dan Barnett, Vice President, Sharon Axelrod, Secretary and Sharon Predham, Treasurer. Also present were Mike Lanpher, MFM Trailmaster, Jenny Thomas, YRE Coordinator, Dave Piatt, Membership Chairperson and Rosemary Barna, MFM Member.

The agenda for this meeting included the four remaining items from the 10/10 Quarterly BOD Meeting.

First Agenda item: AVA/E3 Video 8/19

Rosemary Barna began the discussion saying after watching the video she did believe the AVA / E3 program would be a good thing to increase club membership. She made a couple points: First there would need to be a current member to contact the E3 member to welcome them and obtain information such as their expectations and walking abilities. And then at the first walk attended by the E3 member there should be a host walker to walk with the newcomer. Rosemary said she would be happy to take on some of these responsibilities. Due to a conflict in schedule, Rosemary excused herself from the rest of the meeting.

The discussion of the E3 Video continued with a number of remarks and comments from the rest of the meeting participants. There was some confusion and a number of more questions concerning the aspects of the program:

- AVA Membership
- Club Membership
- IVV Credit books
- Expectation for number of walks a week
- Length of walks? Standard IVV 5k or 10k or less dependent on capabilities
- Social activities following the walks (which had been mentioned)
- What is the Corporate to Corporate deal between E3H and AVA

Vice President, Dan Barnett indicated he would like to find out what AVA clubs are currently participating in this program, specifically if any other Southeast region club has been involved. Dan said he would reach out to SERD John McClellan for further information. President Cathy Metherell approved and thanked Dan.

Second Agenda item: AVA/ ACE program Video 8/19

Mike Lanpher began the discussion on the ACE (AVA Community Event) based on the information from over two years ago when AVA first presented this program. The ACE program is non – IVV; IVV rules do not need to be followed. No stamps; Regional Director approves and sanctions; and no event brochures are necessary.

Mike began by stating that the ACE-Y (AVA Youth Community Events) and the ACE-P (AVA Private Community Events) would not currently be relevant to Mid-Florida Milers. However if the situation ever presented itself, MFM could review these programs.

ACE-T (AVA Traditional Community Events) are similar to the AVA Traditional Events that clubs currently host except no IVV guidelines, so may allow for more flexibility.

An example given in the AVA Policy Manual is a possible event whereby the club partners with a local nonprofit organization to host a walk that is less than 10k or 5k. (Possibly use for E3 members?)

ACE-WG (AVA Weekday Guided Community Events) are marketed as weekly participation on specific day and time. Leader, guided walk, no maps.

A per-participant fee for an IWGE (Individual Weekly Guided Event) is optional.

This type of weekday event may attract members who are unable to participate in weekend walks. AVA does require a post event participation report following each of these events.

Due to meeting time constraints the following two agenda items will be rescheduled

Facebook Publicity (9/23 AVA/Mass Media Video)

Membership Plan agreed upon at 7/25 BOD Meeting

This meeting was adjourned at 7:18pm

The next BOD Meeting to discuss the two agenda items above has been schedule for Thursday 10/22 at 6:00pm

Sharon Axelrod
Secretary, Mid-Florida Milers Walking Club