

MID-FLORIDA MILERS WALKING CLUB BOARD OF DIRECTORS' MEETING

January 23, 2020

CALL TO ORDER

The MFM Board meeting was held at Comfort Inn and Suites in Orlando. President Rosemary Barna called the meeting to order at 10:30am. A quorum was present: Rosemary Barna, President, Dan Barnett, Vice President, Sharon Axelrod, Secretary and Sharon Predham, Treasurer. Also present were Mike Lanpher, MFM Trailmaster and Jenny Thomas, YRE Coordinator.

OLD BUSINESS

- America's Walking Club (AVA) National Walking Week 4/1/2020—4/7/2020
 - Every April the American Heart Association celebrates physical activity and AVA has chosen to implement the first week of April as National Walking Week.
 - MFM will conduct two walks in Central Florida
 - Wednesday April 1, Universal YRE from Starbucks
 - Saturday April 4, Orlando Downtown YRE from Beardall
- Annual Membership Meeting
 - Date: Saturday March 28
 - Place: Maitland Library
 - Time: 10:00am – 2:00pm
 - Program:
 - Review on how to register at YREs including local, out of area, and online start boxes. Potential remote discussion with an AVA executive for an update on America's Walking Club
 - Annual Membership Meeting:
 - Elections 2020 – 2022 terms for President and Secretary
 - Dialogue with members: Club costs; Club participation; thoughts
 - Brief update on WAF 30 in Daytona Beach
 - AVA Big Give fundraiser
 - Pot luck lunch:
 - Volunteer sign up will be available for pot luck items such as: small sandwiches, salads, side dishes, chips & dip, etc.
 - Maitland YRE Walk Box will be available for those who wish to walk following the meeting.

NEW BUSINESS

- Element 3 Health and Walking Program
 - AVA and Element3 Partnership: Element3Health is the company that created the health referral platform GroupWorks which we currently use.
 - Purpose: Increase walking participation and club growth.
 - A referral program for people interested in walking AVA club events.

- Element3 will begin by targeting Pacific, Rocky Mountain and South Central regions.
 - MFM will wait & see lessons learned and how the referral program works.
- . Posters at businesses at YRE start points
 - The Upstate Pathfinders in Greenville, SC are highlighting their affiliation with both America's Walking Club and Starbucks by posting a flyer in the store indicating the store as an AVA Starting Point.
 - Trailmaster Mike Lanpher has created posters for the MFM YRE start points at businesses and he will begin to visit each to see if they would be acceptable to this type of promotion.
- America's Walking Club Fundraising Event
 - The annual "Big Give" event begins on March 19 and lasts until April 30. The goal for 2020 is \$80,000.
 - MFM will donate \$100 on March 26 during the 24-hour period when special money awards are received.
 - Flyer will be created and available for promoting the event at walks, on the website, eNews and Facebook.

NEXT BOARD MEETING

The next Board Meeting will be held February 29 following Orlando Lake Eola Heights Leap Day walk and lunch at City Pub at 861 North Orange Ave., just around the corner from Marks St. Senior Center. Agenda will include (but not limited to) finalizing details for the March 28 Annual Meeting and further discussion on Club expenses and members' fees.

Meeting was adjourned at 11:15am.

Sharon Axelrod, Secretary, Mid-Florida Milers