

# MID-FLORIDA MILERS WALKING CLUB BOARD OF DIRECTORS' MEETING

October 22, 2020

## CALL TO ORDER

This Mid-Florida Milers BOD meeting, via Zoom, was called to order by President, Cathy Metherell at 6:07pm. 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 and Nancy Barnett, MFM Club Members.

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

- Facebook and Publicity (9/23 AVA & Mass Media video)  
After watching the video Rosemary Barna, current administrator for the Mid-Florida Milers "Group" Facebook page, stated that MFM should migrate to a "Business" page as recommended by AVA. The BOD agreed.
  - The Group page will be replaced with a Business page
  - Rosemary will work on setting up the new Business page and having it ready to advertise our next event.

We discussed some of the recommendations made by the Mass Media representative on the video.

- The Business page will provide an additional platform for marketing our walking events. Anyone can access a Facebook Business page.
- Include a thorough and specific description of the event (i.e.; our brochure)
- By using hash tags (i.e.; #walking; #volkssporting; #fun and fitness) we can attract interested people to view our page.
- Include photos to show the "fun" of the event; and include short videos (eye-catchers for the younger generation).
- A club can pay Facebook to advertise; however the more "Likes" a page receives shows Facebook you are engaging more people.

The Director of Client Services for Mass Media said she would provide a Template for the set up of a Business page to AVA to share with their clubs.

- Cathy Metherell will contact RD John McClellan to check on this.
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- Membership Plan (how to increase membership)  
During the BOD Meeting on 7/25/2020, a plan to solicit recommendations and new ideas from our current MFM membership was suggested. MFM Membership Chairperson presented his plan for discussion.
    - Target Audience: Why join a walking club? Objectives (fitness, social activities)? Ask our current members "why did you join MFM"? Target age group 35 - and older?

- Ways to Reach the Audience: Currently using Orlando Sentinel and IC Florida. Now new Business page on Facebook? E3H through AVA? Health & Wellness organizations?
- Activities to Appeal to a New Audience: Photography walk? Historic walk? Statues walk? Meals before or after a walk? Virtual walk challenge-walk a distance such as Orlando to Tampa; Orlando to Cocoa? Guided walk by an expert (such as we did at Leu Gardens).
- When to Start: Consensus from the group was to begin now to gather feedback from our members. Implementation will be over time. Especially due to CoVid-19, some things such as social gatherings will not be happening right away but other items mentioned such as advertising on a new Business Facebook page could begin immediately.

Dave Piatt will draft a memo to the MFM Membership. He will send it to the Board for review and request feedback within 2 or 3 days. The memo will include a timeline to submit feedback and will let members know that implementation will be over the coming months.

- Confirmation was given on a change to the timing of Volunteer Signups per Event: Volunteer Coordinator Sharon Axelrod will submit to Webmaster Dan Barnett, two weeks prior to the event for web posting and to Publicity Coordinator, Letty Zook, for eNews one week before event.

This meeting was adjourned at 7:18pm

Sharon Axelrod  
Secretary, Mid-Florida Milers Walking Club